

UNITED STATES TELEVISION STATIONS AND MARKET DATA

(For directory of radio stations see BROADCASTING Yearbook)

ALABAMA

ALABAMA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|-------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Autauga | 4,100 | 35 | 1,420 | 6,039 | 1,817 | 234 |
| Baldwin | 11,500 | 62 | 7,120 | 33,568 | 8,933 | 1,105 |
| Barbour | 6,400 | 32 | 2,050 | 14,962 | 3,753 | 527 |
| Bibb | 3,800 | 46 | 1,740 | 9,461 | 2,530 | 125 |
| Blount | 6,700 | 58 | 3,910 | 15,469 | 3,299 | 293 |
| Bullock | 3,500 | 39 | 1,350 | 6,071 | 1,846 | 205 |
| Butler | 6,400 | 35 | 2,240 | 15,509 | 4,484 | 438 |
| Calhoun | 22,600 | 58 | 13,140 | 73,958 | 18,898 | 1,622 |
| Chambers | 9,400 | 46 | 4,300 | 14,735 | 5,888 | 486 |
| Cherokee | 3,800 | 51 | 1,920 | 7,192 | 1,169 | 105 |
| Chilton | 6,400 | 48 | 3,070 | 15,602 | 4,476 | 371 |
| Choctaw | 4,200 | 31 | 1,320 | 8,838 | 829 | 44 |
| Clarke | 6,200 | 34 | 2,120 | 21,791 | 4,552 | 646 |
| Clay | 2,900 | 42 | 1,220 | 7,177 | 2,104 | 207 |
| Cleburne | 2,600 | 51 | 1,320 | 5,654 | 1,058 | 108 |
| Coffee | 7,100 | 30 | 2,120 | 21,528 | 5,321 | 563 |
| Colbert | 11,300 | 26 | 2,920 | 36,387 | 10,012 | 1,032 |
| Conecuh | 4,400 | 28 | 1,250 | 8,779 | 2,355 | 238 |
| Coosa | 2,500 | 42 | 1,060 | 2,739 | 995 | 172 |
| Covington | 9,900 | 30 | 2,960 | 27,893 | 7,380 | 1,293 |
| Crenshaw | 4,400 | 39 | 1,720 | 7,226 | 1,742 | 77 |
| Cullman | 11,600 | 73 | 8,490 | 33,892 | 4,783 | 764 |
| Dale | 4,700 | 36 | 1,680 | 11,504 | 4,505 | 453 |
| Dallas | 14,200 | 40 | 5,680 | 41,824 | 10,262 | 1,525 |
| De Kalb | 11,000 | 37 | 4,040 | 23,162 | 4,924 | 709 |
| Elmore | 7,100 | 45 | 3,170 | 14,120 | 3,681 | 297 |
| Escambia | 7,300 | 45 | 3,280 | 27,385 | 5,769 | 891 |
| Etowah | 27,700 | 57 | 15,830 | 86,161 | 23,745 | 2,594 |
| Fayette | 4,300 | 43 | 1,860 | 9,398 | 2,075 | 231 |
| Franklin | 6,000 | 38 | 2,290 | 13,526 | 2,846 | 389 |
| Geneva | 5,900 | 24 | 1,390 | 16,171 | 5,140 | 418 |
| Greene | 3,400 | 29 | 990 | 6,771 | 1,052 | 138 |
| Hale | 4,500 | 29 | 1,300 | 6,622 | 1,395 | 133 |
| Henry | 3,700 | 36 | 1,330 | 11,017 | 2,648 | 277 |
| Houston | 12,300 | 47 | 5,820 | 49,727 | 10,635 | 1,294 |
| Jackson | 8,500 | 39 | 3,320 | 16,630 | 4,188 | 526 |
| Jefferson | 170,500 | 78 | 133,390 | 596,345 | 142,735 | 16,902 |
| Lamar | 3,500 | 43 | 1,520 | 7,317 | 1,450 | 267 |
| Lauderdale | 15,000 | 27 | 4,070 | 46,337 | 10,215 | 1,447 |
| Lawrence | 6,100 | 41 | 2,510 | 8,625 | 2,362 | 423 |
| Lee | 11,000 | 44 | 4,800 | 29,106 | 8,383 | 1,071 |
| Limestone | 8,200 | 40 | 3,300 | 20,582 | 5,346 | 423 |
| Lowndes | 3,500 | 35 | 1,210 | 5,449 | 634 | 63 |
| Macon | 6,600 | 34 | 2,240 | 10,550 | 3,560 | 225 |
| Madison | 20,700 | 42 | 8,590 | 77,082 | 18,605 | 2,234 |
| Marengo | 6,700 | 36 | 2,430 | 15,360 | 3,879 | 404 |
| Marion | 6,400 | 38 | 2,450 | 12,728 | 2,680 | 365 |
| Marshall | 11,500 | 47 | 5,350 | 42,206 | 7,962 | 1,185 |
| Mobile | 72,700 | 61 | 44,570 | 271,029 | 68,131 | 12,460 |
| Monroe | 5,300 | 31 | 1,650 | 12,514 | 3,193 | 227 |
| Montgomery | 42,900 | 72 | 30,830 | 176,821 | 33,663 | 5,013 |
| Morgan | 14,300 | 56 | 7,950 | 46,075 | 11,710 | 1,333 |
| Perry | 4,000 | 46 | 1,840 | 9,150 | 2,166 | 245 |
| Pickens | 5,000 | 31 | 1,530 | 11,755 | 2,804 | 509 |
| Pike | 7,200 | 35 | 2,500 | 17,851 | 4,102 | 653 |
| Randolph | 4,900 | 46 | 2,230 | 9,805 | 2,291 | 271 |
| Russell | 10,500 | 46 | 4,790 | 17,224 | 8,358 | 474 |
| Saint Clair | 6,300 | 58 | 3,680 | 12,023 | 3,760 | 340 |
| Shelby | 7,500 | 71 | 5,320 | 15,790 | 4,834 | 342 |
| Sumter | 5,100 | 36 | 1,850 | 7,545 | 1,533 | 202 |
| Talladega | 16,100 | 60 | 9,660 | 42,958 | 12,284 | 1,282 |
| Tallapoosa | 8,700 | 45 | 3,920 | 25,170 | 7,319 | 890 |
| Tuscaloosa | 23,700 | 58 | 13,800 | 87,898 | 16,747 | 2,541 |
| Walker | 15,200 | 75 | 11,280 | 30,541 | 9,024 | 925 |
| Washington | 3,300 | 31 | 1,040 | 5,562 | 1,530 | 92 |
| Wilcox | 4,600 | 31 | 1,440 | 6,012 | 1,274 | 73 |
| Winston | 3,900 | 41 | 1,610 | 8,492 | 1,566 | 306 |
| Total | 803,200 | 55% | 444,070 | \$2,392,130 | \$583,189 | \$73,744 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ANDALUSIA

(Covington County)

WAIQ-TV*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 4-2741 (Birmingham).

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 6950 ft; above ground 571 ft.

OPERATION: Began Aug. 8, 1956.

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

PRINCIPAL STOCKHOLDER: State of Alabama (see WBIQ Birmingham).

EXECUTIVES:

Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

BROADCASTING • TELECASTING

BIRMINGHAM

(Jefferson County)

WABT (TV)

LICENSEE: Alabama Broadcasting System Inc. Address: P.O. Box 2553. Phone: Fairfax 2-2486. TWX No.: FRX.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 151 kw. Present Operating Pow.: Visual 302 kw, Aural 151 kw. Antenna Height: Above average terrain 840 ft; above ground 505 ft.

EQUIPPED TO COLORCAST: network programs, local live programs, local films.

OPERATION: Began May, 1949.

AFFILIATIONS: Tv networks, NBC, ABC, Stations, Am, WAPI; Fm, WAFM (FM)

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDER: 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. & gen. mgr. J. V. Sanderson, ch. engr.
James B. Chenoweth, prom. mgr.
Charles F. Grisham, vp., & mgr. of tv sls. Charles E. Davis, news ed.
Ray A. Furr, vp., dir. of pgrmmg. & pgrmm. dev. & film buy.

SUMMARY OF RATES (Card No. 10, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. | |
|--|----------|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$260.00 | \$250.00 | \$125.00 |
| Class A (8:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat., Sun.; 10-10:30 p.m., daily) | \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$210.00 | \$180.00 | \$90.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat., Sun.) | \$488.00 | \$293.00 | \$195.00 | \$171.00 | \$145.00 | \$98.00 | \$49.00 |
| Class C (Noon-5p.m., Mon.-Fri.; noon-2 p.m., Sat., Sun.; 10:30 p.m.-sign-off, daily) | \$325.00 | \$195.00 | \$130.00 | \$114.00 | \$98.00 | \$65.00 | \$33.00 |
| Class D (Sign-on-noon, daily) | \$250.00 | \$150.00 | \$100.00 | \$88.00 | \$63.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WBIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: 807 Protective Life Bldg. Postal Zone: 3. Phone: 4-2741.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Present Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Antenna Height: Above average terrain 530 ft; above ground 187 ft.

OPERATION: Began Apr. 28, 1955.

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

PRINCIPAL STOCKHOLDER: State of Alabama, which also owns WAIQ (TV) Andalusia, and WTIQ (TV) Munford, both Ala.

EXECUTIVES:

Raymond D. Hurlbert, gen. mgr. Albert H. Renfro Jr., ch. engr.
Lou Peneguy, pgm. coord.

WBMG (TV)

(Target Date, Unknown)

LICENSEE: Birmingham Television Corp. Address: Room 642, 190 N. State St., Chicago 1, Ill.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 16.8 kw, Aural 8.91 kw. Antenna Height: Above average terrain 770 ft; above ground 589 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: Owned jointly by H. & E. Balaban Corp. (see WICS [TV] Springfield, Ill.) and Winston-Salem Broadcasting Co. (see WTOB-TV Winston-Salem, N. C.)

EXECUTIVES:

Harry Balaban, pres. Otto Zeman, sec.-treas.
Elmer Balaban, vp.

WBRC-TV

LICENSEE: WBRC Inc. Address: Atop Red Mountain. Postal Zone: 9. Phone: 4-4701. TWX No.: BH 260.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 900 ft; above ground 546 ft.

EQUIPPED TO COLORCAST: network programs.

OPERATION: Began June 4, 1949.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt.

PRINCIPAL STOCKHOLDER: Radio Cincinnati Inc. (see WKRC-TV Cincinnati, Ohio).

BIRMINGHAM (Cont.)

WBRC-TV (Cont.)

EXECUTIVES:

Hulbert Taft Jr., pres.
 Robert T. Schlinkert, gen. mgr.
 Oliver Naylor, com. mgr.
 M. D. Smith III, pgr. dir. & film buy.

Robert L. DuPriest, ch. engr.
 Jerry Thompson, prom. mgr.
 Leo Willette, news ed.

SUMMARY OF RATES (Card No. 9, Feb. 2, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., daily) | \$850.00 | \$510.00 | \$340.00 | \$300.00 | \$270.00 | \$250.00 |
| Class A (6:30-7 p.m., 10-10:30 p.m., Mon.-Fri.; 6-7 p.m., 10-10:30 p.m., Sat., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$210.00 | \$180.00 |
| Class B (5:30-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$160.00 | \$135.00 | \$120.00 |
| Class C (9 a.m.-5:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; 10:30-11:15 p.m., Sat.; 9 a.m.-1 p.m., 10:30-11:15 p.m., Sun.) | \$325.00 | \$195.00 | \$130.00 | \$115.00 | \$98.00 | \$70.00 |
| Class D (Sign-on-9 a.m.; 11:15 p.m.-sign-off, Sun.-Fri.; Sign-on-1 p.m., 11:15 p.m.-sign-off, Sat.) | \$250.00 | \$150.00 | \$100.00 | \$90.00 | \$75.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

DECATUR

(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Co. Address: P. O. Box 411. Phone: 802. TWX No.: 571.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 9.33 kw, Aural 5.01 kw. Present Operating Pow.: Visual 9.33 kw, Aural 5.01 kw. Antenna Height: Above average terrain 350 ft.; above ground 383 ft.

OPERATION: Began July 4, 1954.

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

REPRESENTATIVES: Sales, Jack Masla & Co., Dora Clayton (South); Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Frank Whisenant, 63.24% and approximately 30 others.

EXECUTIVES:

Frank Whisenant, pres. & film buy.
 Louis Blizzard, sta. mgr., com. mgr. & prom. mgr.

Alice Whisenant, pgr. dir.
 Alvin Millwood, ch. engr.

SUMMARY OF RATES (Card No. 1, May 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$45.00 | \$35.00 |
| Class B (5-6 p.m., Mon.-Sat.; after 10:30 p.m., daily) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$29.00 |
| Class C (Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.) | \$80.00 | \$48.00 | \$32.00 | \$28.00 | \$24.00 | \$21.00 |

Above are one-time rates. Frequency discounts allowed.

DOTHAN

(Houston County)

WTVY (TV)

LICENSEE: WTVY Inc. Address: Cottonwood Rd. Phone: 5-2810. TWX No.: TLX 461.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 12, 1955.

AFFILIATIONS: Tv Networks, CBS, ABC, NTA.

REPRESENTATIVES: Sales, Young Television, Clarke Brown Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Claude M. Gray.

PRINCIPAL STOCKHOLDERS: Charles Woods, 19.61%; J. T. Thrower and wife, 10.78%; Dr. Paul Flowers, 14.71%; F. E. Busby, 10.47%; Alto V. Lee, .98%; H. L. Holman Jr., 2.94%. has minority interest in WOZK Ozark, Ala.

EXECUTIVES:

Charles Woods, pres.
 F. E. Busby, exec. vp. & gen. mgr.
 Arthur Creamer, com. mgr.
 Daryl D. Griffin, pgr. dir., film buy. & news ed.

Ellis Anderson, ch. engr.
 Warren Jones II, prom. mgr.

SUMMARY OF RATES (Card No. 3, April 1, 1957)

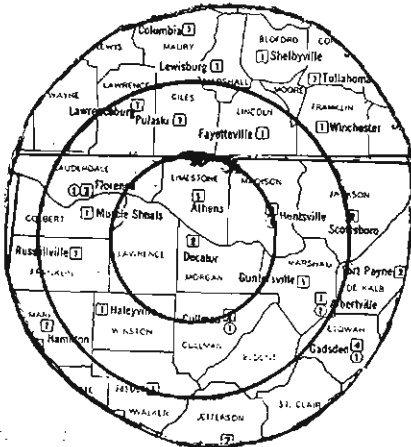
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$37.50 | \$30.00 |
| Class A (6-7 p.m., 10-10:30 p.m., Mon.-Sun.) | \$127.50 | \$76.50 | \$51.00 | \$38.25 | \$31.88 | \$25.50 |
| Class B 5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., Mon.-Sun.; 1-6 p.m., Sat., Sun.) | \$102.00 | \$61.20 | \$40.80 | \$30.60 | \$25.50 | \$20.40 |
| Class C (9 a.m.-5 p.m., Mon.-Fri.; after 11:30 p.m., Mon.-Sun.) | \$78.50 | \$45.90 | \$30.60 | \$22.95 | \$19.13 | \$15.30 |
| Class D (Sign-on-9 a.m., Mon.-Sun.) | \$60.00 | \$36.00 | \$24.00 | \$21.00 | \$18.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

DECATUR—HUNTSVILLE—TRI-CITIES (FLORENCE—SHEFFIELD—TUSCUMBIA)

**WMSL-TV DECATUR ALA.
 NOW 189,000 WATTS**

3 in 1 MARKET



ON THE AIR SINCE JULY 1954

WMSL-TV—Only Station Delivering Grade B Coverage to the Rich North Alabama & Southern Tennessee Markets.

WMSL-TV Delivers 21 Counties—2 Metropolitan Markets.

TV HOUSEHOLDS—82,659

TOTAL HOUSEHOLDS—187,310

TOTAL RETAIL SALES \$479, 010, 000.00

TOTAL POPULATION—687,700

LOW COST PER THOUSAND

**WMSL-TV Channel 23
 NBC—CBS—ABC**

NATIONAL REP: JACK MASLA—NEW YORK—CHICAGO
 SOUTHEASTERN: DORA CLAYTON—ATLANTA

TWX 571

FLORENCE

(Lauderdale County)

WOWL-TV

(Target Date, Sept. 1, 1957)

LICENSEE: Television Muscle Shoals Inc. Address: 801 Cypress Rd. Phone: Atwater 2-7711.

FACILITIES: Ch. 41 Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 7.94 kw. Antenna Height: Above average terrain 390 ft.; above ground 343 ft.

EQUIPPED TO COLORCAST network programs, local slides.

AFFILIATION: Station, Am. WOWL.

REPRESENTATIVE: Sales, William G. Rambeau Co.

PRINCIPAL STOCKHOLDERS: Richard B. Biddle, 25%; Radio Muscle Shoals Inc. (WOWL Florence Ala.), 25%; and the following with 12.5% each: O. B. Miley, C. V. Green, James B. Gambill, George W. McBurney Messrs. Biddle and Miley are associated in the ownership of WOWL. Hr. Biddle owns 25% of WCAD Gadsden, Ala

EXECUTIVES:
Richard B. Biddle, pres, gen. mgr., Larry Rohling, ch. engr.
film buy. & prom. mgr.

MOBILE

(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Inc. Address: 210 Government St. Postal Zone: —. Phone: Hemlock 3-3756. TWX No.: MO 185.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 14, 1953.

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

REPRESENTATIVES: Sales, H-R Representatives Inc.: Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: William O. Pape (99.8%), and Wadsworth B. Pape (.2%).

EXECUTIVES:
W. O. Pape, pres. Raymond Hurley, ch. engr
W. B. Pape, gen. mgr. John Dixon, film buy.
James V. McNamara, com mgr. Charles Badger, prom. mgr. &
Richard V. McMullen, pgm. dir. news ed.

SUMMARY OF RATES (Card No. 4, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7-9:30 p.m., Mon.-Sat.: 6 p.m.-9:30 p.m., Sun.) | | | | | | |
| \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$90.00 | \$45.00 |
| Class A (6-7 p.m., Mon.-Sat.: 9:30 p.m.-10:30 p.m., Mon.-Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class B (5-6 p.m., Mon.-Fri.: 1-6 p.m., Sat., Sun.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 | \$30.00 |
| Class C (Sign-on-5 p.m., Mon.-Fri.: sign-on-1 p.m., Sat.-Sun.: 1:30 p.m.-sign-off, Mon.-Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$56.00 | \$40.00 | \$35.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

WHAT IS LAGNIAPPE?*

Dominate the MOBILE market!

BUY

WALA-TV CHANNEL 10

AND GET

PENSACOLA FREE

ONLY WALA-TV channel 10 Mobile delivers BOTH

LATEST PULSE (MAR. 1957) SAYS CHANNEL 10 STILL FIRST IN MOBILE
CALL H-R

***SOMETHING GIVEN BY WALA-TV TO "SWEETEN" THE PURCHASE FOR THE TIME BUYER**

Mark this market

on your list...

CENTRAL AND SOUTHERN ALABAMA is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population and retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

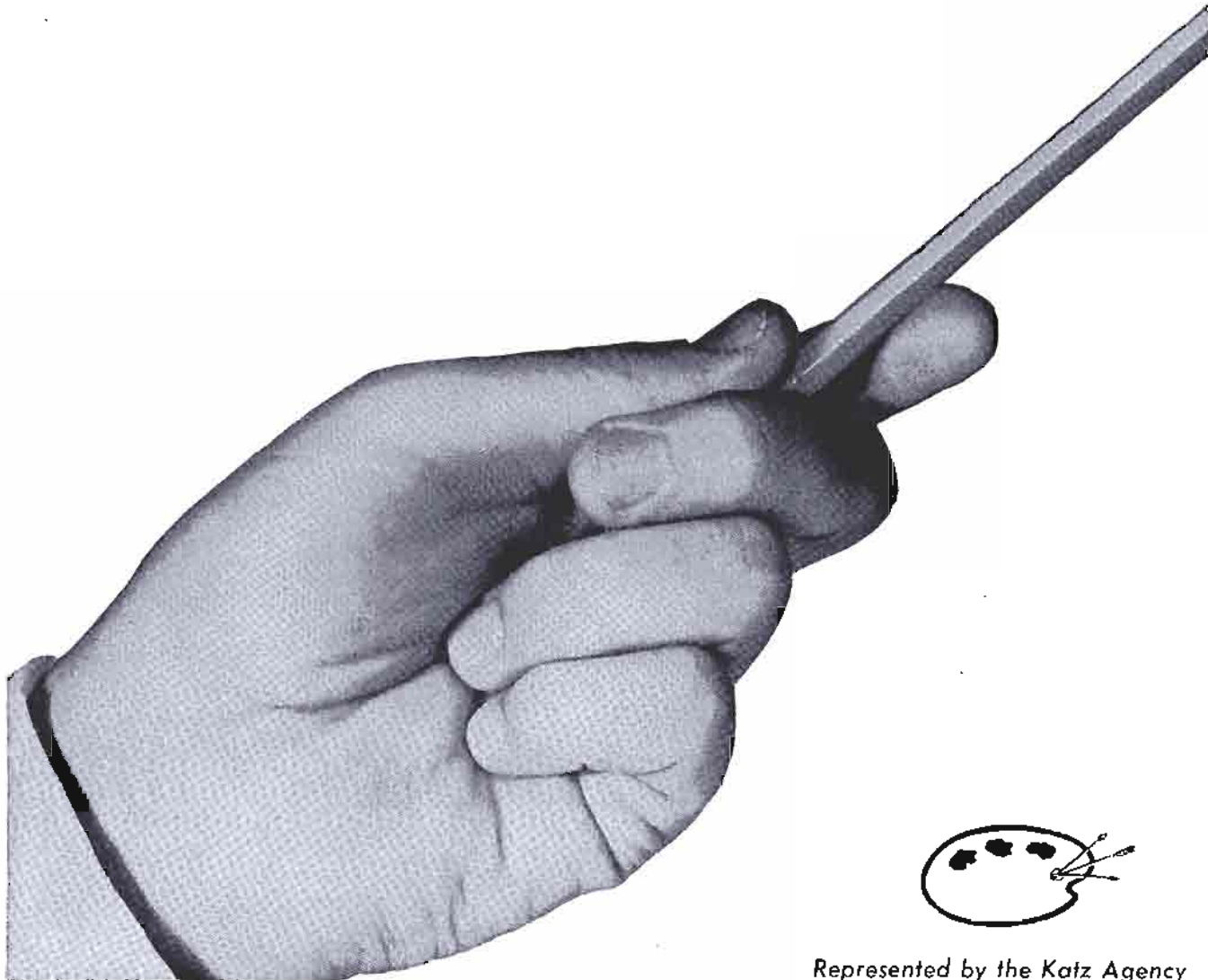
Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

*WSFA-TV's 35 Alabama counties**

| | |
|------------------------------|-----------------|
| Population..... | 1,093,100 |
| Retail Sales..... | \$ 741,637,000 |
| Food Store Sales..... | \$ 184,927,000 |
| Drug Store Sales..... | \$ 21,859,000 |
| Effective Buying Income..... | \$1,062,690,000 |

** Does not include 3 Georgia and 3 Florida bonus counties*

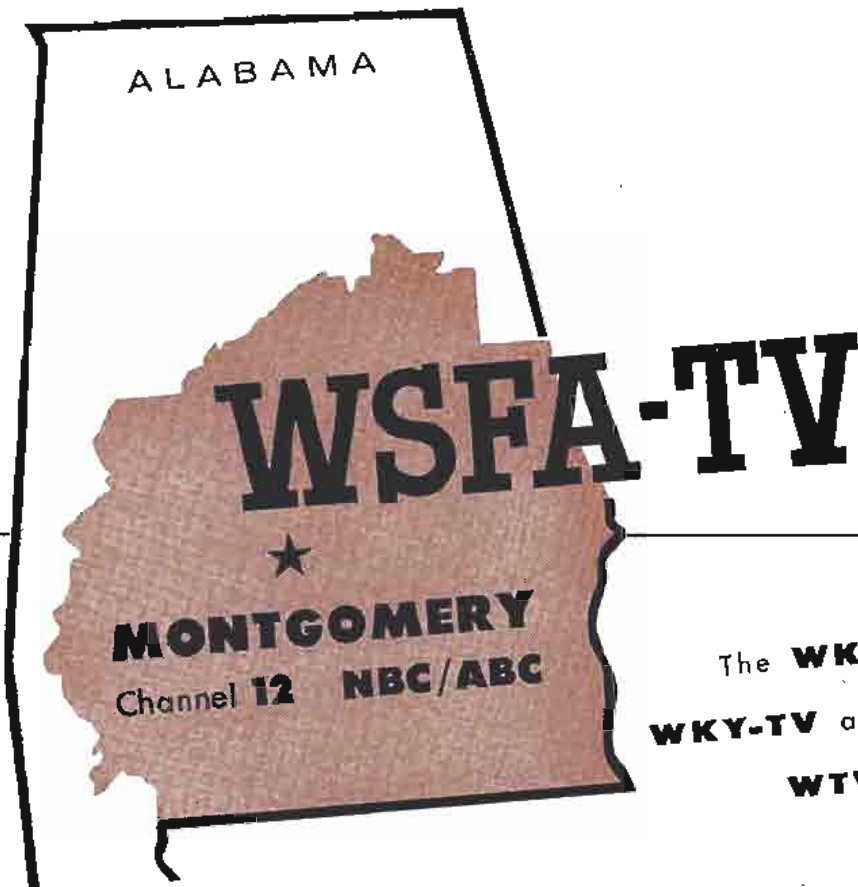
Source: Sales Management Survey of Buying Power, May 1957.



Represented by the Katz Agency

MAJOR MARKET LIST

| | |
|-------------------------------------|------------------------|
| New York - New Jersey - Connecticut | New York City |
| Central and Northern Texas | Dallas - Fort Worth |
| Southern California | Los Angeles |
| Oklahoma | Oklahoma City |
| CENTRAL AND SOUTHERN ALABAMA | MONTGOMERY |
| Central - West Coast Florida | Tampa - St. Petersburg |
| Ohio - Indiana - Kentucky | Cincinnati |
| Illinois - Wisconsin - Indiana | Chicago |
| Pennsylvania - New Jersey | Philadelphia |



In Mobile ...



GETS STILL BIGGER IN ALL 3 DIMENSIONS!

A.R.B. WKRG-TV sets a new record in A.R.B., leading 281 to 150 in quarter-hours when both VHF's are on the air ... with a record new night time lead, too ... 139 to 59!

NIELSEN Nielsen Coverage Service shows WKRG-TV leading in every department ... covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

PULSE Telepulse shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night-time lead was even more one-sided, 117 to 48.

5 WKRG-TV

CBS Channel 5 in Mobile
Representatives: Avery-Knodel

ALABAMA

MOBILE (Cont.)

WKRG-TV

LICENSEE: WKRG-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-5505. TWX No.: MO 97.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 5, 1955.

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

REPRESENTATIVES: Sales, Avery-Knodel; 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 Branan, 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. James Evans, ch. engr.
C. P. Persons Jr., v.p., gen. mgr., Wanda E. Tate, prom. mgr.
com. mgr. & film buy.
George Layne, pgm. dir. & news ed.

SUMMARY OF RATES (Card No. 2, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$90.00 |
| Class A (6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 |
| Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily) | \$200.00 | \$120.00 | \$80.00 | \$56.00 | \$40.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Broadcasting Co. Address: P.O. Box 2505. Phone: Amherst 5-3561. TWX No.: MG 98.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 440 ft.; above ground 460 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 22, 1953.

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

REPRESENTATIVES: Sales, Young Tv; Washington Attorney, Smith & Pepper.

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

EXECUTIVES:

Oscar P. Covington, pres. Henry Amerson, ops. mgr.
Hugh M. Smith, gen. mgr., nat'l W. D. Westherly, ch. engr.
sls. mgr. & film buy. Martha Hall, prom. mgr.
Morris South, loc. sls. mgr. Bob Underwood, news ed.

SUMMARY OF RATES (Card No. 4, Feb. 4, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (6:29-10:01 p.m., daily) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |
| Class B (6-6:29 p.m., Mon.-Fri.; 2-6:29 p.m., Sat., Sun.; 10:01 p.m.-sign-off) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$30.00 |
| Class C (10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat., Sun.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$20.00 |
| Class D (Sign-on-10 a.m., daily) | \$75.00 | \$45.00 | \$30.00 | | \$22.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WSFA-TV

LICENSEE: WKY Television System, Inc. Address: Box 2566. Postal Zone 6. Phone: Amherst 5-1251. TWX No.: MC 90.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 25, 1954.

AFFILIATIONS: Tv Networks, NBC, ABC.

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

PRINCIPAL STOCKHOLDER: Oklahoma Publishing Co. (Daily Oklahoman, Oklahoma City Times, Farmer-Stockman), 100%. It also owns WKY-AM-TV Oklahoma City, and WTVT (TV) Tampa, Fla.

EXECUTIVES:

Eugene B. Dodson, vp. & sta. mgr. Robt. M. Hayward, ch. engr.
Carler Hardwick, com. mgr. Robert L. Tuttle, prom. mgr.
Gene Jacobsen, pgm. dir. & film buy. Crawford Rice, news ed.

SUMMARY OF RATES (Card No. 3, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class A (7-10 p.m., Mon.-Fri.; 5-7 p.m., 10-10:30 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$144.00 | \$112.50 | \$100.00 |
| Class B (6-7 p.m.; 10-10:30 p.m., Mon.-Fri.; 10 a.m.-5 p.m.; 10:30 p.m.-sign-off, Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$96.00 | \$75.00 | \$60.00 |
| Class C (10 a.m.-6 p.m., 10:30 p.m.-sign-off, Mon.-Fri.; ? ? ? ?) | \$250.00 | \$150.00 | \$100.00 | \$80.00 | \$62.50 | \$50.00 |
| Class D (Before 10 a.m.) | \$125.00 | \$75.00 | \$50.00 | \$40.00 | \$32.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

MUNFORD

(Talladega County)

WTIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg. Postal Zone: 3. Phone: 54-241.

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

OPERATION: Began Jan. 7, 1955.

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

PRINCIPAL STOCKHOLDER: State of Alabama (see WBIQ (TV) Birmingham, Ala.).

EXECUTIVES: Raymond D. Hurlbert, gen. mgr. Albert H. Renfro Jr., ch. engr. Lou Peneguy, pgm. coor.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Unknown)

LICENSEE: Deep South Broadcasting Co. Address: P.O. Box 1447, Montgomery. FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 2.51 kw. Aural 1.26 kw. Antenna 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 C. Brennan, vp.

ARIZONA

ARIZONA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Apache | 5,900 | 11 | 630 | 11,435 | 1,725 | 183 |
| Cochise | 12,300 | 21 | 2,560 | 55,724 | 12,609 | 2,463 |
| Coconino | 7,800 | 20 | 1,580 | 40,819 | 5,620 | 950 |
| Gila | 7,600 | 38 | 2,920 | 43,082 | 9,941 | 1,597 |
| Graham | 3,600 | 27 | 960 | 12,124 | 2,365 | 410 |
| Greenlee | 4,100 | 27 | 1,100 | 15,111 | 1,912 | 497 |
| Maricopa | 143,600 | 71 | 101,840 | 583,344 | 134,193 | 23,105 |
| Mohave | 2,200 | 11 | 240 | 12,277 | 1,562 | 391 |
| Navajo | 7,500 | 12 | 880 | 31,834 | 5,139 | 748 |
| Pima | 61,400 | 63 | 38,610 | 253,940 | 62,318 | 9,558 |
| Pinal | 15,000 | 61 | 9,140 | 58,291 | 18,064 | 1,553 |
| Santa Cruz | 2,600 | 31 | 810 | 17,527 | 4,136 | 431 |
| Yavapai | 6,800 | 21 | 1,440 | 28,092 | 6,056 | 1,157 |
| Yuma | 11,600 | 50 | 5,750 | 53,835 | 13,480 | 2,052 |
| Total | 292,200 | 58% | 168,460 | \$1,217,435 | \$279,120 | \$45,095 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

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 525 kw. Aural 269 kw. Antenna Height: Above average terrain —60 ft.; above ground 300 ft.

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

PRINCIPAL STOCKHOLDER: O. L. Nelms, 100%; Mr. Nelms also owns KNBT-TV Brownwood and KAMT-TV Alpine, both Tex.

BROADCASTING • TELECASTING

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161. TWX No.: 158.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 31.6 kw. Aural 15.8 kw. Present Operating Pow.: Visual 31.6 kw. Aural 15.8 kw. Antenna 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, 58.23%; Richard O. Lewis, 17.7%; Sam Kahan, 7.4%; former Arizona Gov. J. Howard Pyle (now White House aide), 1.2%, and others. Licensee owns 98% of KYUM Yuma and 95.2% of KYCA Prescott, both Ariz.

EXECUTIVES:

John J. Louis, ehmn. of bd. William Robb, pgm. dir.
Richard O. Lewis, pres., gen. mgr. John Beck, ch. engr.
& film buy. Hal Ackerman, prom. mgr.
E. W. Harvey, com. mgr. John Harrington, news ed.

SUMMARY OF RATES (Card No. 2-A, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|---|----------|----------|----------|----------|----------|---------|
| Class A (6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$158.00 | \$113.00 | \$90.00 |
| Class B (All other times) | \$270.00 | \$162.00 | \$108.00 | \$95.00 | \$66.00 | \$54.00 |

Above are one-time rates. Frequency discounts allowed.

PHOENIX

(Maricopa County)

KOOL-TV

LICENSEE: KOOL Radio-TV Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121. TWX No.: PX 171.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 302 kw. Aural 151 kw. Present Operating Pow.: Visual 302 kw. Aural 151 kw. Antenna Height: Above average terrain 1,700 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953.

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

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

PRINCIPAL STOCKHOLDERS: Gene Autry, 55.38%; Tom Chauncey, 20.19%; Thomas L. Kerney, 19.47%; Frank W. Beer, 4.96%. Mr. Autry also owns 51% of KMPC Los Angeles, 50% of KSFQ San Francisco, and 46.16% of KOLD-AM-TV Tucson, Ariz. Messrs. Chauncey and Kerney own 20% each of KOLD-AM-TV. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

EXECUTIVES:

Gene Autry, ehmn. of bd. Jack Murphy, pgm. dir.
Tom Chauncey, pres. & gen. mgr. Blake Ramsey, eh. engr.
Homer L. Lane, asst. gen. mgr. Paul Gribben, news ed.
Kenneth Morton, sta. mgr.

SUMMARY OF RATES (Card No. 5, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|-----------------|----------|
| Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 |
| Class A (5:59-6:59 p.m.; 10-10:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10-10:59 p.m., Sat.; 2:59-4:59 p.m., 10-10:59 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$135.00 | \$96.00 |
| Class B (All other times) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$57.60 |

Above are one-time rates. Frequency discounts allowed.

KPHO-TV

LICENSEE: Meredith Publishing Co. Address: 631 N. First Ave. Phone: Alpine 8-4511. TWX No.: PX 70KPHO.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 4, 1949.

AFFILIATION: Station, Am, KPHO.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty, Wollenberg & Kenahan; Consulting Engineer, Lohnes & Culver.

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

EXECUTIVES:

Fred Bohan, pres. Robert Martin, pgm. dir.
Richard B. Rawls, gen. mgr. George McClanathan, ch. engr.
Howard Stalnaker, asst. sta. mgr., Stephen Q. Shannon Jr., prom. mgr.
com. mgr. & film buy. Johnny Green, news ed.

SUMMARY OF RATES (Card No. 10, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (7-10 p.m., Sun.-Sat.) | \$450.00 | \$270.00 | \$180.00 | \$158.00 | \$113.00 | \$100.00 |
| Class B (6-7 p.m. & 10-10:30 p.m., Mon.-Fri.; 6-7 p.m. & 10 p.m.-Sign-off, Sat., Sun.) | \$360.00 | \$216.00 | \$144.00 | \$126.00 | \$90.00 | \$72.00 |
| Class C (4-6 p.m.; 10:30-Sign-off, Mon.-Fri.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class D (Sign-on-4 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.) | \$270.00 | \$162.00 | \$108.00 | \$95.00 | \$68.00 | \$54.00 |

Above are one-time rates. Frequency discounts allowed.

PHOENIX (Cont.)

KTVK (TV)

LICENSEE: Arizona Television Co. Address: 3435 N. 16th St. Phone: Amherst 6-5691. TWX No.: PX353.

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

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

OPERATION: Began Mar. 1, 1955.

AFFILIATION: Tv Network, ABC.

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

PRINCIPAL STOCKHOLDERS: Arizona Gov. Ernest W. McFarland, 40%; Leon W. Nowell, 20%; Ralph A. Watkins, 20%; Delbert R. Lewis, 12.5%, and Henry R. Larson, 5%, and others.

EXECUTIVES:

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

SUMMARY OF RATES (Card No. 2, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|----------|----------|----------|-----------------|---------|---------|
| Class A (7-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$80.00 | \$40.00 |
| Class B (All other times) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

KVAR (TV) (MESA)

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

TUCSON (Pima County)

KGUN-TV

LICENSEE: Tucson Television Co. Inc. Address: 2175 N. Sixth Ave. Phone: Main 3-3633. TWX No.: TS 5971.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 31.6 kw. Present Operating Pow.: Visual 63.1 kw, Aural 31.6 kw. Antenna Height: Above average terrain 3,660 ft.; above ground 237 ft.

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

OPERATION: Began June 6, 1956.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, E. E. Benham.

PRINCIPAL STOCKHOLDERS: H. U. Garrett, 40%; Taylor Milton, 15%; W. E. Dyché Jr., 11%; Tom E. Foster, 10%; Tolbert Foster, 10%; C. M. Peters, 8%, and D. E. Whittenberg, 6%. Tom E. and Tolbert Foster own KDET Center, Tex.

EXECUTIVES:

Tom E. Foster, pres. James W. Hays, sta. mgr. & pgm. dir.
Tolbert Foster, vp., gen. mgr. Robert D. Peterson, engr. dir.
& film buy. Carl E. Riblet Jr., news ed.
Irvin Kipnes, com. mgr.

SUMMARY OF RATES (Card No. 1, May 15, 1956)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID. | |
|--|----------|----------|----------|-----------------|---------|---------|
| Class AA (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.; 5-10 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |
| Class A (8-6:30 p.m., Mon.-Fri.; 10-10:30 p.m. Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$25.00 |
| Class B (All other times) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KOLD-TV

LICENSEE: Old Pueblo Broadcasting Co. Address: 115 W. Drachman St. Postal Zone: 10. Phone: Main 4-2511. TWX No.: TS 3401.

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

OPERATION: Began Jan. 13, 1953.

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

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, 20.06%, and Harold C. Tovrea, 10.03%. Mr. Autry also owns 55.33% of KOOL-AM-TV Phoenix, 51% of KMPC Los Angeles and 50% of KSFO San Francisco; Messrs. Chauncey and Kerney own 20.19% and 19.47% of KOOL-AM-TV, respectively. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

EXECUTIVES:

Tom Chauncey, mgng. dir. Paul Plunkett, asst. gen. mgr.
E. S. Mittendorf, gen. mgr. Bernard Perlin, com. mgr.

SUMMARY OF RATES (Card No. 4, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |
| Class A (5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10-10:59 p.m., Sat.; 2:59-4:59 p.m., 10-10:59 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$25.00 |
| Class B (4-5:59 p.m., 11-11:29 p.m., Mon.-Fri.; all other times, Sat., Sun.) | \$162.50 | \$97.50 | \$65.00 | \$48.75 | \$32.50 | \$16.25 |
| Class C (Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Fri.) | \$100.00 | \$60.00 | \$40.00 | \$25.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

KVOA-TV

LICENSEE: Arizona Broadcasting Co. Address: 209 W. Elm St. Phone: Main 3-2555. TWX No.: TSN 1961.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953.

AFFILIATIONS: Tv Network, 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 KOAT-TV Albuquerque, N.M.; San Diego North Shores Sentinel and Coronado (Calif.) Journal, both weeklies.

EXECUTIVES:

Clinton D. McKinnon, pres. Henry Hubbard, pgm. dir.
Otis Cowan, sta. mgr. Raymond H. Holsclaw, ch. engr.
W. R. DuBois, com. mgr.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. | |
|---|----------|----------|----------|----------|---------|---------|---------|
| Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 | \$30.00 |
| Class A (5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 3-5:59 p.m., 10-11 p.m., Sat., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class B (4-5:59 p.m., 11-11:29 p.m., Mon.-Fri.; all other times, Sat., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 | \$15.00 |
| Class C (Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Fri.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

YUMA (Yuma County)

KIVA (TV)

LICENSEE: Harry C. Butcher. Address: P.O. Box 1671. Phone: State 6-8311.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Present Operating Pow.: Visual 28.8 kw, Aural 14.4 kw. Antenna Height: Above average terrain 440 ft.; above ground 485 ft.

OPERATION: Began Oct. 8, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC.

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

P. RINCIPAL STOCKHOLDER: Harry C. Butcher.

EXECUTIVES:

Harry C. Butcher, pres. Len Burkland, com. mgr.
Ray C. Smucker, gen. mgr. & film buy. Russ Siner, pgm. dir.
Leavenworth Wheeler, sta. mgr. Eugene Guerra, ch. engr.
& prom. mgr. Hayes Stewart, news ed.

SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$50.00 | \$40.00 | \$20.00 |
| Class B (6-7 p.m., 10:30-11 p.m., Mon.-Sat.; 7 a.m.-5 p.m., Sun.) | \$130.00 | \$78.00 | \$52.00 | \$32.00 | \$26.00 | \$13.00 |
| Class C (All other times) | \$85.00 | \$50.50 | \$34.00 | \$21.00 | \$16.00 | \$8.00 |

Above are one-time rates. Frequency discounts allowed.

KYAT (TV)

LICENSEE: Wrather-Alvarez Broadcasting 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 STOCKHOLDER: For other Wrather-Alvarez holdings see KFMB-TV San Diego, Calif.

EXECUTIVES:

J. D. Wrather Jr., pres. Maria Helen Alvarez, vp., & treas.

ARKANSAS MARKET DATA BY COUNTIES

Table with 7 columns: County, Total Households, Television Households %, Retail Sales 1956 (\$000), Food Sales 1956 (\$000), Drug Sales 1956 (\$000), and ID. Lists all 77 Arkansas counties with their respective statistics.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

EL DORADO (Union County)

KRBB (TV)

LICENSEE: South Arkansas Television Co., Inc. Address: P.O. Box 791. Phone: Union 2-3488. TWX No.: ED 84.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Present Operating Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 630 ft.; above ground 637 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 3, 1956.

AFFILIATIONS: Tv Networks, NBC, ABC, CBS.

REPRESENTATIVES: Sales, Richard O'Connell Inc., Clarke Brown Co. (Southwest); Consulting Engineer, Robert M. Sillman & Assoc.

PRINCIPAL STOCKHOLDERS: Owned 25% each by Dr. Joe F. Rushton, W. C. Blewster, William M. Bigley and Rep. Oren Harris (D-Ark.); Dr. Rushton also owns 33.75% of KVMA Magnolia, Ark., and 25% of KVHL Homer, La.; Mr. Bigley owns 25% of KVHL and 16.25% of KVMA; Mr. Blewster owns 3.75% of KVMA.

EXECUTIVES: Dr. Joe F. Rushton, pres. W. C. Wornack, ecm. mgr. W. M. Bigley, gen. mgr. Larry Self, ch. engr. John Turner, studio mgr., pgm. dir. Jeannie Ewin, prom. mgr. & film buy.

BROADCASTING • TELECASTING

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., ID. Lists Class A, B, and C rates for various time slots.

Above are one-time rates. Frequency discounts allowed.

FORT SMITH

(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: Sunset 2-9126. TWX No.: FT. SM 84.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Present Operating Pow.: Visual 22 kw, Aural 12 kw. Antenna Height: Above average terrain 270 ft.; above ground 300 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 19, 1953.

AFFILIATIONS: Tv Networks, NBC, ABC, Stations, Am, KFSA; Fm, KFSA-FM.

REPRESENTATIVES: Sales, Pearson Tv; Washington Attorney, Haley, Doty, Wollenberg & Kenahan; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Southwestern Pub. Co. (Donald W. Reynolds). Also owns KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Southwestern Pub. Co. owns or controls Ft. Smith Times Record and Southwestern American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal, Rogers (Ark.) News, Blackwell (Okla.) Journal-Tribune, Chickasha (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. Pat Porta, pgm. dir., film buy., & news ed. J. W. Slaten, gen. mgr. Robert W. Platt Jr., ch. engr. Roland Hundley, com. mgr. John Whitt, prom. ingr.

SUMMARY OF RATES (Card No. 3G, June 1, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 8 Sec. Lists Class A and B rates for various time slots.

Above are one-time rates. Frequency discounts allowed.

KNAC-TV

LICENSEE: American Television Co. Address: Kelly Bldg. Phone: Sunset 3-3131. TWX No.: FS 68.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Present Operating Pow.: Visual 28.8 kw, Aural 15.6 kw. Antenna Height: Above average terrain 640 ft.; above ground 448 ft.

OPERATION: Began Dec. 3, 1956.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Cottone & Scheiner.

PRINCIPAL STOCKHOLDERS: George T. Heinrich, 50%; Harry Pollock and Harry Newton Co., 50%.

EXECUTIVES: Dick Campbell, gen. mgr. R. L. Masters, ch. engr. Larry Nolan, com. mgr. Shirley Archer, prom. mgr. Glenn White, pgm. dir. & film buy. Mill Peters, news ed.

SUMMARY OF RATES (Card No. 1-G, Nov. 15, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Lists Class A, B, and C rates for various time slots.

Above are one-time rates. Frequency discounts allowed.

HOT SPRINGS

(Garland County)

(Target Date, Unknown)

KSPS (TV)

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

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.661 kw, Aural 0.331 kw. Antenna Height: Above average terrain 860 ft.; above ground 200 ft.

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

PRINCIPAL STOCKHOLDERS: Henry S. Griffing, 50%; and the following with 12% each: C. F. Motley, C. O. Fulgham and C. R. Guthrie. Licensee owns chain of motion picture theatres in southwest, owns KVVIT(TV) Santa Fe, N.M., and 12.5% of KWTV (TV) Oklahoma City and through subsidiary Vumore Co. owns and operates community tv systems in Ardmore, Hobart, Altus and Hugo, all Okla., and in Wellington and Childress, both Tex. C. B. Akers, 10% owner of Video Independent non-voting stock, is general manager-1%.

EXECUTIVES: Henry S. Griffing, pres.

JONESBORO

(Craighead County)

KBTM-TV (Satellite of KATV(TV) Pine Bluff)

(Target Date, Unknown)

LICENSEE: Central South Sales Co. Address: 100 Williams Road, Pine Bluff, Ark.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Antenna Height: Above average terrain 720 ft.; above ground 624 ft.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul Godley Co.

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

EXECUTIVES:

John T. Griffin, pres. James C. Leake, vp.

LITTLE ROCK

(Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 10th & Spring Sts. Phone: Franklin 6-2481. TWX No.: LR 141.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1650 ft.; above ground 1175 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 24, 1954.

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

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

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

EXECUTIVES:

T. H. Barton, pres. Fred Schmutz, pgm. dir.
 T. K. Barton, exec. vp. Champ Smith, ch. engr.
 Douglas J. Romine, gen. mgr. & Shirley R. Kennedy, prom. mgr.
 film buy. Bob Kemp, news. ed.
 Lee Bryant, com. mgr.

SUMMARY OF RATES (Card No. 3, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class A (6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$158.00 | \$113.00 | \$100.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-11 p.m. daily) | \$338.00 | \$203.00 | \$135.00 | \$118.00 | \$85.00 | \$75.00 |

| Class C (12 noon-5 p.m.; 11-midnight, daily) | \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$56.00 | \$50.00 | \$25.00 |
|--|----------|----------|---------|---------|---------|---------|---------|
| Class D (Midnight-noon, daily) | \$113.00 | \$68.00 | \$45.00 | \$40.00 | \$28.00 | \$25.00 | \$13.00 |

Above are one-time rates. Frequency discounts allowed.

KATV(TV) (PINE BLUFF)

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

KTHV(TV)

LICENSEE: Arkansas Television Co. Address: 720 Izard St. Phone: Franklin 4-3764. TWX No.: LR 85.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1760 ft.; above ground 1175 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 28, 1955.

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

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

PRINCIPAL STOCKHOLDERS: Arkansas Democrat Co. (Arkansas Democrat), 32%; K. A. Engel (publisher of 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.
 E. C. Robertson, gen. mgr. Robert E. Brown, prom. mgr.
 William V. Hutt, com. mgr. Bill Neal, news dir.
 Jack Bonnar, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 2, Mar. 11, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class A (6:30-10 p.m., daily) | \$450.00 | \$270.00 | \$180.00 | \$158.00 | \$113.00 | \$100.00 |
| Class B (5:30-6:30 p.m.; 10-10:30 p.m., daily) | \$338.00 | \$203.00 | \$135.00 | \$118.00 | \$85.00 | \$75.00 |
| Class C (Noon-5:30 p.m.; 10:30 p.m.-midnight, daily) | \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$56.00 | \$50.00 |
| Class D (Midnight-noon, daily) | \$113.00 | \$68.00 | \$45.00 | \$40.00 | \$28.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

When You Spend Your Dollar, Get The *Most* 246,350 TV SETS

***Most* CONSUMERS**

Any way you measure it, the *most* Arkansas families live in KATVland. Whether you measure by NCS, ARB, Area Survey, or just plain engineering data, you'll find that KATV covers more Arkansas homes than any other Arkansas television station.

***Most* POTENT PROGRAMS**

Cash in on the zooming popularity of ABC-TV's programming... supplemented by KATV's powerful local line-up.

***Most* RESULTS**

After all, that's what advertising is for... and the cash registers of KATV advertisers are ringing merrily! That's the reason the *most* local advertisers (*most* by far), use KATV!



KATV
Channel 7

Represented by Avery-Knodel
620 Beech Street — Little Rock, Arkansas

PINE BLUFF
(Jefferson County)

KATV(TV)

LICENSEE: Central-South Sales Co. Address: 100 Williams Rd. Phone: Jefferson 4-2051. TWX No.: LR 572.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Present Operating Pow.: Visual 170 kw, Aural 91.2 kw. Antenna Height Above average terrain 1,010 ft.; above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953.

AFFILIATION: Tv Network, ABC.

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

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

EXECUTIVES:

John T. Griffin, chmn. bd. A. R. Garrett, ch. engr.
James C. Leake, pres. Jimmy Cowser, film buy.
Mike Shapiro, mgng. dir. Joe Myers, prom. mgr.
John H. Fugate, gen. mgr. Bill Hadley, news ed.

SUMMARY OF RATES (Card No. 4A, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$450.00 | \$270.00 | \$180.00 | \$150.00 | \$112.50 | \$90.00 |
| Class A (6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$70.00 |
| Class B (5-6 p.m., Mon.-Sat.; 10-11 p.m., Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | \$80.00 | \$60.00 | \$50.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

TEXARKANA
(Miller County)

KCMC-TV (TEXARKANA, TEX.)

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

CALIFORNIA

CALIFORNIA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|--------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Alameda | 284,800 | 76 | 215,730 | 1,166,660 | 288,735 | 41,853 |
| Alpine | 200 | 46 | 90 | 1,050 | 140 | ... |
| Amador | 2,500 | 47 | 1,160 | 8,418 | 2,292 | 303 |
| Butte | 22,000 | 53 | 11,610 | 106,113 | 27,129 | 3,248 |
| Calaveras | 2,900 | 47 | 1,350 | 7,551 | 2,248 | 298 |
| Colusa | 3,500 | 47 | 1,650 | 17,678 | 3,404 | 380 |
| Contra Costa | 89,300 | 72 | 71,870 | 400,716 | 121,771 | 12,677 |
| Del Norte | 6,400 | 29 | 1,880 | 25,619 | 5,967 | 651 |
| Eldorado | 5,700 | 47 | 2,650 | 25,676 | 7,205 | 530 |
| Fresno | 94,100 | 66 | 62,490 | 438,658 | 110,338 | 15,289 |
| Glenn | 4,700 | 47 | 2,210 | 22,461 | 4,404 | 570 |
| Humboldt | 30,600 | 61 | 18,570 | 162,684 | 41,413 | 3,622 |
| Imperial | 18,000 | 45 | 8,100 | 101,628 | 21,156 | 2,798 |
| Inyo | 3,900 | 20 | 790 | 21,888 | 4,741 | 627 |
| Kern | 75,700 | 70 | 52,620 | 343,932 | 81,652 | 10,221 |
| Kings | 13,700 | 73 | 10,050 | 58,194 | 12,805 | 1,830 |
| Lake | 3,800 | 47 | 1,790 | 16,299 | 4,499 | 450 |
| Lassen | 5,400 | 14 | 730 | 18,839 | 7,829 | 469 |
| Los Angeles | 1,799,600 | 79 | 1,421,680 | 7,943,003 | 1,861,050 | 268,917 |
| Madera | 10,600 | 71 | 7,540 | 39,312 | 11,325 | 959 |
| Marin | 34,900 | 73 | 25,300 | 146,553 | 41,629 | 4,412 |

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|-----------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Mariposa | 1,300 | 46 | 600 | 4,366 | 1,673 | 143 |
| Mendocino | 17,200 | 27 | 4,600 | 66,410 | 16,691 | 1,433 |
| Merced | 24,100 | 58 | 13,980 | 96,626 | 21,406 | 2,672 |
| Modoc | 3,000 | 14 | 400 | 9,001 | 1,958 | 344 |
| Mono | 800 | 46 | 370 | 3,784 | 1,163 | ... |
| Monterey | 48,900 | 63 | 30,920 | 198,435 | 45,481 | 5,951 |
| Napa | 16,100 | 39 | 6,350 | 56,808 | 14,002 | 1,582 |
| Nevada | 6,200 | 41 | 2,520 | 28,647 | 10,474 | 793 |
| Orange | 121,700 | 76 | 91,980 | 542,172 | 136,404 | 18,566 |
| Placer | 13,800 | 57 | 7,870 | 61,707 | 15,001 | 1,866 |
| Plumas | 3,800 | 41 | 1,550 | 13,443 | 4,382 | 759 |
| Riverside | 71,400 | 66 | 47,170 | 307,219 | 70,029 | 10,558 |
| Sacramento | 119,400 | 73 | 87,460 | 586,330 | 154,410 | 18,340 |
| San Benito | 4,300 | 52 | 2,250 | 14,943 | 3,105 | 503 |
| San Bernardino | 121,600 | 72 | 87,120 | 476,737 | 113,704 | 13,852 |
| San Diego | 266,200 | 78 | 207,640 | 1,002,462 | 229,630 | 32,461 |
| San Francisco | 277,800 | 77 | 213,910 | 1,237,354 | 281,873 | 35,843 |
| San Joaquin | 67,400 | 71 | 47,730 | 286,971 | 64,862 | 9,297 |
| San Luis Obispo | 20,100 | 50 | 9,980 | 82,334 | 19,813 | 2,174 |
| San Mateo | 109,600 | 76 | 82,840 | 453,260 | 130,711 | 16,849 |
| Santa Barbara | 35,000 | 66 | 23,120 | 157,866 | 36,838 | 5,827 |
| Santa Clara | 133,800 | 74 | 98,610 | 634,808 | 163,144 | 21,354 |
| Santa Cruz | 24,500 | 64 | 15,610 | 87,249 | 25,137 | 3,679 |
| Shasta | 13,800 | 34 | 4,680 | 78,726 | 20,722 | 2,093 |
| Sierra | 800 | 41 | 330 | 1,752 | 507 | 49 |
| Siskiyou | 10,200 | 22 | 2,230 | 42,457 | 11,187 | 1,250 |
| Solano | 38,000 | 72 | 27,360 | 132,422 | 35,954 | 3,784 |
| Sonoma | 41,900 | 65 | 27,400 | 206,945 | 44,432 | 6,296 |
| Stanislaus | 42,800 | 60 | 25,570 | 205,817 | 43,886 | 6,641 |
| Sutter | 8,700 | 49 | 4,290 | 24,823 | 7,159 | 471 |
| Tehama | 6,200 | 49 | 3,040 | 26,314 | 6,132 | 1,027 |
| Trinity | 2,400 | 49 | 1,180 | 4,337 | 1,991 | 26 |
| Tulare | 42,000 | 69 | 28,770 | 177,271 | 42,515 | 4,684 |
| Tuolumne | 4,600 | 46 | 2,120 | 21,655 | 5,445 | 693 |
| Ventura | 44,400 | 77 | 34,190 | 172,752 | 44,805 | 5,474 |
| Yolo | 16,200 | 46 | 7,450 | 65,642 | 16,065 | 2,004 |
| Yuba | 10,000 | 43 | 4,300 | 60,060 | 10,845 | 1,750 |
| Total | 4,312,300 | 74% | 3,177,350 | \$18,722,937 | \$4,495,289 | \$611,387 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BAKERSFIELD
(Kern County)

KBAK-TV

LICENSEE: Bakersfield Broadcasting Co. Address: 29 Woody Rd. Phone: Export 9-1761. TWX No.: BK 24.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.6 kw. Present Operating Pow.: Visual 19.5 kw, Aural 10.6 kw. Antenna Height: Above average terrain 630 ft.; above ground 396 ft.

OPERATION: Began Aug. 20, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, Weed Tv.; Attorney, Hearne & Spillane, Hollywood; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDER: Owned 97.33% by Chronicle Publishing Co. (San Francisco Chronicle, see KRON-TV San Francisco).

EXECUTIVES:

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

SUMMARY OF RATES (Card No. 5, March 1, 1957)

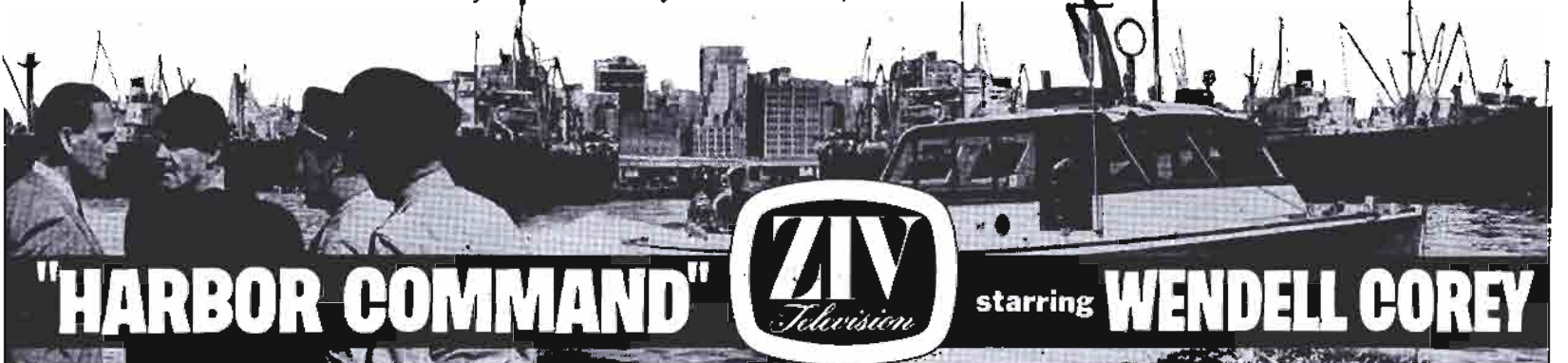
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|---------|---------|
| Class AA (7-10:30 p.m., daily) | \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$70.00 |
| Class A (6:30-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-7 p.m., Sun.) | \$280.00 | \$168.00 | \$112.00 | \$98.00 | \$70.00 | \$56.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; noon-5 p.m., Sun.) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$43.75 | \$35.00 |
| Class C (noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.) | \$131.25 | \$78.75 | \$52.50 | \$46.00 | \$32.75 | \$26.25 |
| Class D (Sign-on-noon, Mon.-Sat.) | \$87.50 | \$52.50 | \$35.00 | \$30.75 | \$22.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

A COLORFUL LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

Ready to work for you in Ziv's spectacular new **IMPACT** series!



"HARBOR COMMAND"



starring **WENDELL COREY**

BAKERSFIELD (Cont.)

KERO-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441. TWX No.: BK 47.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 39.8 kw, Aural 21.9 kw. Present Operating Pow.: Visual 39.8 kw, Aural 21.9 kw. Antenna Height: Above average terrain 3,710 ft.; above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1953.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Molt & Morgan.

PRINCIPAL STOCKHOLDERS: See KFMB-TV San Diego.

EXECUTIVES:
J. D. Wrather, pres.

SUMMARY OF RATES (Card No. 8, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10:30 p.m., daily) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 |
| Class A (10:30-10:59 p.m., daily; 5-7 p.m. Sun.; 6-7 p.m., Mon.-Sat.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 |
| Class B (4-6 p.m. Mon.-Fri.; noon-5 p.m., Sun.; 11-midnight, daily) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class C (7 a.m.-4 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.) | \$187.50 | \$112.50 | \$75.00 | \$66.00 | \$47.00 | \$19.00 |

Above are one-time rates. Frequency discounts allowed.

CHICO (Butte County)

KHSL-TV

LICENSEE: Golden Empire Broadcasting Co. Address: 180 E. 4th St. Phone: Fireside 2-0141. TWX No.: CZ 71.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 29, 1953.

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

REPRESENTATIVES: Sales, Avery Knodel; Washington Attorney, Haley, Woltenberg & Kenenan; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung, 91%; Hugh McClung Jr., 6%, and Martha McClung Roberts, 3%. Licensee also owns KVCV Redding, Calif.

EXECUTIVES:
Mrs. Hugh McClung, pres. & gen. mgr. M. F. Woodling, film buy.
J. A. Pero, com. mgr. Douglas Sundby, prom. mgr.
Martin Jacobsen, pgm. dir. Terry Nolan, news ed.
Russell B. Pope, ch. engr.

SUMMARY OF RATES (Card No. 3, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 min. | Min. | ID. |
|--|----------|----------|----------|---------|---------|-----------------|
| Class AA (7:30-9:30 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | | | \$42.50 \$22.50 |
| Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily) | \$225.00 | \$140.00 | \$90.00 | | \$60.00 | \$37.50 \$20.00 |
| Class B (5-6:30 p.m.; 10:30-11 p.m., daily) | \$175.00 | \$100.00 | \$60.00 | \$50.00 | \$40.00 | \$22.50 \$12.00 |
| Class C (All other times) | \$120.00 | \$72.00 | \$48.00 | \$39.00 | \$30.00 | \$17.00 \$8.00 |

Above are one-time rates. Frequency discounts allowed.

EUREKA (Humboldt County)
(Target Date, Oct. 1, 1957)

KHUM-TV

LICENSEE: Carroll R. Hauser. Address: P. O. Box 1015. Phone: Hillside 2-5744. TWX No.: EK 70.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 3.98 kw, Aural 2.4 kw. Antenna Height: Above average terrain -70 ft.; above ground 214 ft.

AFFILIATION: Station, Am, KHUM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Lester W. Spillane, (San Francisco); Consulting Engineer, Alfred E. Towne Assoc.; Robert L. Hammelt.

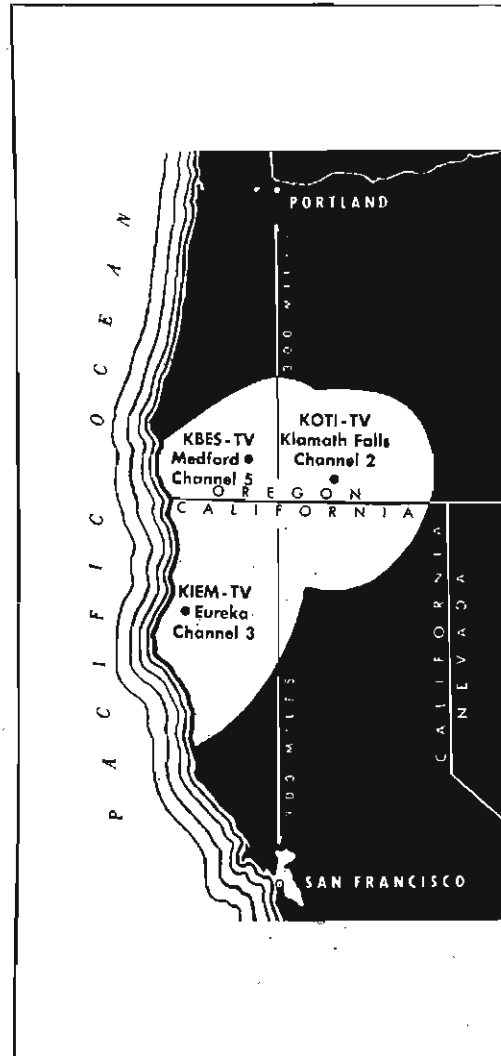
PRINCIPAL STOCKHOLDER: Carroll R. Hauser (100%), also has 45.3% of KVEN Ventura, Calif.

EXECUTIVES:
Carroll R. Hauser, pres. & gen. mgr. Frank R. Brown, pgm. dir.

KIEM-TV

LICENSEE: California-Oregon Television Inc. Address: P.O. Box 1021. Phone: Hillside 3-3123. TWX No.: EK 16.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 14.6 kw, Aural 7.3 kw. Antenna Height: Above average terrain 1,650 ft.; above ground 249 ft.



CALIF.-ORE. TV TRIO... the SMULLIN TV stations
bridge the gap between San Francisco and Portland
with **EXCLUSIVE VHF** coverage on Channels 2, 3 & 5

THREE MARKETS
ONE BILLING

| | | |
|--|---|---|
| KIEM CBS ABC NBC TV 3—Calif. Eureka | KBES CBS ABC NBC TV 5—Oregon Medford | KOTI CBS ABC NBC TV 2—Oregon Klamath Falls |
|--|---|---|

for CALIF.-ORE. TV TRIO call **DON TELFORD**, Mgr.
Phone Eureka, Hillside 3-3123, TWX EK 16

MARKET FACTS

| | |
|---|---------------|
| Consumer Spendable Income | \$651,366,000 |
| Population | 356,330 |
| Families | 115,760 |
| Estimated projection on TV Families | 88,106 |
| Retail Sales | \$487,976,000 |

(Source: 1956 SRDS estimates of consumer markets.)

... or ask **BLAIR Television ASSOCIATES INC.**

national representatives
New York Chicago San Francisco
Seattle Los Angeles Dallas Detroit
Jacksonville St. Louis Boston

OPERATION: Began Oct. 25, 1953.
AFFILIATIONS: Tv Networks. CBS, NBC, ABC. Stations. Am, KTEM; Fm. KRED(FM).
REPRESENTATIVES: Sales, Blair-TV Assoc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: Redwood Broadcasting Co. owns 100% of the stock. Redwood ownership: William B. Smullin, 80%; C. Edward Goodwin, 5%; Donald H. Telford, 5%; John C. Bauredjedel, 5%. Redwood also owns 50% of KUIN and KGPO(FM), Grants Pass, Ore.; 50% of KBES-TV Medford, and of KOTI(TV) Klamath Falls, 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. W. John Mortimer, III, prom. mgr.
 W. Edwin Smith, pgm. dir. Newton L. Steward, news ed.

SUMMARY OF RATES (Card No. 3, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class B (noon-1 p.m.; 5-6:30 p.m.; 10-11 p.m., Mon.-Fri.; noon-6 p.m., 10-11 p.m., Sat., Sun.) | | | | | | |
| \$180.00 | \$108.00 | \$72.00 | \$63.00 | \$45.00 | \$36.00 | \$18.00 |
| Class C (All other times) | | | | | | |
| \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

FRESNO

(Fresno County)

KBID-TV†

LICENSEE: John H. Poole Broadcasting Co. Address: 6540 Sunset Blvd., Hollywood, Calif. Postal Zone: 28. Phone: Hollywood 3-3205.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.32 kw. Antenna Height: Above average terrain 380 ft.; above ground 400 ft.
OPERATION: Began Feb. 13, 1954.
AFFILIATION: Station, Am, KBIF.
PRINCIPAL STOCKHOLDER: John H. Poole, 100%. Mr. Poole also owns KBIC-TV Los Angeles, KBIG Avalon, all Calif.
EXECUTIVES:
 John H. Poole, pres.

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

KFRE-TV

LICENSEE: California Inland Broadcasting Co. Address: 733 L St. Postal Zone: 21. Phone: Amherst 8-6444. TWX No.: FR 58.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 112 kw. Present Operating Pow.: Visual 219 kw, Aural 112 kw. Antenna Height: Above average terrain 2,000 ft.; above ground 241 ft. Ordered moved to Santa Barbara.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began May 10, 1956.
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, 55%; William C. Crossland, 38%; Keith L. Mealey, 2.38%; Ed J. Frech, 2.38%, and Helen Johnson 2.24%.
EXECUTIVES:
 Paul R. Bartlett, pres. Hal O'Donnell, pgm. dir.
 Ed J. Frech, sta. mgr. & film buy Keith Mealey, dir. of ops.
 Bob Klein, gen. sls. mgr. Russell M. Powell, news ed.

SUMMARY OF RATES (Card No. 1, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|---|----------|----------|---------|----------|-----------------|---------|
| Class AA (7-10:30 p.m., daily) | | | | | | |
| \$850.00 | \$390.00 | \$260.00 | | \$195.00 | \$150.00 | \$75.00 |
| Class A (6-7 p.m.; 10:30-11 p.m., daily) | | | | | | |
| \$500.00 | \$300.00 | \$200.00 | | \$150.00 | \$100.00 | \$50.00 |
| Class B (noon-6 p.m.; 11 p.m.-midnight, daily) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | | \$90.00 | \$60.00 | \$30.00 |
| Class C (All other times) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | | \$75.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

KJEO(TV)

LICENSEE: O'Neill Broadcasting Co. Address: P.O. Box 1708. Phone: Baldwin 2-2411. TWX No.: FR 271.
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 380 kw, Aural 191 kw. Present Operating Pow.: Visual 178 kw, Aural 91.2 kw. Antenna Height: Above average terrain 1,789 ft.; above ground 138 ft.
EQUIPPED TO COLORCAST network programs, local live programs.
OPERATION: Began Sept. 20, 1953.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Branham Co.; Attorney, Joseph Brenner, Beverly Hills, Calif.; Consulting Engineer, Charles Theodore.
PRINCIPAL STOCKHOLDER: J. E. O'Neill, 100%.
EXECUTIVES:
 J. E. O'Neill, pres. Ray Jacobs, pgm. dir.
 Joe Drilling, vp., gen. mgr. Jack McElwain, ch. engr.
 & film buy. Patti Johns, prom. mgr.
 W. O. Edholm, com. mgr. Phil McPherson, news ed.

SUMMARY OF RATES (Card No. 6, May 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|---------|----------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | | \$180.00 | \$150.00 | \$75.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-6 p.m., Sun.) | | | | | | |
| \$450.00 | \$270.00 | \$180.00 | | \$135.00 | \$90.00 | \$45.00 |
| Class C (10:30 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-5 p.m., Sat.; sign-on-noon, Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | | \$60.00 | \$50.00 | \$25.00 |
| Class D (Sign-on-10:30 a.m., Mon.-Fri.) | | | | | | |
| \$100.00 | \$60.00 | \$40.00 | | \$30.00 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.



EXCITEMENT UNLIMITED!

ASHORE! AT SEA! IN THE AIR!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR COMMAND"
 starring **WENDELL COREY**



FRESNO (Cont.)

KMJ-TV

LICENSEE: McClatchy Broadcasting Co. Address: 1117 N St. Postal Zone: 21. Phone: Amherst 8-6666. TWX No.: FR 221.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Present Operating Pow.: Visual 170 kw, Aural 91.2 kw. Antenna 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.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KMJ; Fm, KMJ-FM.

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

PRINCIPAL STOCKHOLDER: McClatchy Newspapers Inc., 100%. McClatchy also owns KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto and KERN-AM-FM Bakersfield, all Calif., and publishes the Sacramento Bee, Modesto Bee and Fresno Bee.

EXECUTIVES:

Eleanor McClatchy, pres. Orbie Sullivan, loc. sls. mgr.
Perry Nelson, sta. mgr. & film buy. James Hancock, ch. engr.
Wilson Lefter, nat'l. sls. serv. mgr. Dean Mell, news ed.

SUMMARY OF RATES (Card No. 7, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., daily (except 7:30 p.m. spot takes Class A rate)) | | | | | | |
| \$550.00 | \$330.00 | \$220.00 | \$192.50 | \$165.00 | \$150.00 | \$75.00 |
| Class A (6:30-7:30 p.m., daily [including 7:30 p.m. spots]) | | | | | | |
| \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$100.00 | \$50.00 |
| Class BB (4:30-6:30 p.m., 10:30-11 p.m., daily) | | | | | | |
| \$375.00 | \$225.00 | \$150.00 | \$131.25 | \$112.50 | \$75.00 | \$37.50 |
| Class B (Noon-4:30 p.m., 11-11:30 p.m., daily) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$75.00 | \$60.00 | \$30.00 |
| Class C (7 a.m.-noon, 11:30-sign-off, daily) | | | | | | |
| \$125.00 | \$75.00 | \$50.00 | \$43.75 | \$37.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KVVG (TV) (TULARE)

LICENSEE: UHF Telecasting Corp. Address: 1385 E. Tulare St., Tulare. Phone: 6-6703. (For full listing see Tulare, Calif.)

LOS ANGELES

(Los Angeles County)

KABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: ABC Television Center. Postal Zone: 27. Phone: Normandy 3-3311. TWX No.: LA 353.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Present Operating Pow.: Visual 129 kw, Aural 64.6 kw. Antenna Height: Above average terrain 2,970 ft.; above ground 234 ft.

OPERATION: Began Sept. 16, 1949.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KABC; Fm, KABC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: See WABC-TV, New York.

EXECUTIVES:

Earl J. Hudson, vp., chg. Western Div. Theodore Grenier, ch. engr.
Selig J. Seligman, gen. mgr. Howard Lipstone, film buy.
Elton H. Rule, gen. sls. mgr. Jack Brembeck, prom. mgr.
Peter Robinson, pgm. dir. Pat O'Reilly, news ed.

SUMMARY OF RATES (Card No. 8, Mar. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class AA (7:29-10 p.m., daily—not subject to frequency discount) | | | | | | |
| | | | | | \$600.00 | \$300.00 |
| Class A (Program Units—7-10:30 p.m., daily. Announcements—6:59-7:29 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$2,300.00 | \$1,380.00 | \$920.00 | | | \$500.00 | \$250.00 |
| Class B (Program Units—5-7 p.m., 10:30-11 p.m., daily. Announcements—4:59-6:59 p.m., 10:30-11 p.m., daily.) | | | | | | |
| \$1,600.00 | \$960.00 | \$640.00 | \$535.00 | \$425.00 | \$300.00 | \$150.00 |
| Class C (All other times) | | | | | | |
| \$800.00 | \$480.00 | \$320.00 | \$265.00 | \$215.00 | \$125.00 | \$65.00 |

Above are one-time rates. Frequency discounts allowed.

KBIC-TV†

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

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Present Operating Pow.: Visual 180 kw, Aural 60 kw. Antenna Height: Above average terrain 2930 ft.; above ground 146 ft.

OPERATION: See footnote.

AFFILIATION: Station, Am, KBIG Avalon, Calif.

PRINCIPAL STOCKHOLDER: John H. Poole, 100%. Mr. Poole also owns KBIF and KBID-TV Fresno and KBIG Avalon, both Calif.

EXECUTIVES:

John H. Poole, pres.

†KBIC-TV is in limited testing. Target date for commercial operation unknown.

TV in Fresno—
the big inland California
market—means
→ **KMJ-TV** • **TW**
• Best local programs
• Basic NBC-TV affiliate

Paul H. Raymer Co., National Representative



KCOP(TV)

LICENSEE: The Copley Press Inc. Address: 1000 Cahuenga Blvd. Postal Zone: 38. Phone: Hollywood 2-7311. TWX No.: LA 1479.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Present Operating Pow.: Visual 162 kw, Aural 83.2 kw. Antenna Height: Above average terrain 2,920 ft.; above ground 203 ft.
REPRESENTATIVES: Sales, Edward Peiry & Co.; Attorney, John Hearne.
PRINCIPAL STOCKHOLDER: Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News, all Ill.; San Diego Union and Tribune, Alhambra Post Advocate, Burbank Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard and 60% of San Pedro News-Pilot, all Calif. Also publishes Springfield (Ill.) State Journal and Register under lease. (Station has been sold to Kenyon Brown, Bing Crosby, George L. Coleman and Joseph A. Thomas for \$4 million, pending FCC approval.)
EXECUTIVES:
 Jack Heinz, vp. & gen. mgr. Alexander Browdy, ch. engr.
 Amos Baron, com. mgr. Hal Blard, prom. mgr.
 Alvin Flanagan, asst. mgr. & film buy. Baxter Ward, news ed.

SUMMARY OF RATES (Card No. 3, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class A (6:30-10:30 p.m., Mon.-Sun.) | \$1,350.00 | \$810.00 | \$540.00 | | \$350.00 | \$150.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 10:30 p.m.-midnight, Mon.-Sun.; sign-on-6:30 p.m., Sat., Sun.) | \$875.00 | \$525.00 | \$350.00 | \$262.50 | \$218.75 | \$100.00 |
| Class C (All time not designated as A or B time) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

KHJ-TV

LICENSEE: RKO Teleradio Pictures Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 2-2133. TWX No.: LA 64.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81.3 kw. Present Operating Pow.: Visual 162 kw, Aural 81.3 kw. Antenna Height: Above average terrain 2,960 ft.; above ground 199 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 1948.
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., James D. Higson, pgm. dir. & film buy.
 RKO Teleradio Pictures, Inc. Robert Arne, ch. engr.
 John T. Reynolds, vp. & gen. mgr. Robert M. Light, prom. mgr.
 mgr., KHJ-TV Les Mawhinney, news ed.
 Howard L. Wheeler, sls. mgr.

SUMMARY OF RATES (Card No. 4, Oct. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class A (7-10:30 p.m., daily) | \$1,500.00 | \$900.00 | \$600.00 | \$525.00 | \$375.00 | \$300.00 |
| Class B (5-7 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily; noon-7 p.m., Sun.) | \$1,000.00 | \$600.00 | \$400.00 | \$350.00 | \$250.00 | \$200.00 |
| Class C (Sign-on-5 p.m., Mon.-Sat.; sign-on-noon, Sun.) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KNXT(TV)

LICENSEE: Columbia Broadcasting System. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Webster 8-3000. TWX No.: LA 7252.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.6 kw, Aural 23.4 kw. Present Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Antenna 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.
AFFILIATIONS: Tv Network, CBS. Stations, Am, KNX; Fm, KNX-FM.
REPRESENTATIVES: Sales, CBS Tv Spot Sales.
PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:
 Merle S. Jones, pres. CBS Tv. Herbert Pangborn, mgr., tech. ops.
 Clark B. George, gen. mgr. Dean D. Linger, prom. mgr.
 Robert D. Wood, gen. sls. mgr. Sam Zelman, news ed.
 Donald M. Hine, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 7, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|------------|------------|----------|----------|----------|
| Class AA (7:29-10 p.m., Mon.-Sat.; 6:59-10 p.m., Sun.) | | | | | \$800.00 | \$400.00 |
| Class A (Program Units—6:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun. Announcements—6:59-7:29 p.m., 10-10:30 p.m., Mon.-Sat.; 5:59-6:59 p.m., 10:30-11 p.m., Sun.) | \$3,500.00 | \$2,100.00 | \$1,400.00 | | \$600.00 | \$300.00 |
| Class B (Program Units—6-6:30 p.m., 10-11 p.m., Mon.-Sat. Announcements—6:59-6:59 p.m., 10:30-11 p.m., Mon.-Sat.; 4:59-5:59 p.m., Sun.) | \$2,200.00 | \$1,320.00 | \$880.00 | \$733.33 | \$660.00 | \$400.00 |
| Class C (Program Units—9 a.m.-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 11 a.m.-6 p.m., Sat., Sun. Announcements—7 a.m.-5:59 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 8:59 a.m.-5:59 p.m., Sat.; 10:59 a.m.-4:59 p.m., Sun.) | \$1,750.00 | \$1,050.00 | \$700.00 | \$583.33 | \$525.00 | \$210.00 |
| Class D (Program Units—Sign-on-9 a.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-11 a.m., Sat., Sun. Announcements—Sign-on-7 a.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-8:59 a.m., Sat.; sign-on-10:59 a.m., Sun.) | \$875.00 | \$525.00 | \$350.00 | \$291.67 | \$262.50 | \$62.50 |

Above are one-time rates. Frequency discounts allowed.

KRCA(TV)

LICENSEE: National Broadcasting Co. Address: Sunset & Vine. Postal Zone: 28. Phone: Thornwall 5-7000. TWX No.: LA 790, 791, 792.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Present Operating Pow.: Visual 42.7 kw, Aural 21.4 kw. Antenna Height: Above average terrain 3,200 ft.; above ground 492 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Jan. 16, 1949.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindell & Ohl, New York.
PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:
 Robert W. Sarnoff, pres., NBC Dean Craig, pgm. dir.
 John K. West, vp. in chg. John Knight, ch. engr.
 Western Div. George Burke, film buy.
 Thomas C. McCray, vp. & Jack Kenaston, prom. mgr.
 gen. mgr., KRCA(TV) John Thompson, news ed.
 James Parks, sls. mgr. John Wehrheim, bus. mgr.

SUMMARY OF RATES (Card No. 12, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|------------|------------|------------|------------|----------|----------|
| Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun. Announcements—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$3,600.00 | \$2,160.00 | \$1,440.00 | \$1,260.00 | \$900.00 | \$800.00 |
| Class A (Program Units—10:30-11 p.m., daily. Announcements—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily) | \$3,200.00 | \$1,920.00 | \$1,280.00 | \$1,120.00 | \$800.00 | \$450.00 |
| Class B (Program Units—6-7:30 p.m., Mon.-Sat. Announcements—5-6:59 p.m., Mon.-Sat.; 5-6 p.m., Sun.) | \$1,700.00 | \$1,020.00 | \$680.00 | \$595.00 | \$425.00 | \$250.00 |
| Class C (Program Units—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 9 a.m.-5 p.m., Sun. Announcements—9 a.m.-6 p.m.) | \$1,600.00 | \$960.00 | \$640.00 | \$560.00 | \$400.00 | \$175.00 |
| Class D (Program Units & Announcements—all other times) | \$825.00 | \$495.00 | \$330.00 | \$288.75 | \$206.25 | \$125.00 |

Above are one-time rates. Frequency discounts allowed.

KTLA(TV)

LICENSEE: Paramount Television Productions Inc. Address: 5800 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 9-3181. TWX No.: LA 3161.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Present Operating Pow.: Visual 50 kw, Aural 25 kw. Antenna 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 STOCKHOLDER: Paramount Pictures Inc., 100%. Paramount also owns 26.5% of DuMont Broadcasting Co., which in turn owns WNEW-WABD(TV) New York and WTTG(TV) Washington.

EXECUTIVES:
 Paul Raibourn, pres. (New York) John Silva, ch. engr.
 Lew Arnold, vp. & gen. mgr. Jerry Rogers, film buy.
 Henry Flynn, asst. gen. mgr. James J. Rue, prom. mgr.
 Lela Reagan, com. mgr. Gil Martyn, news ed.
 Ray Lukshis, pgm. dir.

SUMMARY OF RATES (Card No. 7, Oct. 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class A (7-10:30 p.m., daily) | \$1,500.00 | \$900.00 | \$600.00 | \$450.00 | \$375.00 | \$300.00 |
| Class B (6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Thurs.; 10:30 p.m.-midnight, Fri. & Sat.) | \$1,000.00 | \$600.00 | \$400.00 | \$300.00 | \$250.00 | \$200.00 |
| Class C (Noon-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-2 a.m., Sun.-Thurs.; midnight-2 a.m., Fri., Sat.) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$120.00 |
| Class D (2 a.m.-noon, Mon.-Fri.; 2 a.m.-9 a.m., Sat., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$150.00 | \$125.00 | \$100.00 |

Above are one-time rates. Frequency discounts allowed.

KTTV(TV)

LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 2-7111. TWX No.: LA 228.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Present Operating Pow.: Visual 135 kw, Aural 69.2 kw. Antenna Height: Above average terrain 2,940 ft.; above ground 237 ft.
OPERATION: Began Jan. 1, 1949.
REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Elliot C. Lovett; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Times-Mirror Co. (publsher of the Los Angeles Times and Mirror), 75%, Loew's Inc. (MGM), 25%. Loew's also owns 25% of KMGM-TV Minneapolis and KTVR(TV) Denver.

EXECUTIVES:
 Richard A. Moore, pres. & gen. mgr. Richard Woollen, film buy.
 John R. Vrba, vp. in chge. sls. Jack O'Mara, dir. merc. & prom.
 Robert Breckner, vp. in chg. pgm. Leonard Blondheim, news ed.
 Edward Benham, ch. engr.

LOS ANGELES (Cont.)

KTTV (TV) (Cont.)

SUMMARY OF RATES (Card No. 9, Oct. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|------------|----------|---------|--------|----------|----------|
| Class AA (Program Units—7-10 p.m., daily. Announcements—6:59-10:15 p.m., Mon.-Fri.; 6:59-10 p.m., Sat., Sun.) | | | | | | |
| \$2,000.00 | \$1,200.00 | \$800.00 | | | \$600.00 | \$290.00 |
| Class A (Program Units—6-7 p.m., 10-11:15 p.m., daily. Announcements—5:59-6:59 p.m., daily; 10:15-11:45 p.m., Mon.-Fri.; 10-11:15 p.m., Sat., Sun.) | | | | | | |
| \$1,500.00 | \$900.00 | \$600.00 | | | \$400.00 | \$200.00 |
| Class B (Program Units—5-5:59 p.m., 11:15-midnight, daily. Announcements—4:49-5:59 p.m., daily; 11:45 p.m.-1 a.m., Mon.-Fri.; 11:15 p.m.-midnight, Sat., Sun.) | | | | | | |
| \$1,000.00 | \$600.00 | \$400.00 | | | \$300.00 | \$125.00 |
| Class C (Program Units & Announcements—all other times, daily) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | | | \$200.00 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

MODESTO

(Stanislaus County)

KTRB-TV

(Target Date, Unknown)

LICENSEE: KTRB Broadcasting Co. Address: P. O. Box 593, Phone: 3-0737
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Antenna Height: Above average terrain 1,950 ft.; above ground 80 ft.
AFFILIATIONS: Stations, Am, KTRB; Fm, KTRS-FM.
REPRESENTATIVES: Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.
PRINCIPAL STOCKHOLDERS: William H. Bates Jr., 80%; and Margie W. Cleary, 20%.
EXECUTIVES: William H. Batés, pres. & treas.

MONTEREY

(Stanislaus County)

KSBW-TV (SALINAS)

LICENSEE: Salinas Valley Broadcasting Co. Address: 238 John St., Salinas, Calif. Phone: Harrison 2-6422. (For full listing see Salinas.)

OAKLAND

(SAN FRANCISCO)

(Alameda County)

(Target Date, January 1958)

LICENSEE: San Francisco - Oakland Television Inc. Address: 609 Central Bank Bldg.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above terrain 1,174 ft.; above ground 181 ft.
REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd, Consulting Engineer, Harry R. Lubcke.
PRINCIPAL STOCKHOLDERS: Ward D. Ingram, 47.5%; Wilham D. Pabst, 47.5%; Harry R. Lubcke, 5%. Mr. Ingram is general manager, Don Lee Network; Mr. Pabst is general manager, KPBC San Francisco; Mr. Lubcke is a consulting engineer. Merger agreement with other applicants envisages revised ownership which would comprise Messrs. Ingram and Pabst, 51%; Edwin W. Pauley, 25%; Stoddard J. Johnston, 5%; Mr. Lubcke, 1% and Willet D. Brown (president, Don Lee Network), 18%.
EXECUTIVES: Ward D. Ingram, pres. treas. & Harry R. Lubcke, vp. & ch. engr. asst. gen. mgr. William D. Pabst, exec. vp., sec. & gen. mgr.

REDDING

(Shasta County)

KVIP (TV)

LICENSEE: Shasta Telecasting Corp. Address: 2770 Pioneer Dr. Phone: Chestnut 1-1414. TWX No.: RG 75.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 50.9 kw, Present Operating Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 3,600 ft.; above ground 97 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 1, 1956.

AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am, KRLH (CP).
REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Lyon, Wilmer & 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 D. Ross, 9.37%; George H. Voorles, 9.37%. Mr. Fleharty publishes weekly Anderson Valley News.

EXECUTIVES: George C. Fleharty, pres., gen. mgr. & film buy. Russell K. Olsen, vp., asst. mgr., ch. engr., ops. mgr. John Dadiw, sls. mgr. Ted Dooley, pgrn. dir. & prom. mgr.

SUMMARY OF RATES (Card No. 1, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class AA (7-10 p.m., daily) | | | | | | |
| \$225.00 | \$125.00 | \$80.00 | | \$50.00 | \$35.00 | \$19.00 |
| Class A (5:30-7 p.m.; 10-10:30 p.m., daily) | | | | | | |
| \$200.00 | \$120.00 | \$70.00 | | \$40.00 | \$22.00 | \$10.00 |
| Class B (4-5:30 p.m.; 10:30-11 p.m., daily) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | | \$35.00 | \$18.00 | \$9.50 |
| Class C (All other times) | | | | | | |
| \$100.00 | \$65.00 | \$45.00 | | \$30.00 | \$15.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

SACRAMENTO

(Sacramento County)

KBET-TV

LICENSEE: Sacramento Telecasters Inc. Address: 601 7th Ave. Phone: Gilbert 1-4041. TWX No.: SC 27.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna 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.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Halcy, Wollenberg & Kenahan.

PRINCIPAL STOCKHOLDERS: W. C. Wright and sons, 20.55%; John H. Schacht, 15.48%; A. R. Galloway and sons, 6.87%; Charles C. James Jr. and Russell R. Inks, 10.98%; Robert A. Clarence and William R. Breuner and family, 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 also owns KVIN Coeur d'Alene, Idaho.

EXECUTIVES: William P. Wright, pres. Peter K. Onnigian, ch. engr. John H. Schacht, vp. & gen. mgr. Clarence Wasserman, film buy. George J. Kapcl, com. mgr. Harvey Tepfer, prom. mgr. George Greaves, sta. mgr. Henry W. Thornley, news ed.

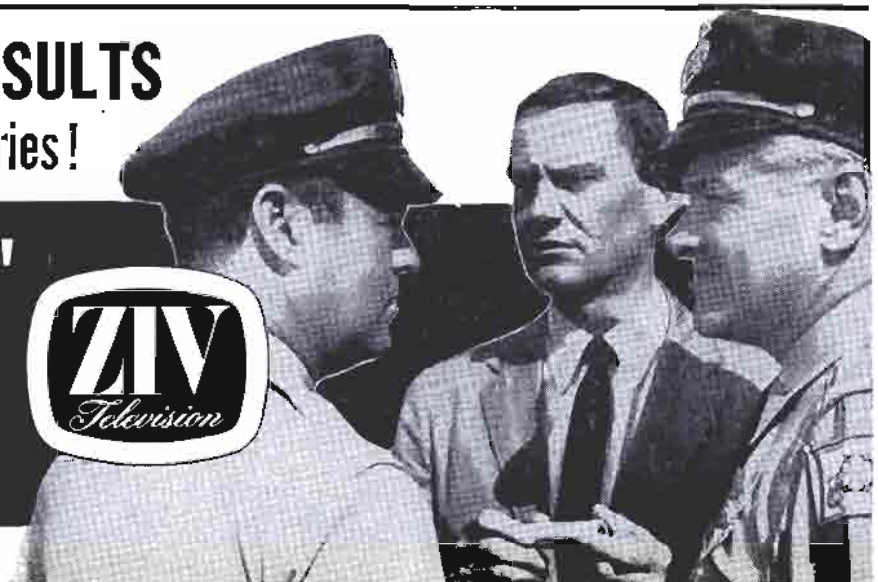
SUMMARY OF RATES (Card No. 4, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (Program Units—7-10:30 p.m., Mon.-Sat.; 5-10:29 p.m., Sun. Announcements—7-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.; 5-10:29 p.m., Sun.) | | | | | | |
| \$850.00 | \$510.00 | \$340.00 | \$297.50 | \$255.00 | \$200.00 | \$100.00 |
| Class B (6-7 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10:30 p.m.-midnight, Sat.; 3:30-5 p.m., 10:30-11 p.m., Sun.) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$180.00 | \$150.00 | \$75.00 |
| Class C (Sign-on-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-6 p.m., midnight-sign-off, Sat.; sign-on-3:30 p.m., 11 p.m.-sign-off, Sun.) | | | | | | |
| \$275.00 | \$165.00 | \$110.00 | \$96.25 | \$82.50 | \$55.00 | \$27.50 |

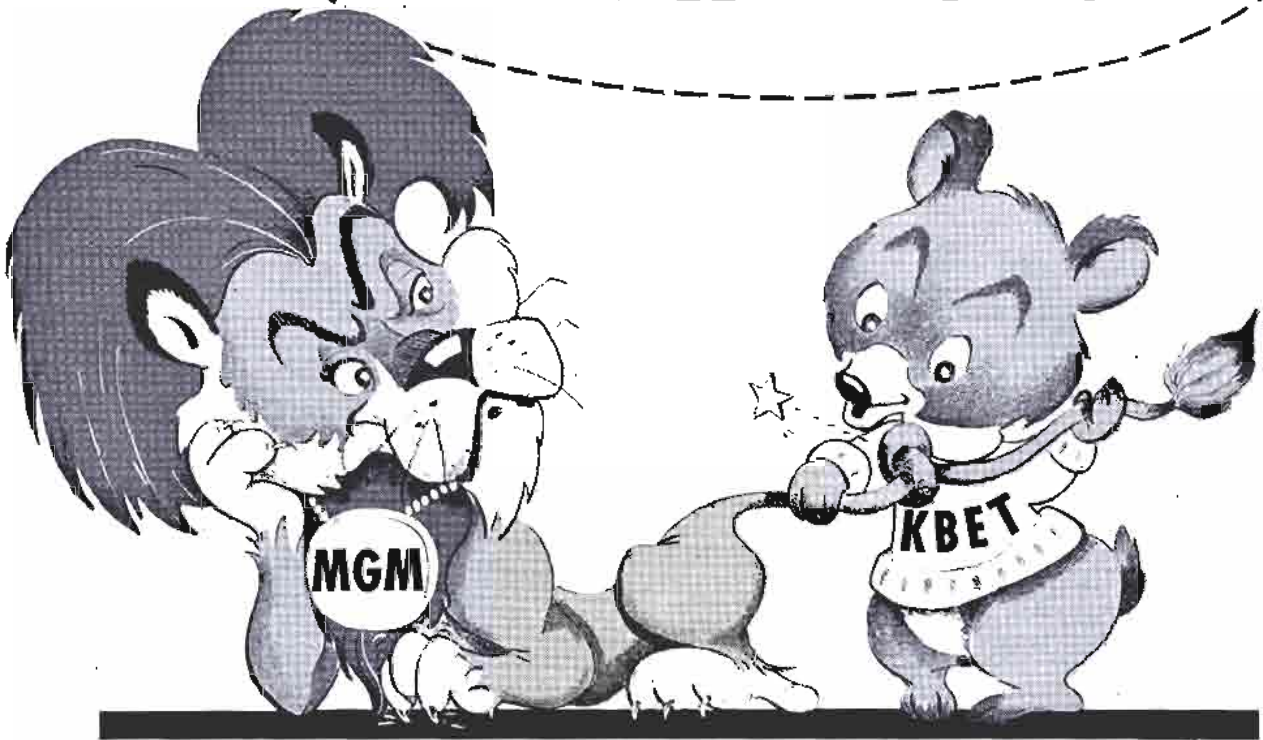
Above are one-time rates. Frequency discounts allowed.

WIN BIG RATINGS .. BIG RESULTS
 with Ziv's spectacular new **IMPACT** series!

"HARBOR COMMAND"
 starring **WENDELL COREY**
 at the helm of each half-hour adventure.



KBET TV & "LEO"
(forgive the 2nd billing, M-G-M)
ARE READY TO ROAR!



KBET-TV is now the only station capable of bringing the greatest proven movies to California's Central Valley, 52 weeks every year...

... with exclusivity on MGM pictures in KBET's entire coverage area! The first and only Northern California station to buy the entire huge MGM film package.
 ... PLUS exclusivity on almost 800 RKO features.
 ... PLUS hundreds from Warner Bros., Columbia,

20th Century-Fox, David O. Selznick, United Artists and other major film companies.
 A total of over 1700 tremendous motion pictures not yet shown in the Sacramento-Stockton market — more than twice as many as all of KBET's competitors combined!

"GREAT MOVIE"
 nightly at 10:00 and
 Sunday afternoons

| | |
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| | TOTAL AREA SET COUNT 401,097 |
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*MOVIE MATINEE
 Monday through
 Friday, 4:00 p.m.

KBET-TV CHANNEL 10
SACRAMENTO CALIFORNIA
 BASIC CBS OUTLET

Call H-R Television, Inc. for Current Avails

SACRAMENTO (Cont.)

KCRA-TV

LICENSEE: KCRA Inc. Address: 310 10th St. Postal Zone: 14. Phone: Gilbert 1-4631. TWX No.: SC 111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 490 ft.; above ground 553 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides

OPERATION: Began Sept. 2, 1955.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KCRA; Fm, KCRA-FM.

REPRESENTATIVES: Sales, Edward Pety & 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, ops. dir. & film buy.
 Howard J. Smiley, sta. mgr. Ted Hardy, prom. mgr.
 Robert E. Kelly, com. mgr. & pgm. dir. Ed Jeffery, news ed.
 W. Herbert Hartman, ch. engr.

SUMMARY OF RATES (Card No. 3, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class A (7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$220.00 | \$200.00 |
| Class B (6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$120.00 |
| Class C (Noon-6 p.m., daily; 11 p.m.-sign-off, daily) | \$425.00 | \$255.00 | \$170.00 | \$148.75 | \$106.25 | \$100.00 |
| Class D (Sign-on-noon, daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KGMS-TV

(Target Date, Fall 1957)

LICENSEE: Capitol Radio Enterprises. Address: Hotel Senator. Postal Zone: 14. Phone: Gilbert 1-3133.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Antenna Height: Above average terrain 300 ft.; above ground 338 ft.

AFFILIATION: Station, Am, KGMS.

REPRESENTATIVES: Sales, Forjoe & Co.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, E. E. Towne Assoc.

PRINCIPAL STOCKHOLDERS: Owned 33 1/3% by Irving J. Schwartz, William Stephen George, and John Matranga.

EXECUTIVES:
 Irving J. Schwartz, gen. mgr. Jack Matranga, pgm. dir.
 Steve George, com. mgr. Logan Z. Edwards, ch. engr.

SALINAS

(Monterey County)

KSBW-TV (MONTEREY)

LICENSEE: Salinas Valley Broadcasting Corp. Address: 238 John St. Phone: Harrison 2-6422. TWX No.: ZL 89.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 2,330 ft.; above ground 251 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Sept. 11, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, KSBW.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDERS: John C. Cohan, 31.88%, William M. Oates, 25.6%, and others. Mr. Cohan also owns 50% of KVEC-AM-TV San Luis Obispo, Calif.

EXECUTIVES:
 John C. Cohan, pres. gen. mgr. Bill Hargan, ch. engr.
 Graham Moore, com. mgr. A. Richard Robertson, prom. mgr.
 Gary Ferlist, pgm. dir. & film buy. Michael Morisoli, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-9:30 p.m., daily) | \$425.00 | \$260.00 | \$170.00 | \$150.00 | \$128.00 | \$90.00 |
| Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$80.00 |
| Class B (5:30-6:30 p.m., 10:30-11 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

REACH A BIG AUDIENCE FAST
with Ziv's spectacular new IMPACT series!



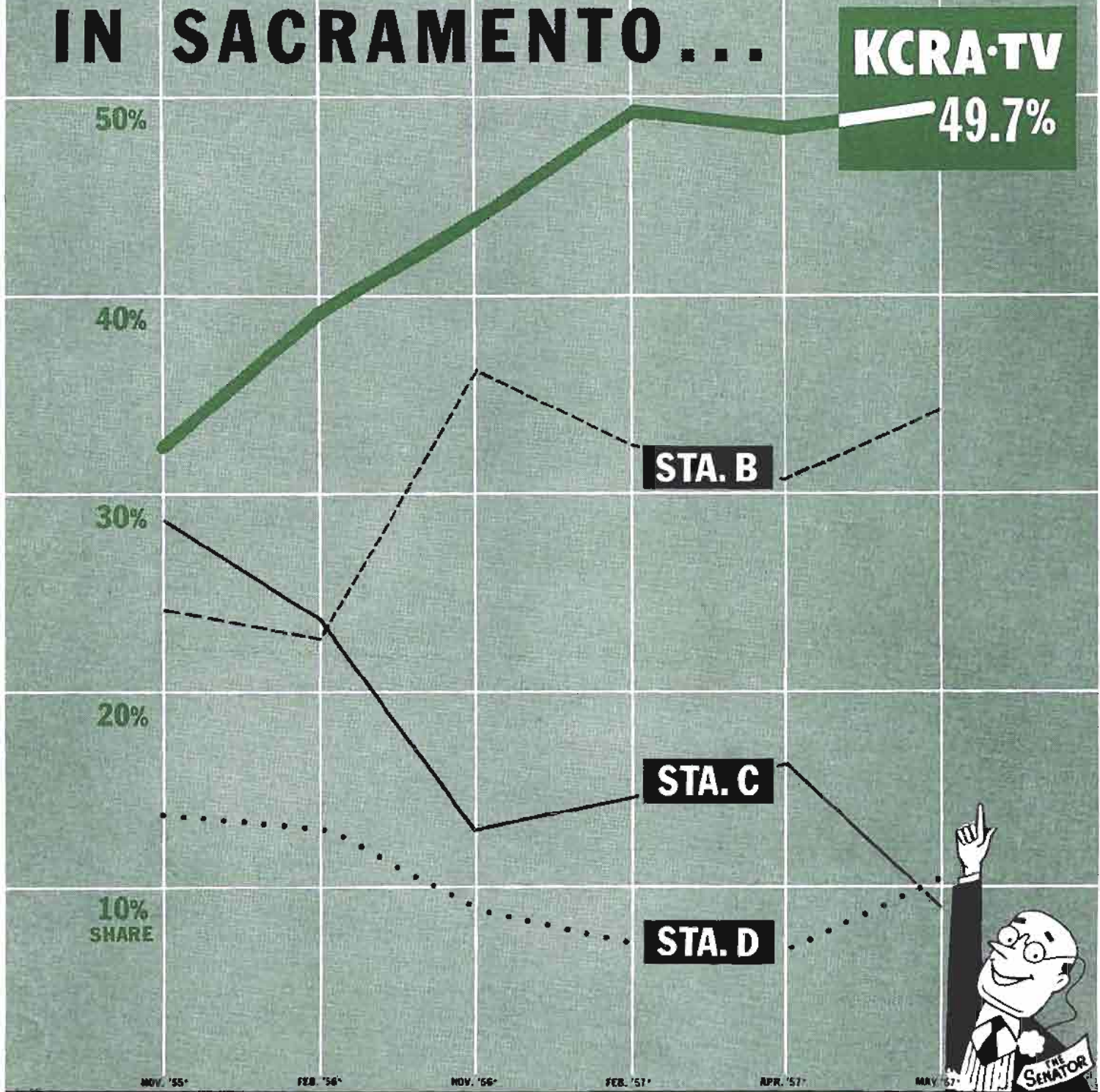
"HARBOR COMMAND"

starring **WENDELL COREY**



THRILLING ADVENTURES OF AMERICA'S HARBOR POLICE!

FOLLOW THE LEADER IN SACRAMENTO...



A graphic demonstration of KCRA-TV's rise to audience dominance from sign-on to sign-off, Sunday-Saturday. Ask Petry about The Highest Rated NBC Station in the West.

*ARB, Sacramento

KCRA-TV

SACRAMENTO, CALIFORNIA

Serving 28 Northern California
and Nevada Counties

CLEAR

3

CHANNEL

SAN DIEGO
(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave. Postal Zone: 12. Phone Belmont 2-2114. TWX No.: SD 6277.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 123 kw. Present Operating Pow.: Visual 245 kw, Aural 123 kw. Antenna Height: Above average terrain 760 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1949.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Jack D. Wrather, 38.9%; Maria Helen Alvarez, 38.9%; Edward Petry & Co., 22.2%. Licensee also owns KYAT(TV) Yuma, Ariz., and KERO-TV Bakersfield, Calif. Mr. Wrather owns 100% of WJDW(TV) Boston, Mass.

EXECUTIVES:
J. D. Wrather, pres. Charles Abel, ch. engr.
George Whitney, vp. & gen. mgr. Dan Bellus, prom. dir.
Bill Fox, gen. sls. mgr. Stu Batt, news ed.
Byron Dowty, pgm. mgr. Ray Wilson, news dir.

SUMMARY OF RATES (Card No. 12A, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 min. | Min. | ID. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., Mon.-Fri.; 7-10 p.m., Sat.; 6-10 p.m., Sun.) | \$900.00 | \$540.00 | \$360.00 | \$315.00 | \$270.00 | \$230.00 |
| Class A (10-10:30 p.m., daily; 6-7 p.m., Sat.) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$240.00 | \$200.00 |
| Class B (6-7 p.m., Mon.-Fri.; 5-6 p.m., Sun.) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$180.00 | \$140.00 |
| Class C (Sign-on-6 p.m., Mon.-Sat.; 10-30 p.m.-sign-off, daily; sign-on-5 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$140.00 |

Above are one-time rates. Frequency discounts allowed.

KFSD-TV

LICENSEE: KFSD Inc. Address: 3642 Enterprise St. Postal Zone: 10. Phone: Cypress 8-7151. TWX No.: San Diego 6309.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Present Operating Pow.: Visual 214 kw, Aural 107 kw. Antenna Height: Above average terrain 750 ft.; above ground 252 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 12, 1953.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KFSD; Fm, KFSD-FM.

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| WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N.W. EX 3-3456 | CHICAGO, ILL. Ray V. Hamilton Tribune Tower DE 7-2755 | ATLANTA, GA. Jack L. Barton 1515 Healey Bldg. JA 3-3431 |
|--|---|---|

| | |
|--|--|
| DALLAS, TEX. Dewitt [Judge] Landis Fidelity Union Life Bldg. RI 8-1175 | SAN FRANCISCO W. R. (Ike) Twining 111 Sutter St. EX 2-5671 |
|--|--|

SEE PAGES 80, 94, 100, 236

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln & McDaniel; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 76.6%; James G. Rogers, 10.1%; Elliott Cushman, 5.6%; Glen McDaniel, 3.1%; William E. Goetze, 1.7%; William T. Lane, 1.4%; W. R. Tucker, 1.1%; Jaquin A. Grill, 0.4%. Fox, Wells & Co. also owns 27% of WWOL Worcester, Mass., and community antenna systems in Clarksburg, Bluefield, Fairmont, W. Va., and Muscle Shoals, Ala. (46% of station has been sold to Weekly Publications Inc. [Newsweek magazine]. Upon FCC approval, Fox, Wells & Co. will own 54%, Weekly Publications Inc., 46%.)

EXECUTIVES:
James G. Rogers, pres. James Wade, pgm. dir.
William E. Goetz, exec. vp. LeRoy Bellwood, ch. engr.
& gen. mgr. Grant Recksteck, prom. & publicity mgr.
Jay Grill, sls. mgr. & film buy. Lionel Van Deerlin, news ed.

SUMMARY OF RATES (Card No. 7, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10 p.m., daily) | \$850.00 | \$500.00 | \$340.00 | \$260.00 | \$200.00 | \$90.00 |
| Class A (7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-10:30 p.m., Sat., Sun.) | \$650.00 | \$390.00 | \$260.00 | \$230.00 | \$200.00 | \$70.00 |
| Class B (6-7 p.m., 10-30-11 p.m., Mon.-Fri.; 5-6 p.m., 10-30-11 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$160.00 | \$140.00 | \$50.00 |
| Class C (noon-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-5 p.m., 11-midnight, Sat., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$40.00 |
| Class D (Sign-on-noon; midnight-sign-off, daily) | \$250.00 | \$150.00 | \$100.00 | \$90.00 | \$80.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

XETV(TV) (TIJUANA, MEXICO)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S. A. Address: San Diego Office: 4229 Park Blvd. Postal Zone: 3. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Unknown)

LICENSEE: Bay Television. Address: 122 S. Robertson Blvd., Los Angeles.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Antenna Height: Above average terrain 1,070 ft.; above ground 370 ft.

PRINCIPAL STOCKHOLDER: Sherrill C. Corwin is 100% owner. Mr. Corwin has minor interests in KAKE-AM-TV Wichita, Kan., and in Imperial Broadcasting System (KPBE Riverside, KPBP Blythe, KYOR Brawley and KREO Indio, all Calif.).

EXECUTIVES:
Sherrill C. Corwin, own.

KGO-TV

LICENSEE: American Broadcasting-Paramount Theaters Inc. Address: 277 Golden Gate Ave. Postal Zone: 2. Phone: Underhill 3-0077. TWX No.: SF 147.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 156 kw. Present Operating Pow.: Visual 316 kw, Aural 156 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 517 ft.

OPERATION: Began May 5, 1949.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KGO; Fm, KGO-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: See WABC-TV, New York.

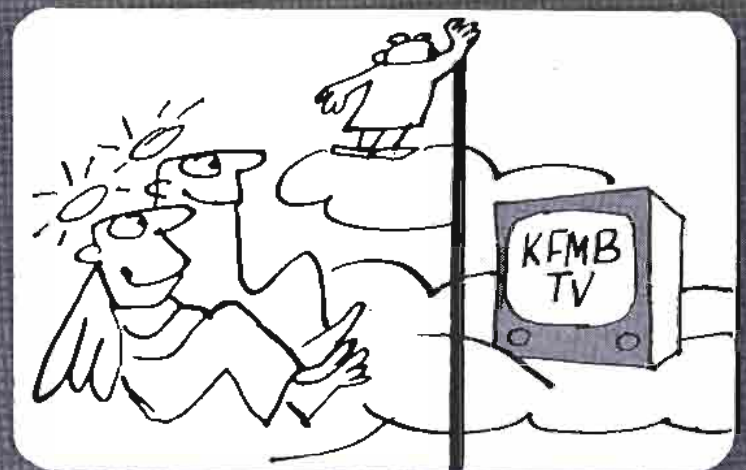
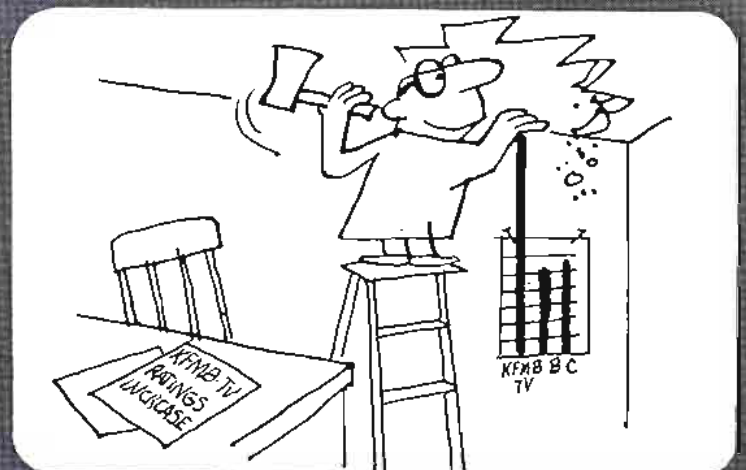
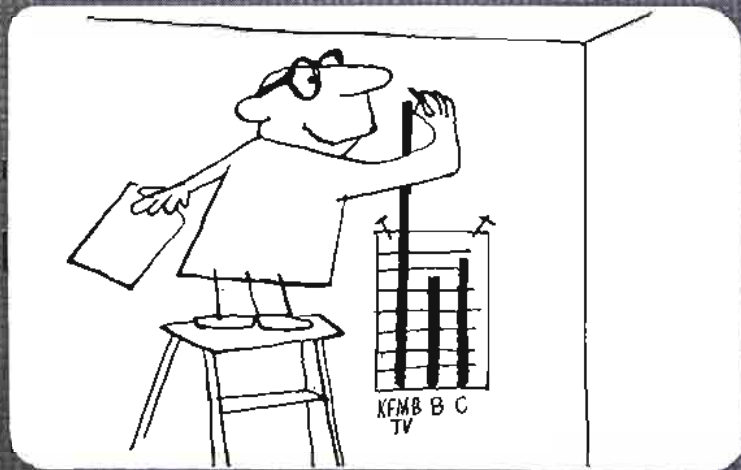
EXECUTIVES:
Leonard Goldenson, pres., AB-PT Inc. Harry N. Jacobs, ch. engr.
John H. Mitchell, vp. & gen. mgr. Robert Mitchell, film buy.
David Sacks, com. mgr. Victor P. Reed, prom. mgr. & news ed.
George Rice, pgm. dir.

SUMMARY OF RATES (Card No. 11, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|------------|------------|----------|----------|-----------------|----------|
| Class AA (7:29-10:01 p.m., daily) | \$1,700.00 | \$1,020.00 | \$680.00 | \$595.00 | \$510.00 | \$375.00 |
| Class A (7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10-11 p.m., daily) | \$1,250.00 | \$750.00 | \$500.00 | \$417.00 | \$334.00 | \$270.00 |
| Class B (6-7 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 4-6 p.m., Sat.; noon-4 p.m., Sun.) | \$800.00 | \$480.00 | \$320.00 | \$264.00 | \$216.00 | \$160.00 |
| Class C (All other times) | \$500.00 | \$300.00 | \$200.00 | \$167.00 | \$134.00 | \$100.00 |

Above are one-time rates. Frequency discounts allowed.

Our ratings are higher in saturated San Diego!



Of the top 50 shows in the San Diego Market, 49 are on KFMB-TV. Eight of the top 50 are Channel 8 produced local programs. The 33rd show in the market is on Station A. Channel 8's top program has the highest Nielsen rating recorded on the West Coast in the December report.*

In San Diego there are more people, watching Channel 8 more, than ever before.

* Nielsen, Dec. 1956

KFMB 8 TV
WRATHER ALVAREZ BROADCASTING, INC.
Represented by
Edward Petry & Co., Inc.
SAN DIEGO
America's more market

SAN FRANCISCO (Cont.)

KPIX(TV)

LICENSEE: Westinghouse Broadcasting Co. Inc. Address: 2655 Van Ness Ave. Postal Zone: 9. Phone: Prospect 6-5100. TWX No.: SF 168.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 529 ft.

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

OPERATION: Began Dec. 22, 1948.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, John W. Steen, New York; Consulting Engineer, Ralph N. Harmon.

PRINCIPAL STOCKHOLDER: See KDKA-TV Pittsburgh.

EXECUTIVES:

Donald H. McGannon, pres. William C. Dempsey, pgm. dir. & film buy.
(New York) Thomas T. Ely, ch. engr.
Philip G. Lasky, gen. mgr. William H. Ryan, prom. mgr.
Louis S. Simon, com. mgr. Jere Witter, news ed.

SUMMARY OF RATES (Card No. 12, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-10:01 p.m., Mon.-Sun.) | | | | | | |
| \$1,700.00 | \$1,020.00 | \$680.00 | \$595.00 | \$510.00 | \$500.00 | \$250.00 |
| Class A (6:30-7 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sun.; 6-7 p.m., Sat.; 4-7 p.m., Sun.) | | | | | | |
| \$1,250.00 | \$750.00 | \$500.00 | \$438.00 | \$375.00 | \$300.00 | \$150.00 |
| Class B (6-6:30 p.m., Mon.-Fri.; 11-11:30 p.m., Mon.-Sun.; 4-6 p.m., Sat.; noon-4 p.m., Sun.) | | | | | | |
| \$850.00 | \$510.00 | \$340.00 | \$298.00 | \$255.00 | \$180.00 | \$90.00 |
| Class C (11 a.m.-6 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, Mon., Sun.; sign-on-4 p.m., Sat.; sign-on-noon, Sun.) | | | | | | |
| \$600.00 | \$380.00 | \$240.00 | \$210.00 | \$180.00 | \$130.00 | \$65.00 |
| Class D (sign-on-11 a.m., Mon.-Fri.) | | | | | | |
| \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$95.00 | \$48.00 |

Above are one-time rates. Frequency discounts allowed.

KPRT(TV)

(Target Date, Unknown)

LICENSEE: Plaza Radio & Television Co. Address: 551 Fifth Ave., New York, N.Y.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 250 ft.

REPRESENTATIVES: Washington Attorney, Philip M. Baker; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Alex Rosenman, 50%; Eliot Hyman, 25%; David Harris, 25%. Mr. Hyman is president of Associated Artists Productions Inc., film distributors, and general manager of AAP Corp.

EXECUTIVES:

Alex Rosenman, pres. David M. Harris, sec.-treas.
Eliot Hyman, vp.

KRON-TV

LICENSEE: Chronicle Publishing Co. Address: 929 Mission St. Postal Zone: 3. Phone: Garfield 1-1100. TWX No.: 283.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna 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.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Attorney, John P. Hearne, San Francisco; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDER: The Chronicle Publishing Co., also own 97 1/2 of KBAK-TV Bakersfield.

EXECUTIVES:

Charles Thieriot, pres. Lee Berryhill, ch. engr.
Harold P. See, gen. mgr. James Bentley, film buy.
Norman Louvau, sls. mgr. Roland D. Irving, prom. mgr.
Douglas Elleson, pgm. dir.

SUMMARY OF RATES (Card No. 12, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (7:30-10:30 p.m., daily) | | | | | | |
| \$1,700.00 | \$1,020.00 | \$680.00 | \$595.00 | \$510.00 | \$425.00 | \$212.50 |
| Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.) | | | | | | |
| \$1,250.00 | \$750.00 | \$500.00 | \$437.50 | \$375.00 | \$275.00 | \$137.50 |
| Class B (6-7 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 4-6 p.m., Sat.; noon-4 p.m., Sun.) | | | | | | |
| \$850.00 | \$510.00 | \$340.00 | \$297.00 | \$255.00 | \$180.00 | \$90.00 |
| Class C (Program Units—all other times. Announcements—noon-midnight) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$180.00 | \$120.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KSAN-TV

LICENSEE: S. H. Patterson. Address: 1111 Market St. Postal Zone: 3. Phone: Market 1-8171.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Present Operating Pow.: Visual 200 kw, Aural 105 kw. Antenna Height: Above average terrain 1,090 ft.; above ground 372 ft.

OPERATION: Began March 1, 1954.

AFFILIATION: Station, Am, KSAN-AM.

REPRESENTATIVES: Sales, Stars National; Tracy Moore & Assoc. (West Coast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.

PRINCIPAL STOCKHOLDER: S. H. Patterson is sole owner.

EXECUTIVES:

S. H. Patterson, pres. Link DiMario, pgm. dir. & film buy.
Norwood J. Patterson, exec. dir. John Rolih, ch. engr.
Richard Bott, gen. & com. mgr. Shirley Paulson, prom. mgr.

SUMMARY OF RATES (Card No. 6, Oct. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---------|---------|---------|---------|---------|---------|
| Class A (6:30-10:01 p.m., daily) | | | | | | |
| \$115.00 | \$65.00 | \$40.00 | \$30.00 | \$23.00 | \$15.00 | \$9.00 |
| Class B (All other times) | | | | | | |
| \$108.00 | \$60.00 | \$37.00 | \$27.00 | \$20.00 | \$13.00 | \$7.50 |

Above are one-time rates. Frequency discounts allowed.

KQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 525 Fourth St. Postal Zone: 7. Phone: Sutter 1-8861.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 18.6 kw. Present Operating Pow.: Visual 31.6 kw, Aural 18.6 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 187 ft.

OPERATION: Began June 10, 1954.

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

EXECUTIVES:

Mortimer Fleishhacker Jr., pres. Robert Katz, film supvr.
James Day, gen. mgr. Marianne Goldman, publicity dir.
Jonathan C. Rlee, pgm. mgr.

(OAKLAND)

(Target Date, January, 1958)

LICENSEE: San Francisco - Oakland Television Inc. Address: 609 Central Bank Bldg., Oakland. (For full listing see Oakland)

KRON is TV in SF



San Franciscans are sold on KRON-TV



• SAN FRANCISCO CHRONICLE • PETERS, GRIFFIN, WOODWARD •

SAN JOSE

(Santa Clara County)

KNTV(TV)

LICENSEE: Standard Radio & Television Co. Address: 645 Park Ave. Postal Zone: 10. Phone: Cypress 7-5577. TWX No.: SJ97. FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Present Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Antenna Height: Above average terrain 2,770 ft.; above ground 291 ft. OPERATION: Began Sept. 12, 1955. REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair Engineering Co. PRINCIPAL STOCKHOLDER: Wholly owned by Sunlit Bakery, which in turn is owned by A. T. Gilliland and son. EXECUTIVES: A. T. Gilliland, pres. Robert Guy, pgm. mgr. & film buy. Fran Conrad, gen. mgr. Bruce Joyner, ch. engr.

SUMMARY OF RATES (Card No. 5, Feb. 1, 1957)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Rows: Class A (7-10:30 p.m., daily) \$250.00, Class B (All other times) \$175.00.

Above are one-time rates. Frequency discounts allowed.

SAN LUIS OBISPO

(San Luis Obispo County)

KSBY-TV

LICENSEE: Valley Enterprises Co. Address: P.O. Box 286. Phone: Liberty 2-0920. FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Present Operating Pow.: Visual 15.5 kw, Aural 7.76 kw. Antenna Height: Above average terrain 1,260 ft.; above ground 140 ft. OPERATION: Began May 25, 1953. AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, KVEC. REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Alberston; Consulting Engineer, Robert L. Hammett. PRINCIPAL STOCKHOLDERS: Equally owned by John C. Cohan and Jerome Kantro. Mr. Cohan controls KSBW-AM-TV Salinas-Monterey, Calif. EXECUTIVES: John C. Cohan, pres. & gen. mgr. Willard Hargan, ch. engr. Rowena Kimzey, res. mgr. Lew Jones, res. engr. Graham Moore, com. mgr. Gary Ferlisi, film buy. Ted Warner, pgm. dir. & news ed. A. R. Robertson, prom. mgr.

SUMMARY OF RATES (Card No. 4, July 1, 1957)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Rows: Class AA (7:30-9:30 p.m., daily) \$220.00, Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily) \$200.00, Class B (5:30-6:30 p.m., 10:30-11 p.m., daily) \$150.00, Class C (All other times) \$100.00.

Above are one-time rates. Frequency discounts allowed.

SANTA BARBARA

(Santa Barbara County)

KEYT(TV)

LICENSEE: Key Television Inc. Address: 730 Miramonte Drive. Phone: Woodland 5-8533. TWX No.: ZB8988. FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 50 kw, Aural 25 kw. Present Operating Pow.: Visual 50 kw, Aural 25 kw. Antenna Height: Above average terrain 3,010 ft.; above ground 201 ft. OPERATION: Began July 26, 1957. AFFILIATIONS: Tv Networks, NBC, CBS, ABC. REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Leo Resnick; Consulting Engineer, Alfred E. Towne Assoc. PRINCIPAL STOCKHOLDERS: William F. Luten and wife, 83 1/2%; Richard C. D. Bell, 16 1/2%. Mr. Luten has minor interests in KRAK Stockton, Calif. EXECUTIVES: Richard C. D. Bell, pres. & gen. mgr. Lloyd Jones, ch. engr. Thomas Chace, com. mgr. Dick Sinclair, prom. mgr. Mary Ann Casey, pgm. dir. & film buy. William P. Huddy, news ed.

SUMMARY OF RATES (Card No. 3, Oct. 1, 1955)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 20 Sec., 8 Sec. Rows: Class AA (7:29-9:59 p.m., daily) \$450.00, Class A (6:29-7:29 p.m., 9:59-10:59 p.m., Mon.-Fri.; 5:59-7:29 p.m., 9:59-10:59 p.m., Sat., Sun.) \$400.00, Class B (4:59-6:29 p.m., Mon.-Fri.; 10:59-midnight, daily; 12:59-5:59 p.m., Sat., Sun.) \$300.00, Class C (Sign-on-4:59 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-12:59 p.m., Sat., Sun.) \$200.00.

Above are one-time rates. Frequency discounts allowed.

STOCKTON

(San Joaquin County)

KOVR(TV)

LICENSEE: Television Diablo Inc. Address: 225 East Miner Ave. Postal Zone: 1. Phone: Howard 6-6981. TWX No.: SK8. FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50 kw. Present Operating Pow.: Visual 97.7 kw, Aural 50 kw. Antenna Height: Above average terrain 3,240 ft.; above ground 399 ft. OPERATION: Began Sept. 6, 1954. AFFILIATION: Tv Network, ABC. REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; 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. Lincoln Dellar (owner of former KCCC-TV Sacramento, Calif.) holds option to acquire 18% interest in KOVR. (Sale to Hudson Valley Broadcasters Co. pending.) EXECUTIVES: Terry H. Lee, pres., gen. mgr. Bel Lange, prod. supvr. & film buy. Richard J. Anderson, ch. engr. E. Jay Watson, sls. mgr. Jerry Jensen, news ed.

SUMMARY OF RATES (Card No. 4-A, Mar. 1, 1957)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Rows: Class A (7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) \$650.00, Class B (5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily) \$490.00, Class C (All other times) \$250.00.

Above are one-time rates. Frequency discounts allowed.

TULARE

(Tulare County)

KVVG(TV) (FRESNO)

LICENSEE: U. H. F. Telecasting Corp. Address: 1352 E. Tulare St. Phone: 6-4703. FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 87.1 kw. Present Operating Pow.: Visual 174 kw, Aural 87.1 kw. Antenna Height: Above average terrain 820 ft.; above ground 147 ft. OPERATION: Began Nov. 16, 1953. REPRESENTATIVES: Sales, Lee F. O'Connell Co., Charles F. Bernard Co.; Washington Attorney, John P. Hearne & Spillane; Consulting Engineer, Ron Oakley. PRINCIPAL STOCKHOLDER: James Stacy, 100%. Mr. Stacy is independent film producer. EXECUTIVES: James Stacy, pres. Bob Lee, pgm. dir., prom. mgr. & news ed. Ron Freeman, gen. mgr., com. mgr. & film buy. Hurschedl McKenzie, ch. engr.

SUMMARY OF RATES (Card No. 2, March 1, 1955)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 20 Sec. Rows: Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.) \$325.00, Class B (All other times) \$250.00.

Above are one-time rates. Frequency discounts allowed.

COLORADO

COLORADO MARKET DATA BY COUNTIES

Table with columns: County, Total Households, Television Households %, Retail Sales 1956(\$000), Food Sales 1956(\$000), Drug Sales 1956(\$000). Rows: Adams, Alamosa, Arapahoe, Archuleta, Baca, Bent, Boulder, Chaffee, Cheyenne, Clear Creek, Conejos, Costilla, Crowley, Custer, Delta, Denver, Dolores, Douglas, Eagle, Elbert, El Paso, Fremont, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Huerfano, Jackson, Jefferson, Kiowa, Kit Carson, Lake, La Plata, Larimer, Las Animas, Lincoln, Logan, Mesa, Mineral, Moffat.

Hozay tells
 what every time buyer should know about



CALIFORNIA'S 4TH TV MARKET

SAN JOSE

KNTV, San Jose, boasts 206,820 households in the 4-county area

That's a bit less than in San Francisco, but San Joseans
 have remarkable buymanship. Study this statistic:

| | *San Jose 4-County | San Francisco |
|------------------------------|---------------------|---------------------|
| Filling Station Sales | \$76,559,000 | \$50,824,000 |

*Santa Clara, Santa Cruz, Monterey, San Benito

San Jose 4-county area, where almost \$2 billion of
 consumer income is waiting to be spent. Only KNTV, San Jose,
 delivers the whole 4-county area.

Lower cost-per-1000 **KNTV**
 CHANNEL 11
 SAN JOSE

P.S. The Weed Television Corporation can tell you the whole San Jose Story.

HOZAY

MARKET DATA BY COUNTIES (Cont.)

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Montezuma | 2,900 | 13 | 370 | 16,013 | 3,111 | 607 |
| Montrose | 4,400 | 21 | 940 | 17,189 | 3,757 | 902 |
| Morgan | 5,300 | 53 | 2,780 | 28,120 | 5,293 | 989 |
| Otero | 7,600 | 46 | 3,470 | 24,128 | 6,631 | 864 |
| Ouray | 600 | 21 | 130 | 1,578 | 402 | 243 |
| Park | 500 | 34 | 170 | 1,695 | 317 | 76 |
| Phillips | 1,500 | 19 | 290 | 6,518 | 1,283 | 281 |
| Pitkin | 500 | 13 | 70 | 2,396 | 342 | 111 |
| Prowers | 5,000 | 18 | 920 | 13,831 | 2,495 | 557 |
| Pueblo | 29,200 | 55 | 16,120 | 114,425 | 29,249 | 3,433 |
| Rio Blanco | 1,700 | 9 | 160 | 5,407 | 1,328 | 316 |
| Rio Grande | 3,500 | 13 | 460 | 10,947 | 2,588 | 459 |
| Routt | 2,600 | 13 | 340 | 6,842 | 1,783 | 368 |
| Saguache | 1,400 | 13 | 180 | 2,752 | 439 | 193 |
| San Juan | 400 | 13 | 50 | 569 | 184 | 58 |
| San Miguel | 700 | 21 | 150 | 1,943 | 387 | 59 |
| Sedgwick | 1,500 | 19 | 290 | 6,201 | 1,040 | 190 |
| Summit | 400 | 28 | 110 | 1,063 | 125 | 91 |
| Teller | 600 | 34 | 210 | 1,921 | 635 | 190 |
| Washington | 2,400 | 48 | 1,150 | 5,751 | 1,257 | 247 |
| Weld | 20,000 | 71 | 14,240 | 66,430 | 13,300 | 1,960 |
| Yuma | 3,100 | 19 | 590 | 9,231 | 1,892 | 445 |
| Total | 465,900 | 58% | 271,050 | \$1,983,948 | \$426,616 | \$88,355 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

COLORADO SPRINGS

(El Paso County)

KKTV(TV)

LICENSEE: Tv Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844. TWX No.: Col SP 581.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.8 kw. Present Operating Pow.: Visual 37.1 kw, Aural 18.8 kw. Antenna Height: Above average terrain 1,740 ft.; above ground 197 ft.

OPERATION: Began Dec. 7, 1952

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, The Bolling Co., Clarke Brown Co. (Southern); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Gifford Phillips, 50%; James D. and Betty Z. Russell, 50%. Mr. Phillips owns KGHF Pueblo, Colo.

EXECUTIVES:

James D. Russell, pres. & gen. mgr. H. C. Strang, ch. engr.
Robert D. Ellis, com. mgr. & film buy. Jack East, prom. mgr.
Carl Pehlman, pgm. dir. Hal Kennedy, news ed.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$80.00 | \$70.00 | \$60.00 |
| Class A (6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., Mon.-Sun.; 1-6 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 |
| Class B (5-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 10:30 p.m.-sign-off, daily) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$45.00 | \$37.50 |
| Class C (Sign-on-5 p.m., Mon.-Sat.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed

KRDO-TV

LICENSEE: Pikes Peak Broadcasting Co. Address: 399 S. 8th St. Phone: Melrose 2-1515. TWX No.: SP515.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Present Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Antenna Height: Above average terrain 630 ft.; above ground 468 ft.

OPERATION: Began Oct. 1, 1953.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, John E. Pearson Tv.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son, Harry W. Hoth and wife, 53.9%; estate of William J. Gregory, 42.1%, and others.

EXECUTIVES:

Harry W. Hoth Jr., pres., gen. mgr. & film buy. Jay Cook, prod. mgr.
Herbert Schubarth, ch. engr. Ted McKee, news ed.

SUMMARY OF RATES (Card No. 5, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$43.75 | \$35.00 |
| Class B (2-6 p.m., 10:30-sign-off, Mon.-Sat.; noon-3 p.m., 10:30 p.m.-sign-off, Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |
| Class C (Sign-on-2 p.m., Mon.-Sat.) | | | | | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

DENVER
(Denver County)

KBTV(TV)

LICENSEE: Tv Denver Inc. Address: 1089 Bannock St. Postal Zone: 4. Phone: Tabor 5-6386.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 144 kw. Present Operating Pow.: Visual 282 kw, Aural 144 kw. Antenna Height: Above average terrain 950 ft.; above ground 273 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1952.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Haley, Doty, Wollenberg & Kenehan; Consulting Engineer, A. Earl Cul-lum Jr.

PRINCIPAL STOCKHOLDERS: John C. Mullins, 50%; Webb & Knapp (William Zeekendorf, president) 50%.

EXECUTIVES:

John C. Mullins, pres. John Henry, nat'l. sls. mgr.
Joseph Herold, gen. mgr. Ross Kundert, prod. mgr.
Gil Lee, asst. to mgr., pgm. dir. Jim Butts, ch. engr.
& film buy. Donald Mumford, film dir.
Mann Reed, pgm. mgr. William G. Walker, prom. mgr.
R. W. Dupree, bus. mgr. Jill Ferris, dir. women's pgm.
Thomas Young, com. mgr.

SUMMARY OF RATES (Card No. 6, Sept. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7:30-9:30 p.m., daily) | | | | | \$175.00 | \$88.00 |
| Class A (Program Units—6-10 p.m., daily. Announcements—6-7:30 p.m., 9:30-10 p.m., daily) | \$650.00 | \$390.00 | \$260.00 | \$227.00 | \$195.00 | \$145.00 |
| Class B (5-6 p.m., 10-11 p.m., daily) | \$390.00 | \$234.00 | \$156.00 | \$135.00 | \$117.00 | \$90.00 |
| Class C (All other times) | \$230.00 | \$138.00 | \$92.00 | \$81.00 | \$69.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KLZ-TV

LICENSEE: Aladdin Broadcasting Corp. Address: 131 Speer Blvd. Postal Zone 3. Phone: Main 2-4271. TWX No.: DN 302

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Present Operating Pow.: Visual 269 kw, Aural 135 kw. Antenna Height: Above average terrain 1,010 ft.; above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: TLF Broadcasters Inc., owned by Time Inc. Time also owns 80% of KTVT(TV) and KDYL-AM-FM Salt Lake City, and 100% of WFPM-AM-TV Indianapolis, Ind.; WTCN-AM-TV Minneapolis, Minn.; WOOD-AM-TV Grand Rapids, Mich. Time publishes Time, Life, Fortune and Sports Illustrated magazines.

EXECUTIVES:

Hugh B. Terry, pres. & gen. mgr. Paul Blue, pgm. dir. & film buy.
Clayton H. Brace, asst. to pres. Eugene F. Jenkins, ch. engr.
Jack Tipton, sta. mgr. & dir. sls. John Connors, prom. mgr.

SUMMARY OF RATES (Card No. 6, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class A (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.) | \$750.00 | \$450.00 | \$300.00 | \$270.00 | \$235.00 | \$200.00 |
| Class B (10-11 p.m., Mon.-Sat.; 3-5 p.m., 10-11 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$155.00 | \$135.00 | \$120.00 |
| Class C (Sign-on-6 p.m., 11 p.m.-sign-off, Mon.-Sat., sign-on-3 p.m., 11 p.m.-sign-off, Sun.) | \$300.00 | \$180.00 | \$120.00 | \$110.00 | \$95.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KOA-TV

LICENSEE: Metropolitan Television Co. Address: 1625 California St. Postal Zone: 2. Phone: Main 3-6211. TWX No.: DN 207.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow. Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1,480 ft.; above ground 833 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 24, 1953.

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., 25.54%, 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 (Town & Home Stations) owns 7% of Class A and 5% of Class B stock.

EXECUTIVES:

William Grant, pres. & gen. mgr. J. A. Slusser, dir. engrng.
 Ralph Radetsky, mgr. James H. Butts, ops. supvr.
 Dick Harris, gen. sls. mgr. Del Greenwood, prom. mgr.
 Heyward Siddens, pgm. dir. & film buy. John Henry, news dir.

SUMMARY OF RATES (Card No. 4, Jan. 1, 1937)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class A (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.) | \$750.00 | \$420.00 | \$280.00 | | | \$175.00 |
| Class B (10-11 p.m., daily; 3-5 p.m., Sun.) | \$420.00 | \$250.00 | \$170.00 | \$145.00 | \$125.00 | \$110.00 |
| Class C (Sign-on-6 p.m., Mon.-Sat.; sign-on 3 p.m., Sun.; 11 p.m.-sign-off, daily) | \$280.00 | \$170.00 | \$110.00 | \$100.00 | \$88.00 | \$55.00 |

Above are one-time rates. Frequency discounts allowed.

KRMA-TV*

(*Non-Commercial Educational)

LICENSEE: School District No. 1, City & County of Denver, and State of Colorado. Address: 12th & Welton Sts. Postal Zone: 4. Phone Acoma 2-4561.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw. Aural 8.51 kw. Present Operating Pow.: Visual 15.5 kw. Aural 8.51 kw. Antenna Height: Above average terrain 880 ft.; above ground 210 ft.

OPERATION: Began Jan. 30, 1956.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen, Consulting Engineer, George P. Adair Engineering Co.

EXECUTIVES:

Howard L. Johnson, exec. ofcr. John G. Cullen, ch. engr.
 James W. Case, pgm. dir.

KTVR (TV)

LICENSEE: KTVR Inc. Address: 550 Lincoln St. Postal Zone: 2. Phone: Keystone 4-8281. TWX No.: DN 367.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50.1 kw. Present Operating Pow.: Visual 100 kw. Aural 50.1 kw. Antenna Height: Above average terrain 780 ft.; above ground 201 ft.

OPERATION: Began July 18, 1952.

REPRESENTATIVES: Sales, Blair Tv Assoc; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Gotham Broadcasting Corp. (WINS New York), 50%; Radio Hawaii Inc. (KPOA Honolulu), 50%. Gotham Broadcasting is 75% owned by J. Elroy McCaw and 25% by John D. Keating. For other McCaw-Keating holdings, see KTVW (TV) Seattle, Wash. Radio Hawaii also owns WTAC Flint, Mich., and WFBL Syracuse, N.Y.; is a wholly owned subsidiary of Founders Corp. (John M. Shaheen, 61.2% owner). Loew's Inc. (MGM) holds option to purchase 25% in return for leasing of MGM film library to station.

EXECUTIVES:

J. Elroy McCaw, pres. Ray Gallagher, pgm. dir. & prom. mgr.
 Hugh Ben LaRue, gen. mgr. & film buy. Robert Artman, ch. engr.
 Ralph Davison Jr., com. mgr.

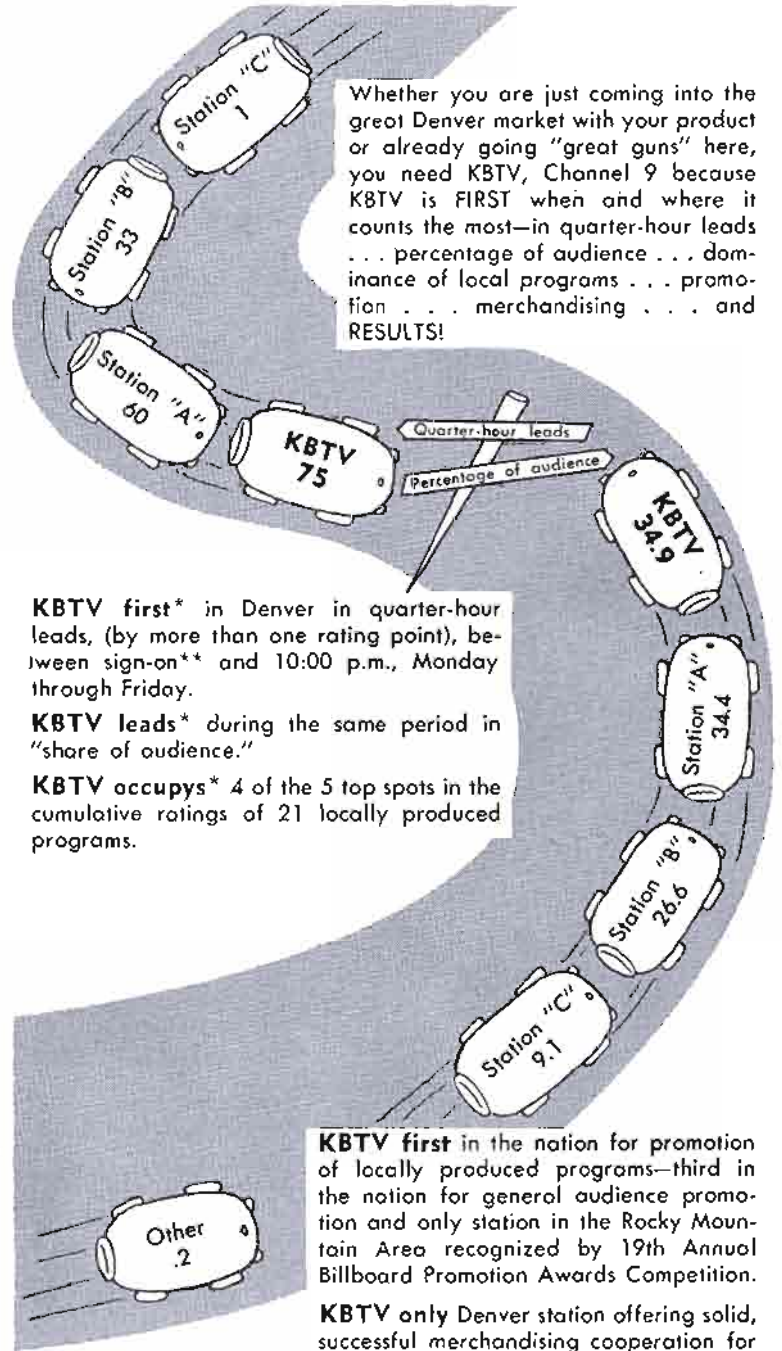
SUMMARY OF RATES (Card No. 5, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|-------------------------------|----------|----------|----------|----------|----------|----------|
| Class A (6-10:30 p.m., daily) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 |
| Class B (All other times) | \$375.00 | \$225.00 | \$150.00 | \$130.25 | \$93.75 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

BROADCASTING • TELECASTING

Coming or Going KBTV is leader in DENVER TV



Whether you are just coming into the great Denver market with your product or already going "great guns" here, you need KBTV, Channel 9 because KBTV is FIRST when and where it counts the most—in quarter-hour leads . . . percentage of audience . . . dominance of local programs . . . promotion . . . merchandising . . . and RESULTS!

KBTV first* in Denver in quarter-hour leads, (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same period in "share of audience."

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in the nation for promotion of locally produced programs—third in the nation for general audience promotion and only station in the Rocky Mountain Area recognized by 19th Annual Billboard Promotion Awards Competition.

KBTV only Denver station offering solid, successful merchandising cooperation for its advertisers in the form of the MAP Plan.

*ARB Denver Survey—May, 1957
 **KBTV sign-on 10.30 a.m.

KBTV has loads of success stories. Call your P.G.W. Colonel today. Buy the station in the rich Denver market that delivers People and PURSES . . . Impacts and RESULTS!

Write, Wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, president



JOSEPH HEROLD, station manager

GRAND JUNCTION

(Mesa County)

KREX-TV (Parent Station of Satellite KFXJ-TV Montrose)

LICENSEE: Western Slope Broadcasting 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. Present Operating Pow.: Visual 12.9 kw, Aural 6.46 kw. Antenna Height: Above average terrain -10 ft.; above ground 343 ft.

OPERATION: Began May 22, 1954.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, NTA. Station: Am, KREX.

REPRESENTATIVES: Sales, Hal Holman Co., John L. McGulre & Co. (Denver); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Rex G. Howell and family, 100%. They also own KFXJ-TV Montrose, Colo and 51% of KGLN Glenwood Springs, Colo.

EXECUTIVES:
Rex G. Howell, pres. & gen. mgr. Cecil Whitchurch, ch. engr.
J. L. Robinson, sta. & com. mgr., Douglas Weikle, news ed.
pgm. dir. & prom. mgr.

SUMMARY OF RATES (Card No. 1, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$45.00 | \$30.00 |
| Class B (All other times) | \$125.00 | \$75.00 | \$50.00 | \$43.75 | \$37.50 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

MONTROSE

(Montrose County)

KFXJ-TV (Satellite of KREX-TV Grand Junction)

LICENSEE: Black Canyon Broadcasting Co. Address: P. O. Box 120. Phone: 2.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 6.16 kw, Aural 3.08 kw. Present Operating Pow.: Visual 6.17 kw, Aural 3.08 kw. Antenna Height: Above average terrain 85 ft.; above ground 112 ft.

OPERATION: Began Aug. 18, 1956.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, NTA. Station: Am, KREX, Grand Junction.

REPRESENTATIVES: Sales, Hal Holman Co., John L. McGuire & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Rex G. Howell and family, 100%. They also own KREX-TV Grand Junction, Colo., and 51% of KGLN Glenwood Springs, Colo.

EXECUTIVES:
Rex Howell, pres. & gen. mgr. Carl Q. Anderson, com. engr., pgm. dir. & ch. engr.

SUMMARY OF RATES (Sold in combination with KREX-TV Grand Junction, Colo.)

PUEBLO

(Pueblo County)

KCSJ-TV

LICENSEE: Star Broadcasting Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782. TWX No.: PB 8276.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Present Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Antenna Height: Above average terrain 400 ft.; above ground 470 ft.

OPERATION: Began June 29, 1953.

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

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Bankers Life & Casualty Co., 100%; which also owns KGA Spokane, Wash.

EXECUTIVES:
Cliff Hendrix, exec. dir. Dick Kearney, bus. mgr.
James Guy Croll, dir., tv sls. & pgm. Bill Bruce, pgm. mgr.
Marion Cunningham, dir., prod. Jim Trout, prom. mgr.
& engr. Jon Giguere, news ed.

SUMMARY OF RATES (Card No. 11, July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. Min. or | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.) | \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$58.50 | \$45.00 |
| Class A (10-11 p.m., daily; 3-5 p.m., Sun.) | \$135.00 | \$81.00 | \$54.50 | \$47.50 | \$34.00 | \$27.00 |
| Class B (Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily) | \$90.00 | \$54.00 | \$36.000 | \$31.50 | \$22.50 | \$18.00 |

Above are one-time rates. Frequency discounts allowed.

CONNECTICUT

CONNECTICUT MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Fairfield | 178,100 | 83 | 147,290 | 880,917 | 220,923 | 28,916 |
| Hartford | 185,800 | 82 | 152,270 | 877,258 | 187,701 | 33,059 |
| Litchfield | 34,400 | 83 | 28,480 | 144,655 | 37,865 | 4,856 |
| Middlesex | 21,800 | 83 | 17,990 | 97,275 | 21,379 | 3,485 |
| New Haven | 183,000 | 83 | 152,620 | 842,299 | 201,298 | 28,448 |
| New London | 49,200 | 76 | 37,170 | 215,321 | 48,819 | 5,575 |
| Tolland | 15,100 | 81 | 12,240 | 41,141 | 10,002 | 1,129 |
| Windham | 21,400 | 81 | 17,430 | 82,208 | 19,702 | 1,818 |
| Total | 688,800 | 82% | 565,490 | \$3,181,074 | \$747,679 | \$107,286 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BRIDGEPORT

(Fairfield County)

WCTB (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Antenna Height: Above average terrain 610 ft.; above ground 492 ft.

REPRESENTATIVES: Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

WICC-TV

LICENSEE: Bridgeport Broadcasting Co. Address: P.O. Box 9140. Postal Zone: 1. Phone: Amherst 8-1601. TWX No.: BPT 366.

GRAND JUNCTION, COLORADO

KREX-TV

CHANNEL 5

the ONLY television station for western colorado and eastern utah

CBS • NBC • ABC • NTA

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Present Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Antenna Height: Above average terrain 700 ft.; above ground 470 ft.
OPERATION: Began March 29, 1953.
AFFILIATIONS: Tv Network, ABC. Station, Am, WICC.
REPRESENTATIVES: Sales, Young Tv.: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Philip Merryman, 39.85%; Manning Slater, 14.75%, and others.
EXECUTIVES:
 Philip Merryman, pres. & gen. mgr. Alvin Andrus, ch. engr.
 Manning Slater, vp. & sls. mgr. Bill Whalen, news ed.

SUMMARY OF RATES (Card No. 2, June 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|-------------------------------------|----------|---------|---------|---------|---------|---------|
| All Times (Sign-on-sign-off, daily) | \$100.00 | \$60.00 | \$40.00 | \$33.00 | \$26.50 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

HARTFORD
(Hartford County)

WEDH (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: Jackson 7-6341.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Antenna Height: Above average terrain 780 ft.; above ground 99 ft.

REPRESENTATIVES: Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

WHCT (TV)

LICENSEE: Columbia Broadcasting System. Address: 555 Asylum St. Postal Zone: 5. Phone: Jackson 5-2611. TWX No.: HF 198.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 158 kw, Aural 87.1 kw. Present Operating Pow.: Visual 158 kw, Aural 87.1 kw. Antenna Height: Above average terrain 640 ft.; above ground 291 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 4, 1954.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVE: Sales, CBS Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

Harvey J. Struthers, gen. mgr. Harold A. Dorschug, ch. engr.
 Lamont L. Thompson, com. mgr. Joseph P. Dowling, prom. mgr.
 J. F. Cundiff, sls. mgr. Charles Norwood, news ed.
 John O. Downey, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Oct. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (Announcements—7:59-10:30 p.m., daily) | | | | | \$130.00 | \$65.00 |
| Class A (Program Units—7:15-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. Announcements—7:29-7:59 p.m., Mon.-Sat.; 5:59-7:59 p.m., Sun.; 10:30-11 p.m., daily) | \$650.00 | \$390.00 | \$260.00 | | \$100.00 | \$50.00 |
| Class B (Program Units—6:7:15 p.m., Mon.-Sat.; 5-6 p.m., Sun. Announcements—5:59-7:29 p.m., Mon.-Sat.) | \$500.00 | \$300.00 | \$200.00 | \$166.67 | \$150.00 | \$90.00 |
| Class C (Program Units—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-midnight, daily. Announcements—10 a.m.-5:59 p.m.; 11 p.m.-sign-off, daily) | \$325.00 | \$195.00 | \$130.00 | \$108.33 | \$97.50 | \$60.00 |
| Class D (Program Units—midnight-9 a.m., daily. Announcements—sign-on-10 a.m. daily) | \$225.00 | \$135.00 | \$90.00 | \$75.00 | \$67.50 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WNBC (TV) (NEW BRITAIN)

LICENSEE: New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford, Conn. Postal Zone: 10. Phone: Adams 3-8551 (Hartford). (For full listing see New Britain, Conn.)

WTIC-TV

(Target Date, September, 1957)

LICENSEE: Travelers Broadcasting Service Corp. Address: 26 Grove St. Postal Zone: 15. Phone: Jackson 5-0801. TWX No.: 372.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 920 ft.; above ground 542 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Stations, Am, WTIC; Fm, WTIC-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer: A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Travelers Insurance Co.

EXECUTIVES:

Paul W. Morency, pres. Irwin C. Cowper, sls. mgr.
 Walter C. Johnson, vp. & gen. mgr. Herman D. Taylor, ch. engr.
 Leonard J. Patricelli, vp. in chg. pgms. & plant mgr.
 & film buy. N. Thomas Eaton, news ed.
 Bernard Mullins, vp. in chg. pub. rel.

NEW BRITAIN
(Hartford County)

WNBC (TV)

LICENSEE: New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford. Postal Zone: 10. Phone: Baldwin 3-3603. TWX No.: HF 560.

BROADCASTING • TELECASTING

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 457 kw, Aural 251 kw. Present Operating Pow.: Visual 210.4 kw, Aural 113.5 kw. Antenna Height: Above average terrain 970 ft.; above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 11, 1953.

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

REPRESENTATIVES: Sales, NBC Spot Sales: Washington Attorney, Cahill, Gordon, Reindel & Ohl.

PRINCIPAL STOCKHOLDER: National Broadcasting Co., New York.

EXECUTIVES:

Thomas B. McFadden, pres. John P. Shipley, ch. engr.
 Peter B. Kenney, vp. & gen. mgr. Philip B. Hale, film buy.
 Erwin B. Needles, com. mgr. Francis A. Wooding, prom. mgr.
 Robert W. Bray, pgm. dir. Thomas F. Conway, news dir.

SUMMARY OF RATES (Card No. 6, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:29-10:20 p.m., daily) | | | | | | \$70.00 |
| Class A (Program Units—7-11 p.m., Mon.-Sat., 5-11 p.m., Sun. Announcements—6:59-7:29 p.m., Mon.-Sat.; 4:59-7:29 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.) | \$600.00 | \$360.00 | \$240.00 | \$204.00 | \$165.00 | \$120.00 |
| Class B (Program Units—5-7 p.m., Mon.-Sat.; noon-5 p.m., Sun. Announcements—4:59-6:59 p.m., weekdays; 11:59 a.m.-4:59 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$153.00 | \$123.75 | \$90.00 |
| Class C (Program Units—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, Mon.-Sun. Announcements—11:59 a.m.-4:59 p.m., Mon.-Sat.; sign-off-noon, Sun.; 11 p.m.-sign-off, Mon.-Sun.) | \$300.00 | \$180.00 | \$120.00 | \$102.00 | \$82.50 | \$60.00 |
| Class D (Program Units—7 a.m.-noon, Mon.-Sat. Announcements—7 a.m.-11:59 a.m., Mon.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$68.00 | \$55.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

NEW HAVEN
(New Haven County)

WELI-TV

(Target Date, Unknown)

LICENSEE: Conn. Radio Foundation Inc. Address: 221 Orange St. Postal Zone: 10.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.25 kw, Aural 10.2 kw. Antenna Height: Above average terrain 560 ft.; above ground 334 ft.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Richard W. Davis, 29.35%; William Horowitz, 21.36%; Rudy Frank, 3.88%; Edwin Schweitzer, 7.12% and others.

EXECUTIVES:

Richard W. Davis, pres.

WNHC-TV

LICENSEE: Triangle Publications Inc. Address: 1110 Chapel St. Postal Zone: 8. Phone: Spruce 7-3611. TWX No.: NH 87.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 720 ft.; above ground 326 ft.

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

OPERATION: Began June 15, 1948.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WNHC; Fm, WNHC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia.

EXECUTIVES:

Edward D. Taddei, gen. mgr. John J. Curran, prom. mgr.
 Edward C. Obrist, pgm. mgr. Edward H. Benedict, dir. nat'l sls.
 Vincent DeLaurentis, ch. engr. (New York)

SUMMARY OF RATES (Card No. 8, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$1,000.00 | \$600.00 | | | | \$225.00 |
| Class A (6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.) | \$850.00 | \$510.00 | \$340.00 | \$255.00 | \$212.50 | \$190.00 |
| Class B (4-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$135.00 |
| Class C (9 a.m.-4 p.m., Mon.-Fri.; 11:45 p.m.-sign-off, Sun.-Sat.; 9 a.m.-noon, Sat., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$105.00 | \$87.50 | \$80.00 |
| Class D (Sign-on-9 a.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

NEW LONDON
(New London County)

WNLC-TV

(Target Date, Unknown)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: Gibson 2-4365.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Antenna Height: Above average terrain 700 ft.; above ground 468 ft.

AFFILIATION: Station, Am, WNLC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family, 100%.

EXECUTIVES:

Gerald J. Morey, pres. & gen. mgr. Roderick L. Morey, vp. & sec.

CONNECTICUT

NORWICH

(New London County)

WCTN (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: Jackson 7-6341.
FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Antenna Height: Above average terrain 590 ft.; above ground 520 ft.
REPRESENTATIVES: Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

STAMFORD

(Fairfield County)

WSTF (TV)

(Target Date, Unknown)

LICENSEE: Stamford-Norwalk Television Corp. Address: 900 Genessee Bldg., Buffalo 2, N. Y. Phone: (Buffalo) Mohawk 8480.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Antenna 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%; Wendell Lund, 42.5%; and Vincent M. Gaughan, 15%.
EXECUTIVES: Prentiss M. Gaughan, vp. Wendell Lund, sec.-treas. Vincent M. Gaughan, vp.

WATERBURY

(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Address: 440 Meadow St. Phone: Plaza 5-1121. TWX No.: Wby, 195.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Present Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Antenna Height: Above average terrain 800 ft.; above ground 1,100 ft.
OPERATION: Began Sept. 4, 1953.
AFFILIATIONS: Tv Network, ABC. Station, Am, WATR.
REPRESENTATIVES: Sales, Burke-Stuart Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo Ray.
PRINCIPAL STOCKHOLDERS: Harold and Lillian Thomas, 99.5%; B. J. Zucker, 5%. Mr. Thomas also owns WNAB Bridgeport.
EXECUTIVES: Harold Thomas, pres. Andrew Toross, ch. engr. Sam E. Elman, gen. mgr. & com. mgr. Doc Morris, prom. mgr. Astrid Curtis, pgm. dir. & film buy. Robert Gillespie, news ed.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.) | \$150.00 | \$100.00 | \$80.00 | \$70.00 | \$60.00 | \$30.00 |
| Class B (6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.) | \$135.00 | \$90.00 | \$74.00 | \$60.00 | \$54.00 | \$28.00 |
| Class C (All other times) | \$75.00 | \$50.00 | \$43.00 | \$31.00 | \$22.50 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

DELAWARE

DELAWARE MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Kent | 13,100 | 83 | 10,900 | 76,232 | 10,848 | 1,684 |
| New Castle | 73,100 | 87 | 63,540 | 366,092 | 75,851 | 12,097 |
| Sussex | 22,100 | 84 | 18,520 | 101,809 | 16,145 | 2,271 |
| Total | 108,300 | 86% | 92,960 | \$544,133 | \$102,844 | \$16,052 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

WILMINGTON

(New Castle County)

WVUE (TV)

LICENSEE: Storer Broadcasting Co. Address: P. O. Box 867. Phone: Olympia 6-8171. TWX No.: PH 720.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Present Operating Pow.: Visual 316 kw, Aural 190 kw. Antenna Height: Above average terrain 620 ft.; above ground 478 ft.
OPERATION: Began June 30, 1949.
AFFILIATIONS: Stations, Am, WIBG; Fm, WIBG-FM.
REPRESENTATIVES: Sales, The Katz Agency.
PRINCIPAL STOCKHOLDER: See WGBS-TV, Miami, Fla.

DELAWARE

EXECUTIVES:

George B. Storer, pres. Luther O. Piersol, ch. engr.
J. Robert Kerns, vp. & mgng. dir. Marvin H. Fisher, prod. mgr.
Glenn B. Lau, com. mgr. William J. Conran, prom. mgr.
James S. McMurry, pgm. & ops. coord.

SUMMARY OF RATES (Card No. 8, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (8-10 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$350.00 | \$300.00 | \$200.00 |
| Class A (7-8 p.m., 10-11 p.m., daily) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$240.00 | \$160.00 |
| Class B (5-7 p.m., 11 p.m.-12:30 a.m., daily) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$180.00 | \$120.00 |
| Class C (All other times) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$80.00 |

Above are one-time rates. Frequency discounts allowed.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET DATA

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Washington | 253,000 | 83% | 209,990 | \$1,348,082 | \$241,884 | \$62,844 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

WASHINGTON

WMAL-TV

LICENSEE: Evening Star Broadcasting Co. Address: 4461 Connecticut Ave. N.W. Postal Zone: 8. Phone: Kellogg 7-1100. TWX No.: WA 50.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 500 ft.; above ground 398 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 3, 1947.
AFFILIATIONS: Tv Network, ABC. Stations, Am, WMAL; Fm, WMAL-FM.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDER: Owned by Evening Star Newspaper Co. (Washington Evening Star).
EXECUTIVES: John W. Thompson Jr., pres. Theodore N. McDowell, pgm. dir. & film buy. Frederick S. Houwink, gen. mgr. Allan T. Powley, ch. engr. Neal J. Edwards, com. mgr. Haywood Meeks, prom. mgr.

SUMMARY OF RATES (Card No. 10, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (7:30-10:30 p.m., daily) | \$1,200.00 | \$720.00 | \$480.00 | | \$240.00 | \$120.00 |
| Class A (10:30-11 p.m., daily; 6-7:30 p.m., Sun.) | \$700.00 | \$420.00 | \$280.00 | | \$140.00 | \$70.00 |
| Class B (5-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.) | \$550.00 | \$330.00 | \$220.00 | \$165.00 | \$137.50 | \$55.00 |
| Class C (11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat., Sun.) | | \$144.00 | \$108.00 | \$90.00 | \$72.00 | \$36.00 |
| Class D (Sign-on-5 p.m., 11:15 p.m.-sign-off, Mon.-Fri.; Sign-on-6 p.m., Sat., Sun.; 11:30 p.m.-sign-off, Sat., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$75.00 | \$62.50 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WOOK-TV

(Target Date, Unknown)

LICENSEE: United Broadcasting Co. Address: 5321 First Pl., N.E. Phone: Republic 7-8000.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw. Antenna Height: Above average terrain 330 ft.; above ground 337 ft.
AFFILIATIONS: Stations, Am, WOOK; Fm, WFAN (FM).
REPRESENTATIVES: Washington Attorney: Cohn & Marks.
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.

WRC-TV

LICENSEE: National Broadcasting Co. Address: Sheraton Park Hotel. Postal Zone: 8. Phone: Adams 4-5400. TWX No.: WA 89.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 500 ft.; above ground 538 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 27, 1947.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WRC; Fm, WRC-FM.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.
PRINCIPAL STOCKHOLDER: See WRCA-TV New York, N. Y.
EXECUTIVES: Robert W. Sarnoff, pres. John Rogers, engr. in chg. Carleton D. Smith, vp. & gen. mgr. William Grayson, radio & tv pgm. mgr. & film buy. Joseph Goodfellow, dir. sls. William E. Coyle, dir. prom., Charles de Lozier, sls. mgr. adv. & pub. rel. James E. Kovach, pgm. dir. L. A. McClelland, dir. ops. Cassius Keller, news ed.

**REVOLUTIONARY
DEVELOPMENT
FOR SPOT
COMMERCIALS
EXCLUSIVE ON
WRC-TV IN
WASHINGTON, D. C.**



WRC-TV's new "Magic Lens technique" brings to local live TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—at no extra cost. Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a live dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms — without costly pilot films and extra technical expenses. All you have to do is send your script.

The WRC-TV Commercial Production Service does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new \$4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for you in the nation's 9th largest market!

WASHINGTON, D. C.

SOLD BY  SPOT SALES

WRC-TV-4

DISTRICT OF COLUMBIA

WRC-TV (Cont.)

SUMMARY OF RATES (Card No. 12A, Dec. 1, 1956)

Table with columns for Hour, 30 Min., 15 Min., 10 Min., 5 Min., 20 Sec., 10 Sec. and rows for Class AA, Class A, Class B, Class C, and Class D.

Above are one-time rates. Frequency discounts allowed

WTOP-TV

LICENSEE: Washington Post Co. Address: 40th & Brandywine Sts., N.W. Postal Zone: 16. Phone: Emerson 2-9300. TWX No.: WA 63.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Present Operating Pow.: Visual 316 kw, Aural 174 kw. Antenna Height: Above average terrain 530 ft.; above ground 373 ft.

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

OPERATION: Began Jan. 16, 1949.

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

REPRESENTATIVES: Sales, CBS Tv Spot Sales; Washington Attorney, Covington & Burling; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Licensee publishes Washington (D. C.) Post & Times-Herald; also owns WMBR-AM-TV Jacksonville, Fla.

EXECUTIVES:

John S. Hayes, pres., Washington Post Bcast. Div. Thomas B. Jones, dir. pgm., & film buy. George F. Hartford, vp. for tv. Granville Kilnk Jr., ch. engr. Clyde M. Hunt, vp. for engrng. Robert M. Adams, dir. of prom. Washington Post Bcast. Div. Edward F. Ryan, dir. news & pub. aff. Robert A. J. Bordley, sis. mgr.

SUMMARY OF RATES (Card No. 8, Sept. 1, 1956)

Table with columns for Hour, 30 Min., 15 Min., 10 Min., 5 Min., 20 Sec., 8 Sec. and rows for Class AA, Class A, Class B, Class C, and Class D.

Above are one-time rates. Frequency discounts allowed.

WTTG(TV)

LICENSEE: DuMont Broadcasting Corp. Address: Hotel Raleigh. Postal Zone: 4. Phone: Sterling 3-5300. TWX No.: WA 496.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Present Operating Pow.: Visual 50 kw, Aural 25 kw. Antenna Height: Above average terrain 580 ft.; above ground 465 ft.

OPERATION: Began Nov. 29, 1946.

REPRESENTATIVES: Sales, Weed Tv.

PRINCIPAL STOCKHOLDER: See WABD(TV) New York, N. Y.

EXECUTIVES:

Bernard Goodwin, pres. M. M. Burleson, ch. engr. James Bonfils, sta. mgr. Jack Lynn, film buy. Martin E. Calle Jr., loc. sis. mgr. Charles Heaton, prom. mgr. Weston Harris, prod. mgr.

SUMMARY OF RATES (Card No. 10, Nov. 15, 1956)

Table with columns for Hour, 30 Min., 15 Min., 10 Min., 5 Min., 10 Sec. and rows for Class AA, Class A, Class B, Class C, and Class D.

Above are one-time rates. Frequency discounts allowed.

FLORIDA

FLORIDA MARKET DATA BY COUNTIES

Large table with columns: County, Total Households, Television %, Households No., Retail Sales 1956 (\$000), Food Sales 1956 (\$000), Drug Sales 1956 (\$000). Lists 67 Florida counties and a Total row.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

NEGOTIATIONS • FINANCING • APPRAISALS

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Wm. T. Stubblefield
1737 DeSales St., N.W.
Washington, D. C.
EX 3-3456



or any office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

WASHINGTON, D. C. CHICAGO, ILL. ATLANTA, GA.
Wm. T. Stubblefield Ray V. Hamilton Jack L. Barton
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DALLAS, TEX. SAN FRANCISCO
Dewitt (Judge) Landis W. R. (Ike) Twining
Fidelity Union Life Bldg. 111 Sutter St.
RI 8-1175 EX 2-5671

SEE PAGES 68, 94, 100, 236

DAYTONA BEACH
(Volusia County)

WESH-TV

LICENSEE: Telrad Inc. Address: 6th & Center Sts. Phone: Clinton 3-6891.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw. Aural 2.5 kw. Present Operating Pow.: Visual 5 kw. Aural 2.5 kw. Antenna Height: Above average terrain 310 ft.; above ground 348 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 11, 1958.
AFFILIATIONS: Tv Network, NBC. Stations, Am. WNDB; Fm, WNDB-FM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDER: Perry Enterprises Inc., 100%. For other Perry interests, see WJHP-TV Jacksonville.
EXECUTIVES:
 John H. Perry Jr., pres. Joe Smedley, pgm. dir. & news ed.
 T. S. Gilchrist Jr., vp. & gen. mgr. Al Peck, ch. engr.
 Walter Strouse, cum. mgr. & film buy.

SUMMARY OF RATES (Card No. 2, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|----------------------------|----------|----------|---------|---------|-----------------|---------|
| Class A (6-10 p.m., daily) | \$200.00 | \$100.00 | \$70.00 | \$50.00 | \$40.00 | \$20.00 |
| Class B (All other times) | \$100.00 | \$50.00 | \$35.00 | \$25.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

FORT LAUDERDALE
(Broward County)

WTV(TV) (MIAMI)

LICENSEE: Gerico Investment Co. Address: 5300 Hallandale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1565. TWX No.: Hollywood 493.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 304 kw. Aural 112 kw. Present Operating Pow.: Visual 284 kw. Aural 112 kw. Antenna Height: Above average terrain 730 ft.; above ground 752 ft.
OPERATION: Began Nov. 25, 1953.
REPRESENTATIVES: Sales, Forjoe-Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Lohnsa & Culver.
PRINCIPAL STOCKHOLDERS: L. Coleman Judd, 83%; E. J. Richardson, 11.34%; Mortimer W. Loewi, 15.35%; Russell E. Lowell, 14.1%; George W. English, 11.1%; Don McCullagh, 10.58%; James Kirkwood, 7.4%; Mr. Richardson owns 18% and Mr. English 4% of WBRD Fort Lauderdale, operated by owners of WIL St. Louis under lease.
EXECUTIVES:
 Mortimer W. Loewi, pres. William M. Latham, ch. engr.
 & gen. mgr. John Murphy, film buy.
 Mike Korman, cum. mgr. Louise Richards, prom. mgr.
 Charles Azevedo, pgm. dir. William Bayey, news ed.

SUMMARY OF RATES (Card No. 8, Mar. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class A (6-11 p.m., daily) | \$500.00 | \$300.00 | \$150.00 | \$125.00 | \$100.00 | \$50.00 |
| Class B (4-6 p.m., Mon.-Fri.; 11-midnight daily; 1-6 p.m., Sat., Sun.) | \$275.00 | \$225.00 | \$150.00 | \$112.50 | \$93.75 | \$75.00 |
| Class C (All other times) | \$275.00 | \$185.00 | \$110.00 | \$96.25 | \$88.75 | \$55.00 |

Above are one-time rates. Frequency discounts allowed.
 WTV(TV) Miami; Mr. Cohn owns WRHC Jacksonville.

FORT MYERS
(Lee County)

WINK-TV

LICENSEE: Fort Myers Broadcasting Co. Address: 2824 Palm Beach Blvd. Phone: Edison 4-1331. TWX No.: 462.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw. Aural 5.80 kw. Present Operating Pow.: Visual 11.7 kw. Aural 5.80 kw. Antenna Height: Above average terrain 320 ft.; above ground 343 ft.
OPERATION: Began Mar. 18, 1954.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WINK.
REPRESENTATIVES: Sales, Joseph Bershey McGilvra; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell May.
PRINCIPAL STOCKHOLDER: United Garage & Service Corp., 100%. United is equally owned by Arthur B. McBride Jr. and Edward J. McBride.
EXECUTIVES:
 Edward McBride, pres. B. Bachman, ch. engr.
 A. J. Bauer, gen. mgr. D. W. Howell, prom. mgr.
 cum. mgr. & film buy. V. Lundquist, news ed.
 F. Nodine, pgm. dir.

SUMMARY OF RATES (Card No. 2, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | *10 Sec. |
|---|----------|----------|---------|---------|-----------------|----------|
| Class AA (7:30-10 p.m., daily) | \$100.00 | \$100.00 | \$72.00 | \$52.00 | \$45.00 | \$30.00 |
| Class A (6-7:30 p.m., Mon.-Sat.; 2-7:30 p.m., Sun.) | \$150.00 | \$90.00 | \$80.00 | \$52.00 | \$36.00 | \$28.00 |
| Class B (Sign-on-6 p.m., Mon.-Sat.; 10-sign-off, daily; sign-on-2 p.m., Sun.) | \$112.00 | \$68.00 | \$45.00 | \$40.00 | \$28.00 | \$22.00 |

*10 second ID—50% of applicable announcement rate.
 Above are one-time rates. Frequency discounts allowed.

FORT PIERCE
(Saint Lucie County)

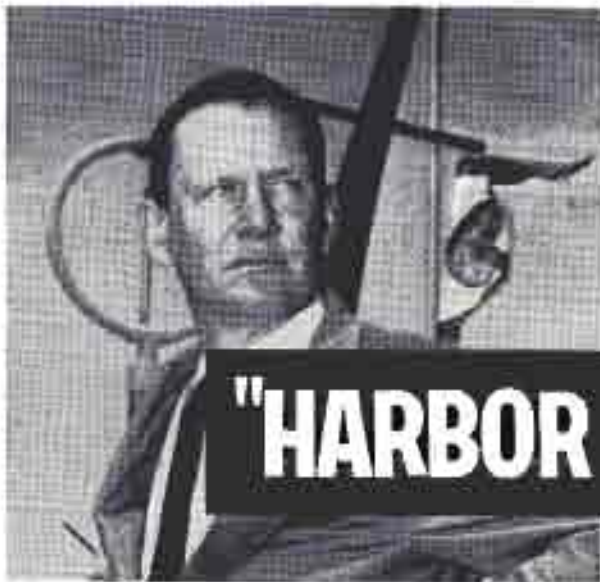
WTV(TV)

(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. Antenna Height: Above average terrain 270 ft.; above ground 304 ft.
REPRESENTATIVES: Washington Attorney, Haley, Wallenberg & Kenahan; Consulting Engineer, W. J. Holey.
PRINCIPAL STOCKHOLDER: Mr. Dyer's wife, Evelyn, owns 10% of WQES Chicago.

JACKSONVILLE
(Duval County)

WFGA-TV

(Target Date, September 1957)
LICENSEE: Florida-Georgia Television Co. Address: 1076 East Adams St. Postal Zone 1. Phone: Egin 6-3361.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 318 kw. Aural 200 kw. Present Operating Pow.: Visual 316 kw. Aural 200 kw. Antenna Height: Above average terrain 940 ft.; above ground 995 ft.
AFFILIATION: Tv Network, NBC.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Kosen & Burt; Consulting Engineer, Vandiver, Cohen & Wearn.
PRINCIPAL STOCKHOLDERS: George H. Hodges, 35%; Alexander Brest, 25%; Harold S. Cohn, 18%; Mitchell Wolfson, 5%; Sidney Meyer, 5%; and Women's Tv & Theatre Co. (Wulfsun-Meyer), 10%. Women's owns 39.1% of WTV(TV) Miami; Mr. Cohn owns WRHC Jacksonville.



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ZIV'S SPECTACULAR NEW IMPACT SERIES!

WJHP-TV
Jacksonville
ABC

WESH-TV
Daytona Beach
NBC



THE PERRY STATIONS

Represented by
Edward Petry & Co.

FLORIDA

JACKSONVILLE (Cont.)

WFGA-TV (Cont.)

EXECUTIVES:

George H. Hodges, pres.
Alexander Brest, sec. & treas.
Jesse H. Crisp, sta. mgr.
Ralph W. Nimmans, gen. asst. mgr.
Willard Fraker, loc. asst. mgr.
Mrs. John W. Donahoe,
women's & children's dir.

Sherwood H. Smith, pub. serv. dir.
H. L. Wingfield, ch. engr.
J. P. Heidenbach, film ed.
Bill Walker, prom. mgr.
Harold E. Baker, dir., news &
sp. events.

WJCT (TV)*

(*Target Date, Fall, 1957)
(*Non-Commercial Educational)

LICENSEE: Educational Television Inc. Address: 403 Greenleaf Bldg. Postal Zone: 2. Phone: Elgin 6-4785.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 14.8 kw, Aural 7.4 kw. Present Operating Pow.: Visual 14.8 kw, Aural 7.4 kw. Antenna Height: Above average terrain 840 ft.; above ground 396 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Vandivere, Cohen & Wear.

EXECUTIVES:

Dr. Heywood A. Dowling, pres.
Dr. William K. Cumming, gen. mgr. & film buy.

WJHP-TV

LICENSEE: The Jacksonville Journal Co. Address: 4038 Phillips Hwy. Phone: Exbrook 8-0751, TWX No.: JK 375.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow. Visual 257 kw, Aural 144 kw. Present Operating Pow.: Visual 257 kw, Aural 144 kw. Antenna Height: Above average terrain 460 ft.; above ground 473 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 12, 1953.

AFFILIATION: Tv Network: ABC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Perry Enterprises Inc., 100%. All stock voted by John H. Perry Jr., through voting trusts. Perry interests also own WCOA Pensacola, WDLP-AM-FM Panama City, 40% of WNDB-AM-FM and 100% of WESH-TV Daytona Beach, all Fla. Perry newspapers are Jacksonville Journal, Pensacola Journal and News, Panama City News-Herald, Ocala Star-Banner, Palm Beach News, Deland Sun-News, 40% of Daytona Beach Journal and News, and several weekly newspapers, all Florida; Kentucky State Journal (Frankfort, Ky.), Western Newspaper Union (newspaper syndicate).

EXECUTIVES:

John H. Perry Jr., pres.
Thomas S. Glichtat Jr., gen. mgr.
Jack Newson, sta. & com. mgr. & film buy.

Martha Thomas exec. sec.
Beecher Hayford, ch. engr.
Shirley Roussele, prom. mgr.
Bob Dow, news ed.

SUMMARY OF RATES (Card No. 7, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10 p.m., daily) | \$400.00 | \$240.00 | \$180.00 | \$140.00 | \$100.00 | \$80.00 |
| Class A (7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10-11 p.m., daily) | \$350.00 | \$210.00 | \$150.00 | \$122.50 | \$87.50 | \$70.00 |
| Class B (5:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 4-6 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class C (9 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 11 p.m.-sign-off, daily) | \$300.00 | \$180.00 | \$90.00 | \$70.00 | \$50.00 | \$40.00 |
| Class D (Sign-on-9 a.m., Mon.-Fri.; sign-on-1 p.m., Sun.) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$30.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

WMBR-TV

LICENSEE: Washington Post Co. Address: 605 S. Main St. Postal Zone: 7. Phone: Exbrook 8-0801.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 69.2 kw. Present Operating Pow.: Visual 100 kw, Aural 69.2 kw. Antenna Height: Above average terrain 830 ft.; above ground 396 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 15, 1949.

AFFILIATIONS: Tv Networks, CBS, ABC. Stations, Ani, WMBR; Fm, WMBR-FM.

REPRESENTATIVES: Sales, CBS TV Spot Sales; Washington Attorney, Covington & Burling.

PRINCIPAL STOCKHOLDER: Washington (D. C.) Post & Times Herald, 100%. Licensee also owns WTOP-AM-FM-TV Washington.

EXECUTIVES:

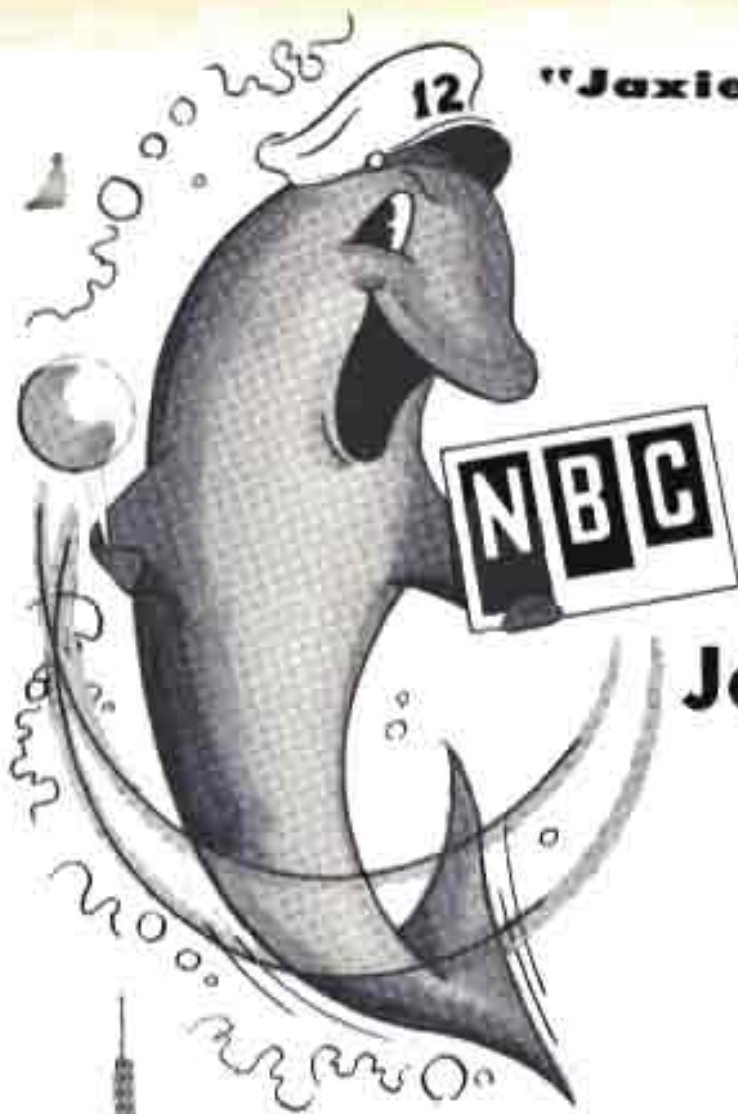
Philip L. Graham, pres.
(Washington Post Co.)
John S. Hayes, pres.
(Washington Post Broadcast Div.)
Glen Marshall Jr., pres., WMBR Div.
Charles M. Stone, vp.

David H. Booher, com. mgr.
Harry Kalkins, pgm. dir. & film buy.
Ernest B. Vordermark, ch. engr.
Kenneth N. McClure, prom. mgr.
Bill Grove, news ed.

SUMMARY OF RATES (Card No. 7, Nov. 13, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (Program Units—8-10 p.m., daily. Announcements—7:59-10:01 p.m., daily) | \$350.00 | \$210.00 | \$203.33 | \$255.00 | \$200.00 | \$90.00 |
| Class A (Program Units—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat., Sun.; 10-11 p.m., Sun.-Sat. Announcements—8:59-7:59 p.m., Mon.-Fri.; 5:59-7:59 p.m., Sat., Sun.; 10:01-10:59 p.m., Sun.-Sat.) | \$750.00 | \$450.00 | \$300.00 | \$225.00 | \$160.00 | \$70.00 |
| Class B (Program Units—5-7 p.m., Mon.-Fri.; 4-6 p.m., Sun.; 4-6 p.m., Sat. Announcements—4:59-6:59 p.m., Mon.-Fri.; 12:59-4:58 p.m., Sun.; 4:59-6:59 p.m., Sat.; 10:59-11:01 p.m., Sun.-Sat.) | \$625.00 | \$375.00 | \$250.00 | \$208.33 | \$137.50 | \$60.00 |
| Class C (Program Units—8 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Sun.-Sat. Announcements—8:59 a.m.-4:59 p.m., Mon.-Sat.; 11:10 p.m.-sign-off, Sun.-Sat.) | \$425.00 | \$255.00 | \$170.00 | \$141.67 | \$127.50 | \$65.00 |
| Class D (Program Units—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun. Announcements—Sign-on-8:39 a.m., Mon.-Sat.; sign-on-12:30 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$83.33 | \$75.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.



"Jaxie" says . . .

WFGA-TV

Jacksonville, Fla.

is basic

NBC

For A Service Area of 64
Florida - Georgia Counties

| | |
|--------------|---------------------|
| TV Sets | 226,880 (1) |
| Population | 1,511,300 (2) |
| Buying Power | \$1,785,944,000 (2) |
| Retail Sales | \$1,562,627,800 (2) |

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957.

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



FLORIDA'S COLORFUL STATION!

JACKSONVILLE (Cont.)

WQIK-TV

(Target Date, Unknown)

LICENSEE: Cartoon Mast. Address: 33 E. Forest St.

FACILITIES: Ch. 30. Authorized EP. Rad. Pow. Visual 11.2 kw, Aural 11 kw. Antenna Height: Above average terrain 430 ft., above ground 446 ft.

AFFILIATION: Station, Am. WQIK.

REPRESENTATIVES: Washington Attorney, McKenna & Williams; Consulting Engineer, W. J. Haley.

PRINCIPAL STOCKHOLDER: Cartoon Mast, 100%. Mr. Mast also owns WWOX Charlotte, N. C. and WFLX Panama, Fla.

EXECUTIVES:
Jim Mast, pres. & gen. mgr.

MIAMI

(Dade County)

WCKT-TV

LICENSEE: Dacayon Television Corp. Address: P.O. Box 8, Little River Station, Postal Zone 38. Phone: Plaza 1-6962. TWK No.: 32M17.

FACILITIES: Ch. 7. Authorized EP. Rad. Pow. Visual 316 kw, Aural 156 kw. Present Operating Pow. Visual 316 kw, Aural 156 kw. Antenna Height: Above average terrain 550 ft., above ground 591 ft.

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

OPERATION: Began July 31, 1956.

AFFILIATIONS: Tv Network: NBC. Stations, Am, WCKT; Fm, WCRB-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Heger & Hartson; Consulting Engineer, Page, Oswald, Steel & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Niles Trammell, 33%. Knight interests, 42.5%. Cox interests, 45.0%. Knight interests (John S. Knight, 17.5%) James L. Knight, 19%; Leo Hill, 9%; Owen P. Uridge, 3%; C. Blake McDowell, 3% includes 86% of WAKH-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., 34%; J. Leonard Hannah, 5%; James M. LeCote, 1.5%; Milton C. Scott, 1.5%). WZZD-AM-FM-TV Dayton, Ohio. WBS-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. LeCote, v. pres. mgr.
Robert L. Vidler, v. pres. mgr.
Charles L. Kelly, v. pres. mgr.
M. C. Scott Jr., ch. engt.
Frank L. Strazman, 3rd v. pres.
Joe E. Arden, prod. mgr.
Charles Harrison, news ed.
Robert E. Gilbert, prod. mgr.
Ruth Richardson, traf. mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | *15 Sec. |
|--|----------|----------|----------|---------|---------|----------|
| Class AA (7:30-10:30 p.m., daily) | | | | | | |
| \$900.00 | \$300.00 | \$180.00 | \$120.00 | \$75.00 | \$50.00 | ... |
| Class A (8:30-11:30 p.m., Mon.-Sat.; 9-11:30 p.m., Sun.; 10:30-11:30 p.m., daily) | | | | | | |
| \$550.00 | \$180.00 | \$100.00 | \$70.00 | \$45.00 | \$30.00 | ... |
| Class B (5:30-8:30 p.m., Mon.-Sat.; 11-11:30 p.m., Mon.-Sun.) | | | | | | |
| \$310.00 | \$100.00 | \$60.00 | \$45.00 | \$30.00 | \$20.00 | ... |
| Class C (All other times) | | | | | | |
| \$220.00 | \$70.00 | \$45.00 | \$30.00 | \$20.00 | \$15.00 | ... |

*15 second 15% - 30% of applicable commercial rate. Above are one-time rates. Frequency discounts allowed.



MIAMI MIAMI

... split personality
packed with the **PURCHASING POWER**
of *385,000 TV-homes!

Consider these facts, WCKT operates from a new, ultra-modern \$2½ million plant. WCKT offers unsurpassed local programming with a tailored-to-fit South Florida appeal. WCKT backs up this programming with unprecedented local promotion. Consider the facts and you'll know why your best TV buy in Miami is Channel 7 . . . today and every day!

*TV-Set Bonus in WCKT Primary Coverage Area

WCKT

CHANNEL



MIAMI, FLORIDA

TO REACH SOUTH FLORIDA'S \$2,000,000,000 MARKET



- 1,453,800 people representing 581,520 families
- 32,428 retail stores with a payroll of \$165,482,000
- Plus 1800 manufacturing plants
- Plus 3 1/2 million Tourists—
more than 75 per cent of whom view TV during their stay

WPST TV



BISCAYNE BOULEVARD AT 21st STREET, N.E., MIAMI, FLORIDA

TELEPHONE: FRANKLIN 1-6501

ABC NETWORK

NATIONALLY REPRESENTED BY H-R TELEVISION, INC.

MIAMI (Cont.)

WGBS-TV†

LICENSEE: Storer Broadcasting Co. Address: 1117 Kane Commerce, Miami Beach 54, Fla.

FACILITIES: Ch. 33. Authorized RF Rad. Pow.: Visual 126 kw, Aural 30.5 kw. Antenna Height: Above average terrain 320 ft., above ground 317 ft.

OPERATION: Began May 3, 1951.

AFFILIATION: Station, Am. WGBS; Pm. WGBS-FM.

REPRESENTATIVES: Washington Attorney, Dow, Linton & Albersheim, Consulting Engineer, Lohman & O'Neil.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJIB-AM-FM-TV Detroit, WEPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WING-AM-FM Philadelphia, WVDU (TV) Wilmington (Del.), WJW-AM-FM-TV Cleveland, and WWVA-AM-FM Wheeling (W. Va.). Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach 54).

EXECUTIVES:
George B. Storer Sr., pres.

†WGBS-TV has suspended operation but has not returned its CP

WITV (TV) (FORT LAUDERDALE)

LICENSEE: Gerson Investments Co. Address: 280 Hallandale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1866. (For full listing see Fort Lauderdale.)

WMFL (TV)

(Target Date Unknown)

LICENSEE: Miami-Hialeah Television Corp. Address: Hialeah Terrace Hotel, Hialeah, Fla. Phone: 82-6641.

FACILITIES: Ch. 33. Authorized RF Rad. Pow.: Visual 181 kw, Aural 37.7 kw. Antenna Height: Above average terrain 480 ft.; above ground 300 ft.

AFFILIATION: Station, Am, WITV.

REPRESENTATIVES: Washington Attorney, Cotts & Marks; Consulting Engineer, Robert M. Sullivan.

PRINCIPAL STOCKHOLDERS: Irving Kiparis, 20%; Nathaniel J. Klein, 20%; Ben Rand, 20%; and Edward Menner, 10%. Mr. Rand owns approximately 30% and Mr. Klein approximately 4% of WITV Hollywood-Miami.

EXECUTIVES:
Ben Rand, pres.

WPST-TV

LICENSEE: Public Service Tv Inc. Address: Hialeah Blvd. at 21st St. N.E. Postal Zone, N. Phone: Franklin 1-6001, TWX No. MM 289.

FACILITIES: Ch. 16. Authorized RF Rad. Pow.: Visual 218 kw, Aural 121 kw. Present Operating Pow.: Visual 118 kw, Aural 121 kw. Antenna Height: Above average terrain 350 ft.; above ground 194 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1957.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Siles, H-R Television, Washington Attorney, Krueger & Jorgensen; Consulting Engineer, George P. Adams.

PRINCIPAL STOCKHOLDER: National Airlines Inc., 100%.

EXECUTIVES:
G. F. Baker, pres.
Walter M. Kossatz, gen. mgr.
Bob Hanna, Joe dir. mgr.
Jack Barry, prod. mgr.
William B. Needs, ch. engr.
John B. Murphy Jr., film buy.
Wol Taitzberg, prom. mgr.
John W. Malinowski, news ed.

SUMMARY OF RATES (Case No. 1, Aug. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AAA (5-12 p.m., Mon.-Sun.) | \$225.00 | \$450.00 | \$300.00 | \$225.00 | \$225.00 | \$112.50 |
| Class AA (7:30-8 p.m., Mon.-Sat.; 10-12:30 p.m., Mon.-Sun.; 7-8 p.m., Sun.) | \$175.00 | \$350.00 | \$200.00 | \$200.00 | \$175.00 | \$87.50 |
| Class A (9:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 8-9 p.m., Sun.) | \$80.00 | \$160.00 | \$100.00 | \$200.00 | \$175.00 | \$140.00 |
| Class B (6-8:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 5-8 p.m., Sun.; 11-11:30 p.m., Mon.-Sun.) | \$40.00 | \$80.00 | \$100.00 | \$175.00 | \$150.00 | \$120.00 |
| Class C (9-9:30 p.m., Mon.-Fri.; 9-1 p.m., Sat.; 1-3 p.m., Sun.; 11:30 p.m.-sign-off, Mon.-Sun.) | \$10.00 | \$20.00 | \$15.00 | \$10.00 | \$10.00 | \$5.00 |
| Class D (Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.) | \$25.00 | \$25.00 | \$25.00 | \$25.00 | \$25.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WTHS-TV*

(*Non-Commercial Educational)

LICENSEE: Dade County Board of Public Instruction, Address: 275 N. W. 2nd St. Postal Zone: N. Phone: Franklin 4-7221.

FACILITIES: Ch. 2. Authorized RF Rad. Pow.: Visual 3.55 kw, Aural 4.70 kw. Present Operating Pow.: Visual 0.58 kw, Aural 4.70 kw. Antenna Height: Above average terrain 280 ft.; above ground 300 ft.

OPERATION: Began Aug. 18, 1955.

AFFILIATION: Station, Pm, WTHS-FM.

REPRESENTATIVES: Washington Attorney, Krueger & Jorgensen.

EXECUTIVES:
Vernon Brown, gen. mgr.
John Felton, pgn. dir.
Herb Kenna, ch. engr.

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 126 E. Miami Ave. Postal Zone: 21. Phone: Franklin 4-4252, TWX No. MM 28.

FACILITIES: Ch. 4. Authorized RF Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 350 ft.; above ground 300 ft.

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

OPERATION: Began Mar. 21, 1950.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Peters, Giffin, Woodward; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, Jomky & Bailey.

PRINCIPAL STOCKHOLDERS: Wollman-Meyer Corp., principally owned by Mitchell Wollman and Sidney Meyer and families. Also engaged in motion picture theatre exhibition in south Florida. Messrs. Wollman and Meyer have 20% interest in WFGA-TV Jacksonville, Fla., and controlling interest in WMTV-TV Macon, Ga.

EXECUTIVES:
Mitchell Wollman, pres.
Lee Barwick, exec. vp. & gen. mgr.
John Shaw, vp. chf. ops.
William E. Strout, nat'l. sis. dir.
Ted Elland, loc. sis. mgr.
Lee Waller, dir. pgn. ops.
Joseph H. Klein, dir. engr. ops.
Earl Levin, ch. engr.
Robert J. Ross, int. mgr.
Louis Wollman, film buy.
Burt Torpus, prom. mgr.
Ralph Benich, news ed.
Ash Dawson, dir. prod. ops.
Richard Wollman, legal dir.

SUMMARY OF RATES (Case No. 11, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 15 Sec. |
|---|------------|-----------|-----------|-----------|-----------|----------|
| Class AAA (8-12 p.m., Mon.-Sun.) | \$1,100.00 | \$2200.00 | \$1400.00 | \$1100.00 | \$1100.00 | \$550.00 |
| Class AA (7:30-8 p.m., Mon.-Sat.; 10-12:30 p.m., Mon.-Sun.; 7-8 p.m., Sun.) | \$1,300.00 | \$2600.00 | \$1700.00 | \$1300.00 | \$1300.00 | \$650.00 |
| Class A (9:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 8-9 p.m., Sun.) | \$600.00 | \$1200.00 | \$800.00 | \$1300.00 | \$1100.00 | \$880.00 |
| Class B (6-8:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 5-8 p.m., Sun.; 11-11:30 p.m., Mon.-Sun.) | \$300.00 | \$600.00 | \$800.00 | \$1300.00 | \$1100.00 | \$880.00 |
| Class C (9 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.; 1-3 p.m., Sun.; 11:30 p.m.-sign-off, Mon.-Sun.) | \$60.00 | \$120.00 | \$100.00 | \$100.00 | \$120.00 | \$60.00 |
| Class D (Sign-on-9 a.m., Mon.-Sat.; Sign-on-1 p.m., Sun.) | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 |

Above are one-time rates. Frequency discounts allowed.

SHOWMANSHIP

... Filmed on locations
NEW AND
FRESH
TO TV!

"HARBOR COMMAND"
starring **WENDELL COREY**
Ziv's spectacular new impact series!



WTVJ

Miami

is the **ONLY TV Station** Giving Unduplicated Coverage of the Entire South Florida Area



1,000 ft. Tower and Full 100,000 watts Power, beaming maximum TV Signal to ALL South Florida Homes.



Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI



Miami

WTVJ

is Florida's **First Television Station**

First ...with **VIEWERS**
May 1957 ARB shows WTVJ leading in 364 out of 521 total quarter hours surveyed.

First ...with **ADVERTISERS**
An average of 175 National and 135 Local Advertisers invest in WTVJ TV every month, at South Florida's lowest cost per thousand.

First ...in **COMMUNITY SERVICE**
Over 1000 Awards and Citations for Community service makes WTVJ your prestige station.

WTVJ Channel 4 MIAMI

ORLANDO
(Orange County)

WDBO-TV

LICENSEE: Cherry Broadcasting Co. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0941, TWX: ORL 8480E

FACILITIES: Ch. 6, Authorized EE Rad. Pow.; Visual 100 kw, Aural 50 kw Present Operating Pow.; Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC, Stations, Am, WDBO, Fla, WDBO-FM.

REPRESENTATIVES: Sales, Blair Tv Assoc., Harry Cummings (Southeastern), Washington Attorney, Dow, Lukens & Albertson; Consulting Engineer, Lukens & Albertson.

PRINCIPAL STOCKHOLDERS: William S. Cherry, 35%; William H. Goodman, 15%; Arnold P. Schuen, 15%. Mr. Cherry is 44% owner of WPRO-AM-FM-TV. Providence, R.I. Messrs Goodman and Schuen are associated in the operation of WPRO station.

EXECUTIVES:

William S. Cherry Jr., pres.
Harold P. Dunforth, gen. mgr.
& com. mgr.
Walter Sackles, pgn. dir. & film buy.
J. E. Yarbrough, ch. engr.
Lellon Holt Patterson, prom. mgr.
Philip Brook, news ed.
Harold P. Dunforth Jr., film dir.
Mark V. Barker, prod. dir.

SUMMARY OF RATES (Card No. 4, April 13, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 1 Min. | 30 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (7:29-10 p.m., daily) | \$450.00 | \$270.00 | \$180.00 | \$150.00 | \$112.50 | \$56.25 |
| Class A (8:29-7:29 p.m., 10:01-11 p.m., daily) | \$375.00 | \$225.00 | \$150.00 | \$125.00 | \$93.75 | \$46.88 |
| Class B (4:30-5:30 p.m., Mon.-Fri.; after 11 p.m., daily; 7-8:30 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$66.67 | \$50.00 | \$25.00 |
| Class C (11:30 a.m.-4:30 p.m., Mon.-Fri.; before 11:30 p.m., Sat., Sun.) | \$100.00 | \$60.00 | \$40.00 | \$33.33 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

WEAL-TV

(Target Date, Unknown)

LICENSEE: Orange County Broadcasters Inc. Address: P. O. Box 7947 Phone: 5-0531.

FACILITIES: Ch. 15, Authorized EE Rad. Pow.; Visual 20 kw, Aural 11.2 kw. Antenna Height: Above average terrain 250 ft.; above ground 286 ft.

AFFILIATION: Station, Am, WASH Winter Park.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: H. H. Givens Jr. 40%, James H. Sawyer, 40%. Licensee also owns WABR Winter Park, Fla. Mr. Sawyer owns WKXC Cocoa, Fla.

EXECUTIVES:

H. H. Givens Jr., pres.

WLOF-TV

(Target Date, Unknown)

LICENSEE: Mid-Florida Television Corp. Address: Broadland Park (WLOF), Phone: 5-8102.

FACILITIES: Ch. 5, Authorized EE Rad. Pow.; Visual 100 kw, Aural 51.7 kw. Antenna Height: Above average terrain 541 ft.; above ground 574 ft.

AFFILIATION: Station, Am, WLOF.

REPRESENTATIVES: Washington Attorney, Cain & Maple; Consulting Engineer, A. D. Bing & Assoc.

PRINCIPAL STOCKHOLDERS: Class A stockholders are local businessmen, including Herman N. Roth, 20%; Abraham H. Spivack, 10%; Alvin H. Savage, 10%; Don H. Coker, 5%. Class B stockholders are Joseph L. Brechner, 25%; John W. Kluge and wife, 35%; Vard Polyzos, 20%; Harris H. Thom-

son, 15%; Ernest Tannen, 1%. Class A stockholders elect two directors, Class B, three directors. Mr. Brechner owns 20%, Mr. Polyzos, 20% and Mr. Thomson, 40% of WLOF. Mr. Brechner owns 33% and Mr. Polyzos, 40% of WESC Inc., Inc. Mr. Brechner owns 30% and Mr. Kluge 60% of WJAY Silver Spring, Md.

EXECUTIVES:

Joseph L. Brechner, pres.
John W. Kluge, sec.-gen.
Don H. Coker, 49.

PALM BEACH

(Palm Beach County)

WPTY(TV) (WEST PALM BEACH)

LICENSEE: John H. Phillips, Address: 2 Coronado Row, Palm Beach, Phone: Temple 3-9471. (For full listing see West Palm Beach.)

PANAMA CITY

(Bay County)

WJDM-TV

LICENSEE: WJDM-TV Inc. Address: P. O. Box 458, Phone: Adams 4-2201.

FACILITIES: Ch. 7, Authorized EE Rad. Pow.; Visual 2.12 kw, Aural 4.57 kw. Present Operating Pow.; Visual 8.12 kw, Aural 4.57 kw. Antenna Height: Above average terrain 480 ft.; above ground 527.

OPERATION: Began Dec. 1, 1955.

AFFILIATIONS: Tv Networks, NBC, ABC, CBS.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: J. D. Manley, 100%.

EXECUTIVES:

Mel Wheeler, gen. mgr.
Milo de Reyna, asst. gen. mgr.
& nat'l. dir. mgr.
Harry C. Babo Jr., v. mgr.
Jerry Christopher, pgn. dir.
Jim Smith, ch. engr.

SUMMARY OF RATES (Card No. 3, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 1 Min. | 30 Sec. | 15 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class AA (7:30-9:30 p.m., daily) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$45.50 | \$22.75 |
| Class A (6:30-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 9:30-10:30 p.m., daily) | \$140.00 | \$84.00 | \$56.00 | \$48.00 | \$35.00 | \$17.50 |
| Class B (1-6 p.m., Sat., before 1 p.m., Sun.; 2-6 p.m., Mon.-Fri., 10:30 p.m.-midnight, daily) | \$108.00 | \$64.80 | \$43.20 | \$36.00 | \$26.40 | \$13.20 |
| Class C (8:30-9:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., after midnight, daily) | \$70.00 | \$42.00 | \$28.00 | \$24.00 | \$17.50 | \$8.75 |

Above are one-time rates. Frequency discounts allowed.

PENSACOLA

(Escambia County)

WEAR-TV

LICENSEE: Gulfnet Broadcasting Co. Address: P.O. Box 421, Phone: Remick 3-8111, TWX No. 25 82.

FACILITIES: Ch. 1, Authorized EE Rad. Pow.; Visual 25 kw, Aural 12.1 kw. Present Operating Pow.; Visual 33 kw, Aural 12.1 kw. Antenna Height: Above average terrain 577 ft.; above ground 613 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 18, 1954.

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

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Charles W. Smith, 51%; A. Clifton Johnson, 12%; F. M. Turner Jr., 12%; and Mel Wheeler, 25%. Mr. Wheeler is also general manager of WJDM-TV Panama City, Fla., and owns WFSM DeFuniak Springs, Fla., and WSCN Panama City, Fla.

Florida's 4th market with \$843,339,000. retail sales

Cherry Broadcasting Co.

Orlando, Florida

FIRST IN CENTRAL FLORIDA • SERVING THE SUN EMPIRE



WDBO 580 KC • 5,000 WATTS • CBS

WDBO-FM 92.3 MC • 25,000 WATTS • CBS

WDBO-TV CH. 6 • 100,000 WATTS • CBS • ABC • NBC

Serving 191,300 Radio homes and 174,500 TV homes in 17 counties.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc. (Southeastern); Harry Cummings

EXECUTIVES:

Bob Wheeler, gen. mgr. Irv Welch, inv. & sbs. mgr.
 Bill Johnson Jr., asst. mgr. Jim Smith, ch. engr.
 & asst. ch. mgr.

SUMMARY OF RATES (Card No. 1, May 14, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | ID. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:30-9:30 p.m., daily) | \$200.00 | \$120.00 | \$100.00 | \$80.00 | \$60.00 | \$30.00 |
| Class A (9-11:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 9:30-10:30 p.m., daily) | \$150.00 | \$90.00 | \$75.00 | \$60.00 | \$45.00 | \$24.00 |
| Class B (1-4 p.m., Sat., before 1 p.m., Sun., 5-9 p.m., Mon.-Fri., 10:30 p.m., mid-week, daily) | \$100.00 | \$60.00 | \$50.00 | \$40.00 | \$30.00 | \$18.00 |
| Class C (Sign-on-2 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., after midnight, daily) | \$120.00 | \$75.00 | \$60.00 | \$45.00 | \$34.00 | \$18.00 |
| Class D (Sign-on-comm. Mon.-Fri.) | \$30.00 | \$24.00 | \$20.00 | \$17.00 | \$14.00 | \$8.00 |

Above are one-time rates. Frequency discounts allowed.

WPFA-TV†

LICENSEE: Charles W. Lamar Jr., Address: P. O. Box 22, Phone: 333-1141.

FACILITIES: Ch. 15, Authorized Eff. Rad. Pow. Visual 204 kw, Aural 11 kw, Antenna Height: Above average terrain 250 ft.; above ground 322 ft.

OPERATION: Began Oct. 9, 1955.

AFFILIATION: Station, Am. WPFA.

REPRESENTATIVES: Washington Attorney, McRinda & Williamson, Consulting Engineer, Gaultney & Jones.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr., 100%. Mr. Lamar also owns 48.2% of KTAG-TV Lake Charles, La.

EXECUTIVES:

Charles W. Lamar Jr., ch. engr.

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

ST. PETERSBURG

(Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg, Florida, Address: Municipal Plan, Postal Zone: 1, Phone: 2-1121, TWX No. 4-982.

FACILITIES: Ch. 38, Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 307 kw, Present Operating Pow.: Visual 200 kw, Aural 100 kw, Antenna Height: Above average terrain 400 ft.; above ground 622 ft.

OPERATION: Began May 21, 1951.

AFFILIATIONS: Tv Network, ABC, Station, Am. WFUP.

REPRESENTATIVES: Sales, Vainard, Rutland & McConnell, Washington Attorney, Louie, Zoss, Young & Jansky; Consulting Engineer, James L. McNary.

EXECUTIVES:

Fred P. Shawn, gen. mgr. Louis J. Link, ch. engr.
 Barney Kohres, com. mgr. Jerome Baker, prom. mgr.
 Chad Mason, pgr. dir. & film buy

SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-10:30 p.m., Mon.-Sat.; 9-10:30 p.m., Sun.) | \$400.00 | \$240.00 | \$190.00 | \$135.00 | \$100.00 | \$40.00 |
| Class B (4-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 2-3 p.m., Sun.) | \$300.00 | \$180.00 | \$150.00 | \$100.00 | \$70.00 | \$30.00 |
| Class C (Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily) | \$200.00 | \$120.00 | \$90.00 | \$70.00 | \$50.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

TALLAHASSEE

(Leon County)

WCTV(TV) (THOMASVILLE, GA.)

LICENSEE: John H. Plapp, Address: 225 North Monroe St., Phone: 2-3688 (Tallahassee); (For full listing see Thomasville, Ga.)

TAMPA

(Hillsborough County)

WFLA-TV

LICENSEE: The Young Co., Address: P.O. Box 1414, Postal Zone: 1, Phone: 2-1121, TWX No. 4-982.

FACILITIES: Ch. 8, Authorized Eff. Rad. Pow. Visual 200 kw, Aural 215 kw, Present Operating Pow. Visual 305 kw, Aural 215 kw, Antenna Height: Above average terrain 1,040 ft.; above ground 1,050 ft.

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

OPERATION: Began Feb. 14, 1955.

AFFILIATIONS: Tv Network, NBC, Station, Am. WFLA, Frn. WFLA-FM.

REPRESENTATIVES: Sales, Hair-Tv, Washington Attorney Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Same as Tampa Tvibanc. Owned mostly by members of the David Trauman Bryan family, which is also majority owner of the Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

EXECUTIVES:

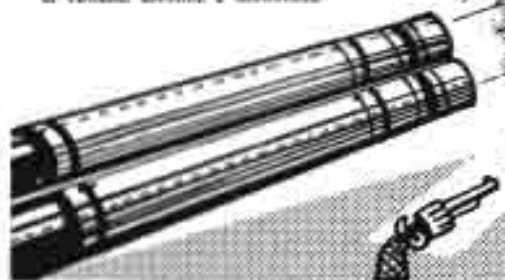
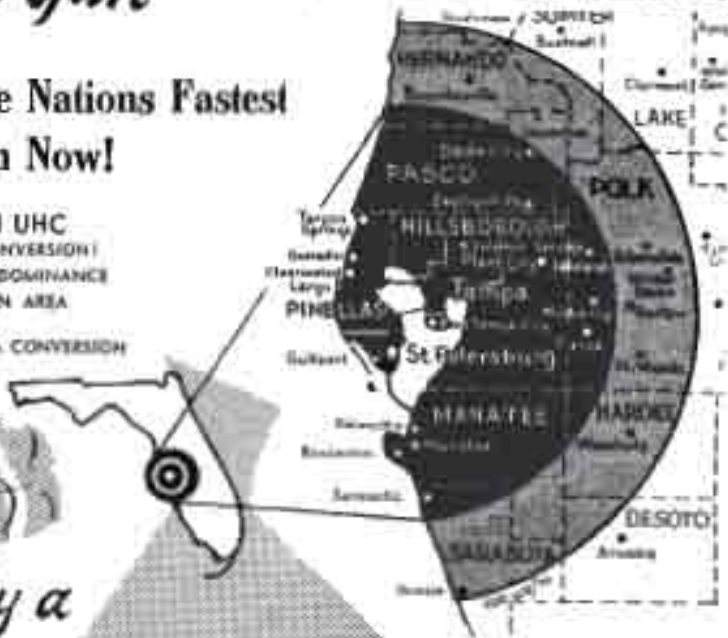
J. C. Campbell, pres. Carl P. Bergquist, pgr. mgr. & film buy.
 George W. Harvey, vp. & gen. mgr. J. F. Faragton, pgr. dir.
 William H. Fisher, ch. engr. J. H. Mitchell, ch. engr.
 Fred C. Worthington, news ed.

*You don't Need a Shot Gun** TO HIT THIS SALES TARGET!

Florida's 2nd Largest Market - The Nations Fastest Growing - 34th In The Nation Now!

FLORIDA'S WEST COAST CLUSTER POPULATION ZEROS-IN 200,000 TV HOMES A BILLION \$ TARGET WITHIN OUR PRIMARY FCC PROPAGATION CURVE

UHF WITH UHC (ULTRA-HIGH CONVERSION)
 • PIONEER STATION DOMINANCE
 • 99% METROPOLITAN AREA CONVERSION
 • 85% PRIMARY AREA CONVERSION (171,329 TV Homes, Tel. Mag.)



Try a **38**

WSUN-TV ST. PETERSBURG-TAMPA FLORIDA
 UNDUPLICATED ABC ON FLORIDA'S WEST COAST

Another reason why **WTVT** is your best buy in the **Twin Cities of the South!**

NEWS-FROM SCENE TO



New sound-on-film cameras, with amplifiers and power-packs developed by the WKY Television System, enable WTVT news crews to shoot, develop film, and telecast news 30 minutes after it breaks!

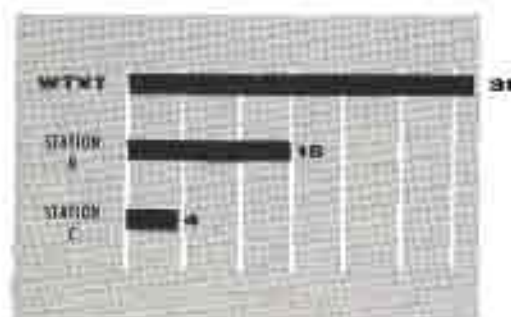
Swift coverage, complete coverage make the six daily **WTVT NEWSROOM** programs *top-rated* in Tampa - St. Petersburg —another reason why WTVT is your best buy in the Twin Cities of the South!



TAMPA-ST. PETERSBURG ranks 34th in retail sales among metropolitan markets*, is a must on every modern market list! WTVT dominates the Twin Cities of the South, delivers bonus coverage of 239 prospering communities

**Sales Management Survey of Buying Power, May 1957*

SCREEN IN 30 MINUTES!



31 OUT OF 50 TOP-RATED SHOWS ARE ON WTVT *

WTVT dominates Tampa-St. Petersburg viewing not only with CBS programs, but with local shows, too! WTVT news, sports and weather dominate viewing in their time periods. *Feb. '57 ARB



A remote a day was the dizzy pace set by WTVT camera crews during a recent month! Remote programs included network originations of The Garry Moore Show, Let's Take A Trip, I've Got a Secret, plus many local and regional events.

TAMPA - ST. PETERSBURG UPS MARKET RANKING IN EVERY CATEGORY!

| | 1957 ranking | 1956 ranking | Amount |
|---------------------------|--------------|--------------|---------------|
| Total Retail Sales | 34 | 36 | \$786,145,000 |
| Food Store Sales | 39 | 44 | 161,983,000 |
| Automotive Sales | 29 | 34 | 147,698,000 |
| General Merchandise Sales | 33 | 37 | 114,546,000 |

(Sales Management Survey of Buying Power, May 1957)



WTVT

TAMPA - ST. PETERSBURG

The WKY Television System, Inc.

WKY-TV and WKY Oklahoma City

WSFA-TV Montgomery

REPRESENTED BY THE KATZ AGENCY

TAMPA (Cont.)

WFLA-TV (Cont.)

SUMMARY OF RATES (Card No. 4, Dec. 1, 1987)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:00-12:30 p.m., daily) | | | | | \$100.00 | \$50.00 |
| Class A (Program Units—6:30-11 p.m., Mon.-Sat.; 8-11 p.m., Sun., Announcements—4:30-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun.) | \$700.00 | \$430.00 | \$300.00 | \$202.00 | \$137.00 | \$70.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.) | \$500.00 | \$290.00 | \$224.00 | \$154.00 | \$100.00 | \$55.00 |
| Class C (Sign-on-3 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; sign-on-2 p.m., Sun.) | \$215.00 | \$225.00 | \$109.00 | \$111.00 | \$56.00 | \$21.00 |

Above are one-time rates. Frequency discounts allowed.

WTVT(TV)

LICENSEE: WKY Television System, Inc. Address: 2213 Grand Central Ave. Phone: 71115. TWX No.: TP 4114.

FACILITIES: Ch. 13, authorized Eff. Rad. Pow. Visual 416 kw, Aural 150 kw. Present Operating Pow. Visual 316 kw, Aural 150 kw. Antenna Height: Above average terrain 190 ft., above ground 228.

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

OPERATION: Began Apr. 1, 1985.

AFFILIATIONS: Tv Networks, CBS.

REPRESENTATIVES: Sales, The Kels Agency; Washington Attorney, Pierson, Ball & Dew; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: See WKY-TV Oklahoma City.

EXECUTIVES:

P. A. Sugg, exec. vp. & mgr.
Norman Bagwell, adm. asst.
John Haberman, com. mgr.
Robert Olson, ops. mgr. & film buy.
Robert Doty, pgm. dir.

William Wirt, ch. engr.
Edwin Jay, prod. mgr.
Dick John, news ed.
Walter Rhoads, prod. mgr.
Robert Hamrick, gen. dir.

SUMMARY OF RATES (Card No. 3, Feb. 1, 1987)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (Announcements—7:30-10:30 p.m., daily) | | | | | \$150.00 | \$95.00 |
| Class A (Program Units—7-11 p.m., daily; Announcements—5-7:30 p.m., 10:30-11 p.m., daily) | \$750.00 | \$450.00 | \$300.00 | \$225.00 | \$140.00 | \$75.00 |
| Class B (5-7 p.m., daily) | \$550.00 | \$330.00 | \$254.00 | \$187.00 | \$140.00 | \$55.00 |
| Class C (Sign-on-6 p.m.; 11 p.m.-sign-off, daily) | \$375.00 | \$325.00 | \$150.00 | \$131.00 | \$64.00 | \$32.00 |

Above are one-time rates. Frequency discounts allowed.

WEST PALM BEACH

(Palm Beach County)

WEAT-TV

LICENSEE: WEAT-TV Inc. Address: P.O. Box 70. Phone: Temple 3-6884. TWX No.: WFB 37.

FACILITIES: Ch. 12, Authorized Eff. Rad. Pow. Visual 621 kw, Aural 323 kw. Present Operating Pow. Visual 451 kw, Aural 323 kw. Antenna Height: Above average terrain 326 ft., above ground 352 ft.

OPERATION: Began Jan. 1, 1985.

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

REPRESENTATIVES: Sales, Vanguard, Richard & McCormick; Washington Attorney, Conn & Mack; Consulting Engineer, Lubina & Culver.

PRINCIPAL STOCKHOLDERS: Palm Beach Television Co., which in turn is 80% owned by Rand Broadcasting Co., which also owns WTMZ Miami and has an interest in WFTL-TV Miami. Principal officer of Rand are Rand and Nathaniel J. Klein.

EXECUTIVES:

Ray Rand, pres.
Bartram Leihar Jr., exec. vp. & gen. mgr.
Edward J. Hennessy, gen. svs. mgr.
C. C. Lewis, bus. svs. mgr.

J. Ross McPherson, ch. engr.
Mary O'Connell, film buy.
Jack Paine, pgm. mgr.
Bob Mackin, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1987)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:30-11 p.m., Mon.-Sat.; 8:00-11 p.m., Sun.) | \$200.00 | \$130.00 | \$100.00 | \$60.00 | \$40.00 | \$25.00 |
| Class A (5-7:00 p.m., Mon.-Sat.; 1-3:00 p.m., Sun.; 11 p.m.-sign-off, Mon.-Sun.) | \$200.00 | \$120.00 | \$90.00 | \$60.00 | \$40.00 | \$20.00 |
| Class B (All other times) | \$120.00 | \$90.00 | \$60.00 | \$30.00 | \$20.00 | \$13.00 |

Above are one-time rates. Frequency discounts allowed.

WPTY(TV) (PALM BEACH)

LICENSEE: John H. Phipps. Address: 5 Crescent Row. Phone: Temple 3-2471. TWX No.: WPT 12.

FACILITIES: Ch. 3, Authorized Eff. Rad. Pow. Visual 100 kw, Aural 60.5 kw. Present Operating Pow. Visual 100 kw, Aural 60.5 kw. Antenna Height: Above average terrain 110 ft., above ground 144 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 22, 1984.

AFFILIATIONS: Tv Networks, NBC, CBS.

REPRESENTATIVES: Sales, Blair TV Assoc.; Washington Attorney, McKenna & Williamson.

PRINCIPAL STOCKHOLDER: John H. Phipps, 100%. See WCTV(TV) Thomasville, Ga. for other interests.

EXECUTIVES:

John H. Phipps, pres.
L. Hershel Graves, mgng. dir.
Stephen P. Willis, gen. mgr.
film buy. & promo. mgr.

William J. Woods, nat'l. svs. mgr.
Robert F. Carris, pgm. dir.
W. Lewis Evenden, ch. engr.
Bob Ray, news ed.

SUMMARY OF RATES (Card No. 6-N, April 1, 1987)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:00-10 p.m., daily) | | | | | \$60.00 | |
| Class A (Program Units—6:10-8 p.m., daily; Announcements—6:30-7:30 p.m., 10-11 p.m., daily) | \$275.00 | \$150.00 | \$110.00 | \$65.00 | \$40.00 | \$20.00 |
| Class B (Program Units—5-6 p.m., Mon.-Sat.; 10:30-sign-off, daily; 1-4 p.m., Sun.; Announcements—4:30-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily; 12:30-3:30 p.m., Sun.) | \$250.00 | \$120.00 | \$90.00 | \$55.00 | \$35.00 | \$20.00 |
| Class C (Program Units—sign-on-2 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; Announcements—all other times) | \$120.00 | \$90.00 | \$60.00 | \$32.00 | \$27.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed. *2 sec. (De-90% of applicable rate).

A COLORFUL LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

Ready to work for you in Ziv's spectacular new **IMPACT** series!



"HARBOR COMMAND"



starring **WENDELL COREY**

ATLANTA
(Fulton County)

WAGA-TV

LICENSEE: Sinner Broadcasting Co. Address: 1018 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1503. TWX No.: AT 366.

FACILITIES: Ch. 5. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,279 ft.; above ground 1,160 ft.

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

OPERATION: Began March 9, 1942

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 WQIS-TV Miami, Fla.

EXECUTIVES:

George H. Staver Jr., pres.
Glen C. Jackson, vp. & gen. mgr.
Jack Collins, asst. gen. mgr.
for ch.
Don Taylor, gen. mgt. & film buy.
Hugh Bondy, ch. engr.
Robert H. Marshall, prom. mgr.
Bob Clark, news ed.

SUMMARY OF RATES (Card No. 11, Mar. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class A (7-10:30 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$300.00 | \$200.00 | \$125.00 |
| Class B (9:30-11 p.m., 10:30-11 p.m., daily) | \$700.00 | \$450.00 | \$300.00 | \$200.00 | \$150.00 | \$75.00 |
| Class C (11:30 a.m.-5:30 p.m., 11 p.m.-sign-off, daily) | \$300.00 | \$200.00 | \$150.00 | \$125.00 | \$100.00 | \$50.00 |
| Class D (Sign-on-5:30 a.m., daily) | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WATL-TV

LICENSEE: Robert W. Rounsaville. Address: 2185 Madison Drive. Postal Zone: 1. Phone: Cedar 2-1156.

FACILITIES: Ch. 26. Authorized ET. Rad. Pow.: Visual 120 kw, Aural 117 kw. Antenna Height: Above average terrain 600 ft.; above ground 481 ft.

AFFILIATION: Station, Am. WQXI.

REPRESENTATIVES: Washington Attorney, Smith & Pepper; Consulting Engineer, John Mulvaney.

PRINCIPAL STOCKHOLDER: Robert W. Rounsaville, 1975. Mr. Rounsaville also owns WLOU and WQXI-TV Louisville, Ky.; WCIN and WQNX-TV Cincinnati, Ohio; WOIS Jacksonville, Fla.; WMMI Miami Beach and WFOK Tampa, all Fla.; WSOB Nashville, Tenn.

EXECUTIVES:

Robert W. Rounsaville, pres. & gen. mgr.

WATL-TV has suspended operation but has not returned its CP.

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1515 Healy Bldg.
Atlanta, Ga.
JA 3-3431



or any office of

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WASHINGTON, D. C. Wm T. Stubblefield
1737 DeSales St., N.W.
EX 3-3456

CHICAGO, ILL. Ray V. Hamilton
Tribune Tower
DE 7-7788

ATLANTA, GA. Jack L. Barton
1515 Healy Bldg.
JA 3-3431

DALLAS, TEX. Dwight (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1178

SAN FRANCISCO W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

SEE PAGES 68, 80, 100, 236

WETV(TV)*

(Target Date, September, 1957)
(*Non-Commercial Educational)

LICENSEE: Board of Education, City of Atlanta. Address: 740 Emory Rd. N.E. Postal Zone: 1. Phone: Trinity 2-1141. TWX No.: AT 197.

FACILITIES: Ch. 20. Authorized ET. Rad. Pow.: Visual 210 kw, Aural 150 kw. Antenna Height: Above average terrain 660 ft.; above ground 517 ft.

AFFILIATION: Station, Fm. WABE-FM.

REPRESENTATIVES: Washington Attorney, Krueger & Zorgebaum.

EXECUTIVES: Haskell Boyster, dir., radio & tv. Thomas W. Cowan Jr., ch. engr. education.

WLWA(TV)

LICENSEE: Crosley Broadcasting of Atlanta Inc. Address: 1811 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1141. TWX No.: AT 197.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 210 kw, Aural 150 kw. Present Operating Pow.: Visual 110 kw, Aural 150 kw. Antenna Height: Above average terrain 660 ft.; above ground 585 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1955.

AFFILIATIONS: Tv Network, ABC.

REPRESENTATIVES: Sales, Crosley Broadcasting Sales office; NBC Spot Sales (West Coast); Homer Lawrence & Assoc. (Atlanta, Charlotte, Texas); Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: See WLWT(TV) Cincinnati, Ohio.

EXECUTIVES:

Robert E. Dunville, pres.
Harry Ledron, vp. & gen. mgr.
J. P. Dwyer, vp. & asst. mgr.
James H. Burgess, ch. mgr.
Robert Hendrickson, gen. dir. & news ed.
Harvey Adertold, ch. engr.
Thomas Hitchcock, film buy.
Howard Rowe, film serv. ch.

SUMMARY OF RATES (Card No. 4, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|---------|---------|---------|---------|---------|
| Class A (7-10:30 p.m., daily) | \$100.00 | \$60.00 | \$40.00 | \$25.00 | \$17.50 | \$9.00 |
| Class B (Program Units-8-9 p.m., 10:30-11 p.m., daily. Announcements-8-9 p.m., 10:30-11 p.m., daily) | \$75.00 | \$45.00 | \$30.00 | \$20.25 | \$11.00 | \$5.00 |
| Class C (Program Units-9:30 a.m.-9 p.m., daily. Announcements-9:30 a.m.-9 p.m., 11 p.m.-sign-off, daily) | \$40.00 | \$25.00 | \$18.00 | \$12.50 | \$11.25 | \$6.00 |
| Class D (Sign-on-8:30 a.m., daily) | \$20.00 | \$15.00 | \$10.00 | \$6.25 | \$6.00 | \$3.00 |

Above are one-time rates. Frequency discounts allowed.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 1801 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1211. TWX No.: AT 301.

FACILITIES: Ch. 2. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 800 ft.; above ground 1,059 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local adms.

OPERATION: Began Sept. 29, 1948.

AFFILIATIONS: Tv Network, NBC. Stations, Am. WSB; Fm. WSB-FM.

REPRESENTATIVES: Sales, Edward Petty & Co.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDER: Licensee publishes Atlanta Journal and Constitution (Cos). For other Cos. interests see WHIO-TV Dayton, Ohio.

EXECUTIVES:

J. Leonard Egan, exec. dir.
John M. Oakes, gen. mgr.
Marion Bartlett, ch. mgr.
M. E. Yuskow, prod. dir.
R. A. Holbrook, ch. engr.
Jean Hendrix, film buy.
Walter Paschall, prom. mgr.

SUMMARY OF RATES (Card No. 15, Mar. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class A (7-10:30 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$300.00 | \$200.00 | \$125.00 |
| Class B (6:30-9 p.m., 10:30-11 p.m., daily) | \$700.00 | \$450.00 | \$300.00 | \$252.50 | \$200.00 | \$70.00 |
| Class C (News-6:30 p.m., 11 p.m.-sign-off, daily) | \$300.00 | \$200.00 | \$150.00 | \$125.00 | \$100.00 | \$50.00 |
| Class D (Sign-on-noon, daily) | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$25.00 |

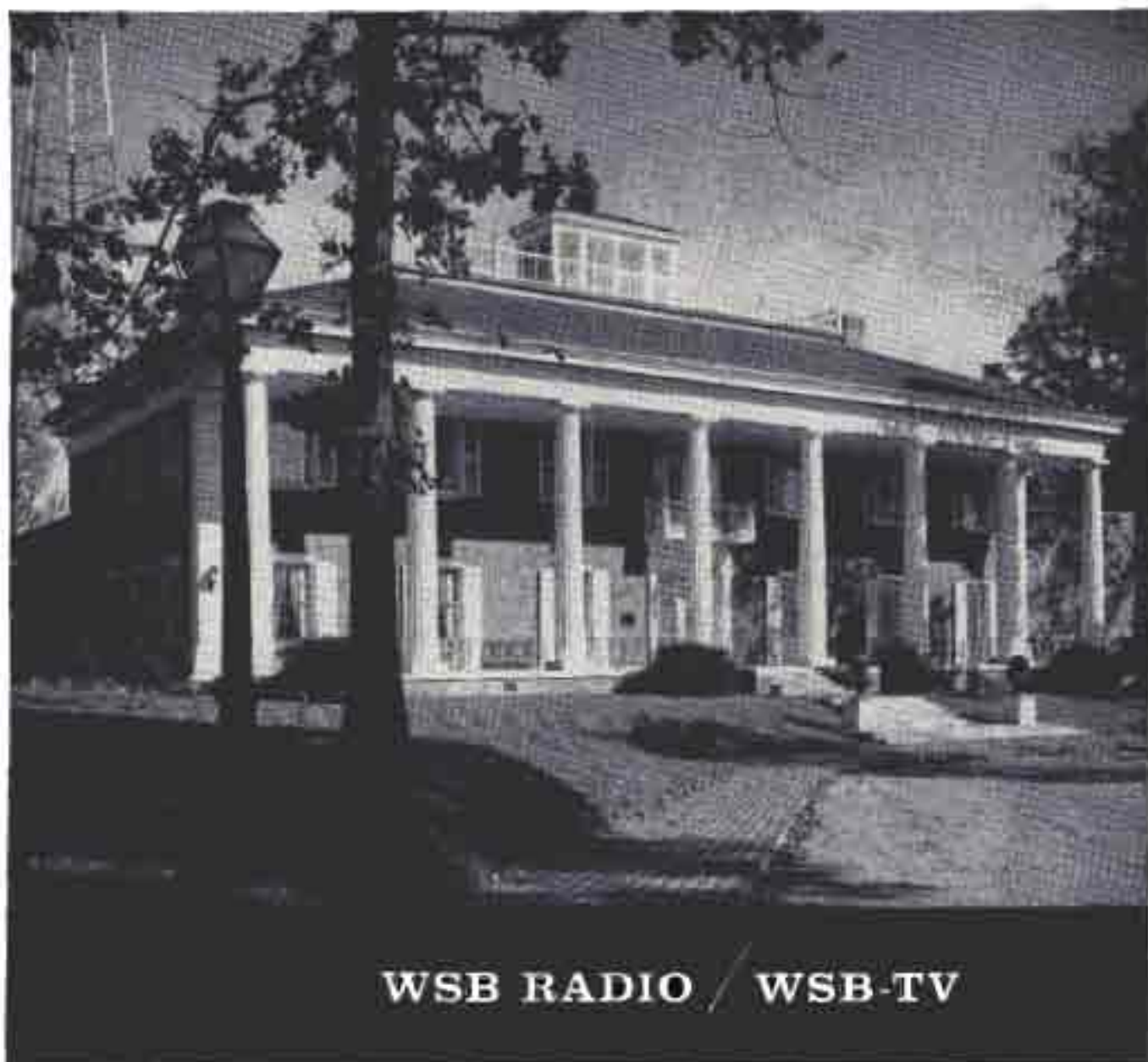
Above are one-time rates. Frequency discounts allowed.

White Columns

a symbol of broadcasting integrity

"White Columns" is the home of WSB Radio and WSB-TV. To the people of this region, "White Columns" is more than a beautiful building. No other broadcast source, or combination, has such a vital influence in Atlanta and Georgia.

Thirty-five years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* ... with a record of higher-than-anticipated dividends paid to sponsors.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petty & Co.

AUGUSTA
(Richmond County)

WJBF-TV

LICENSEE: Georgia-Carolina Broadcasting Co. Address: P. O. Box 400, Phone: 7-7707, TWX No., NA 5C 6037.
FACILITIES: Ch. 8, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 61.8 kw. Present Operating Pow.: Visual 100 kw, Aural 61.8 kw. Antenna Height: Above average terrain 320 ft.; above ground 479 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 23, 1959.
AFFILIATIONS: Tv Networks, NBC, ABC.
REPRESENTATIVES: Sales, Avery-Knodel, Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDER: J. B. Fuqua, 100%.
EXECUTIVES:
 J. B. Fuqua, pres., gen. mgr. & film buy.
 D. M. Kelly Jr., sta. mgr. & advt. ch. mgr.
 T. J. Hendricks, asst. mgr. Gen. M. Green, gen. asst.
 John P. Crabb, ch. engr. Warren Wilkes, news ed.

SUMMARY OF RATES (Card No. 2, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$140.00 | \$120.00 | \$87.00 | \$73.00 |
| Class A (8:30-10:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$100.00 | \$180.00 | \$120.00 | \$100.00 | \$73.00 | \$60.00 |
| Class B (8-4:30 p.m., 11-11:58 p.m., Sun.; 1-4:29 p.m., Mon.-Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 |
| Class C (All other times) | \$120.00 | \$75.00 | \$60.00 | \$45.75 | \$41.25 | \$35.25 |

Above are one-time rates. Frequency discounts allowed.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: 1301 Georgia Ave., N. Augusta, S. C. Phone: 7-4422, TWX No., NA 5C 5958.
FACILITIES: Ch. 12, Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 61.1 kw. Present Operating Pow.: Visual 102 kw, Aural 61.1 kw. Antenna Height: Above average terrain 400 ft.; above ground 498 ft.
OPERATION: Began Feb. 14, 1954.
AFFILIATIONS: Tv Networks, CBS, Station, Am. WRDW.
REPRESENTATIVES: Sales, The Brantley Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDER: Livestock is owned by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) which in turn is owned by Augusta Newspapers Inc., whose principal owners are William H. Morris and wife.
EXECUTIVES:
 Pat H. Rice Jr., pres.
 J. W. Hicks, gen. mgr. & film buy.
 Lou Boynton, ch. engr.
 Richard A. Fennell, gen. asst.
 Joseph P. Gill, ch. engr.
 Don Shepherd, pres. mgr.
 John Salinas, news ed.

SUMMARY OF RATES (Card No. 4, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:29-10:30 p.m., daily) | \$350.00 | \$210.00 | \$160.00 | \$125.00 | \$87.00 | \$73.00 |
| Class A (8:29-1:29 p.m., 10:29-11 p.m., daily) | \$100.00 | \$150.00 | \$120.00 | \$100.00 | \$69.00 | \$50.00 |
| Class B (5-4:30 p.m., 11-11:58 p.m., daily; 1-4:29 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$60.00 | \$45.75 | \$41.25 | \$35.25 |

Above are one-time rates. Frequency discounts allowed.

COLUMBUS
(Macon County)

WRBL-TV

LICENSEE: Columbus Broadcasting Co. Address: 128 1/2 Ave. Phone: Parlor 5-6625, TWX No., BV 4108.
FACILITIES: Ch. 4, Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 75 kw. Present Operating Pow.: Visual 180 kw, Aural 70 kw. Antenna Height: Above average terrain 420 ft.; above ground 520 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 15, 1953.
AFFILIATIONS: Tv Networks, CBS, ABC, Stations, Am. WRBL; Pm. WRBL-FM.
REPRESENTATIVES: Sales, George F. Hollingbery Co.; Washington Attorney, Demery & Kropf; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: R. W. Page Corp., 50%; J. W. Woodruff Sr. and Jr., 19.5%. Page Corp. publishes Columbus Inquirer and Ledger and Brad-Station (Fla.) Herald. Mr. Woodruff Sr. also owns 50% of WGPC Albany, Ga. Mr. Woodruff Jr. owns 10% of WGPC.
EXECUTIVES:
 J. W. Woodruff Jr., pres. & gen. mgr.
 Halley Bell, sta. mgr. & film buy.
 George Jenkins, com. mgr.
 George A. Guggell, gen. asst.
 Joe A. Gamble, ch. engr.
 Frank Ricker, prom. mgr.
 Glen Broadbent, news ed.

SUMMARY OF RATES (Card No. 4, Mar. 10, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., daily) | \$400.00 | \$250.00 | \$180.00 | \$140.00 | \$100.00 | \$85.00 |
| Class A (8:30-4 p.m., 10:30-11 p.m., daily) | \$200.00 | \$150.00 | \$120.00 | \$100.00 | \$60.00 | \$50.00 |
| Class B (4-4:30 p.m., Mon.-Sat.; 3-4:30 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$72.00 | \$60.00 |
| Class C (Noon-4 p.m., Mon.-Sat.; Noon-2 p.m., Sun.; 11 p.m.-midnight, daily) | \$200.00 | \$130.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 |
| Class D (Before noon, daily) | \$125.00 | \$75.00 | \$60.00 | \$45.75 | \$41.25 | \$35.25 |

Above are one-time rates. Frequency discounts allowed.

WTVM-TV

LICENSEE: Martin Timmons of Georgia Inc. Address: 1007 First Ave. Phone: Parlor 5-6525, TWX No., CH 8030.
FACILITIES: Ch. 28, Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 120 kw. Present Operating Pow.: Visual 204 kw, Aural 120 kw. Antenna Height: Above average terrain 400 ft.; above ground 460 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 9, 1958.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Hoadley-Sned Tv. James E. Ayers Co., Washington Attorney, John & Marks; Consulting Engineer, Culver & Lobner.
PRINCIPAL STOCKHOLDER: Martin Timmons of Georgia Inc., 100%. Owned by E. D. and R. E. Martin Jr.
EXECUTIVES:
 E. D. Martin, pres.
 Guy Tiller, gen. mgr.
 Joe Wootton, asst. ch. mgr.
 John Hagood, ch. engr.
 Deane Owen, dir. ops. & engrng.
 Clyde Allen, gen. asst.
 Jerry Burdick, prod. asst.
 Bencie Oswald, film asst. & prom. asst.
 Charles Parrott, engrng. asst.

SUMMARY OF RATES (Card No. 1, Feb. 11, 1959)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10:30 p.m., daily) | \$200.00 | \$100.00 | \$100.00 | \$100.00 | \$60.00 | \$50.00 |
| Class A (8:30-4 p.m., 10:30-11 p.m., daily) | \$125.00 | \$125.00 | \$95.00 | \$70.00 | \$67.50 | \$45.00 |
| Class B (5-4:30 p.m., Mon.-Sat.; 3-4:30 p.m., Sun.) | \$200.00 | \$114.00 | \$78.00 | \$66.00 | \$67.00 | \$50.00 |
| Class C (Noon-4 p.m., 11 p.m.-midnight, Mon.-Sat.; Noon-2 p.m., Sun.) | \$125.00 | \$98.00 | \$64.00 | \$52.00 | \$52.00 | \$41.00 |
| Class D (7-7:30 a.m., daily) | \$75.00 | \$48.00 | \$30.00 | \$26.00 | \$23.50 | \$19.50 |

Above are one-time rates. Frequency discounts allowed.

MACON
(Bibb County)

WMAZ-TV (WARNER ROBINS)

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 5-7711, TWX No., MC 1537.
FACILITIES: Ch. 13, Authorized Eff. Rad. Pow.: Visual 80 kw, Aural 120 kw. Present Operating Pow.: Visual 80 kw, Aural 120 kw. Antenna Height: Above average terrain 440 ft.; above ground 516 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953.
AFFILIATIONS: Tv Networks, CBS, ABC, NBC, Stations, Am. WMAZ; Pm. WMAZ-FM.
REPRESENTATIVES: Sales, Avery-Knodel; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: George F. Baxter Jr., 11.4%; Wilson E. Cook, 22.5%; and others.
EXECUTIVES:
 George F. Baxter Jr., pres. & ch. engr.
 Wilton E. Cook, sec.-treas. & gen. mgr.
 Frank Crowther, com. mgr.
 Albert Borders, gen. asst. mgr.
 Elmo Simmons, asst. ch. engr.
 Bob Savage, dir. ops.
 James D. Lawhon, tech. dir.
 Ed Pendleton, film buy. & prom. dir.
 Joe Andrews, dir. news & pub. aff.
 Herb Johnson, news ed.

SUMMARY OF RATES (Card No. 4, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (8-10:30 p.m., daily) | \$200.00 | \$110.00 | \$100.00 | \$80.00 | \$72.00 | \$58.00 |
| Class B (5-4 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11:59 p.m., daily) | \$270.00 | \$102.00 | \$104.00 | \$84.50 | \$67.50 | \$54.00 |
| Class C (All other times) | \$120.00 | \$72.00 | \$60.00 | \$42.00 | \$36.00 | \$31.00 |

Above are one-time rates. Frequency discounts allowed.

SAVANNAH
(Chatham County)

WSAV-TV

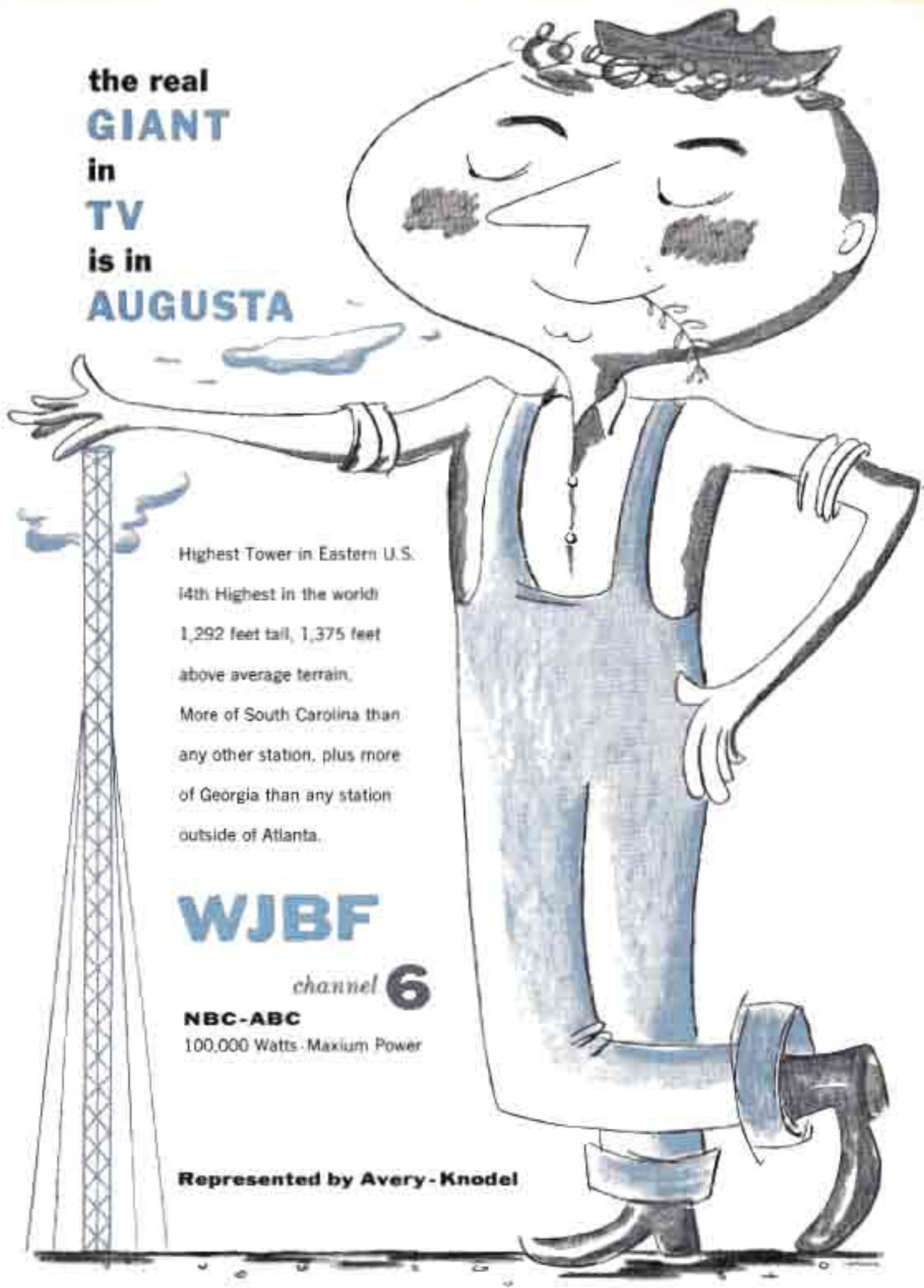
LICENSEE: WSAV Inc. Address: Liberty National Bank Bldg. Phone: Adams 5-4303, TWX No., BV 4108.
FACILITIES: Ch. 2, Authorized Eff. Rad. Pow.: Visual 33.1 kw, Aural 16.8 kw. Present Operating Pow.: Visual 33.1 kw, Aural 16.8 kw. Antenna Height: Above average terrain 370 ft.; above ground 361 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 1, 1958.
AFFILIATIONS: Tv Networks, NBC, ABC, Stations, Am. WSAV; Pm. WSAV-FM.
REPRESENTATIVES: Sales, Blair T. Amos, Washington Attorney, Cole & Marks; Consulting Engineer, Aaron Sefton.
PRINCIPAL STOCKHOLDERS: Harben Daniel and wife, 25.6%; William E. Jenkins, 19.5%; Arthur Lucas estate, 19%, and others. Both Mr. Jenkins and the Lucas estate each own 14.5% of WLAG La Grange, Ga.
EXECUTIVES:
 Harben Daniel, pres. & gen. mgr.
 Meredith E. Yonason, asst. mgr.
 H. M. Hemphill, com. mgr.
 William E. Lucas, gen. asst. & film buy.
 Hyron Strong, ch. engr.
 Elmer Alley, prom. mgr.
 Tom Coffey, news ed.

SUMMARY OF RATES (Card No. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.) | \$275.00 | \$180.00 | \$110.00 | \$90.25 | \$68.75 | \$57.50 |
| Class A (8-7:30 p.m., 10:30-11 p.m., Mon.-Sat.) | \$200.00 | \$150.00 | \$100.00 | \$87.50 | \$65.00 | \$50.00 |
| Class B (8-8 p.m., Mon.-Sat.; 11 p.m.-midnight, Mon.-Sun.; 1-6 p.m., Sun.) | \$300.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$60.00 | \$45.75 | \$41.25 | \$35.25 |

Above are one-time rates. Frequency discounts allowed.

the real
GIANT
in
TV
is in
AUGUSTA



Highest Tower in Eastern U.S.
14th Highest in the world!
1,292 feet tall, 1,375 feet
above average terrain.
More of South Carolina than
any other station, plus more
of Georgia than any station
outside of Atlanta.

WJBF
channel **6**

NBC-ABC
100,000 Watts - Maximum Power

Represented by Avery-Knodel

GEORGIA

SAVANNAH (Cont.)

WTOC-TV

LICENSEE: Savannah Broadcasting Co. Address: 218 Abercorn St. Phone: Address 2-3227, TWX No.: 8V 4117

FACILITIES: Ch. 11 Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 110 kw Present Operating Pow.: Visual 300 kw, Aural 110 kw, Antenna Height: Above average terrain 400 ft., above ground 301 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 14, 1964.

AFFILIATIONS: Tv Networks, CBS, ABC, Stations, Am. WTOC; Fm, WTOC-Fm

REPRESENTATIVES: Sales, Avery Knodel, Washington Attorney; Miller & Schroeder, Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: William T. Knight Jr. and family.

EXECUTIVES:

William T. Knight Jr., pres. & gen. mgr. Kyle Goodman, ch. engr.
Ben B. Williams, com. mgr. Frank S. Bryson Jr., prom. mgr.
Dwight J. Bruce, pgn. dir. & film buy. Robert Noble Jr., news ed.

SUMMARY OF RATES (Card No. 3, Oct. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (8-10:30 p.m., Mon.-Sun.) | \$395.00 | \$195.00 | \$125.00 | \$75.00 | \$50.00 | \$25.00 |
| Class A (8-8 p.m., 10:30-11 p.m., Mon.-Sun.) | \$200.00 | \$100.00 | \$65.00 | \$40.00 | \$25.00 | \$15.00 |
| Class B (5-8 p.m., Mon.-Sat.; 11 p.m.-midn.-off. Mon.-Sun.; 1-4 p.m., Sun.) | \$120.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 | \$10.00 |
| Class C (All other times) | \$90.00 | \$45.00 | \$30.00 | \$20.00 | \$10.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

THOMASVILLE

(Thomas County)

WCTV (TV) (TALLAHASSEE)

LICENSEE: John H. Phillips, Address: P.O. Box 358, Phone: Tallahassee (Fla.) 3-3886, TWX No.: 24 Talla.

FACILITIES: Ch. 8, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw Present Operating Pow.: Visual 100 kw, Aural 50 kw, Antenna Height: Above average terrain 800 ft., above ground 400 ft.

OPERATION: Began Sept. 15, 1958.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC.

REPRESENTATIVES: Sales, Blair Ty Assoc., Washington Attorney; McKenna & Wilkinson.

PRINCIPAL STOCKHOLDER: Mr. Phillips, also owns WPTV-TV, Palm Beach, WIAL Tallahassee, WTTN Marietta, all Fla., and WKTG Thomasville.

EXECUTIVES:

John H. Phillips, pres. W. A. Swenden, ch. engr.
L. Henschel Graves, mgng. dir. Harry R. Wagner, film buy.
William J. Woods, act'l. adm. mgr. Barbara Young, prom. mgr.
Joseph E. Bradford, dir. ops. Frank Pepper, news ed.

SUMMARY OF RATES (Card No. N-1, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (Program Units—8-10 a.m., daily; Announcements—7:30-10 p.m., daily) | \$300.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | |
| Class A (Program Units—8-8 p.m., 10-10:30 a.m., daily; Announcements—4:30-7:30 p.m., 10-11 p.m., daily) | \$275.00 | \$135.00 | \$90.00 | \$67.50 | \$45.00 | |
| Class B (Program Units—5-8 p.m., Mon.-Sat.; 1-8 p.m., Sun.; after 10:30 p.m., daily; Announcements—4:30-7:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily; 12:30-3:30 p.m., Sun.) | \$180.00 | \$90.00 | \$60.00 | \$45.00 | \$30.00 | |
| Class C (Sign-on-5 p.m., Mon.-Sat., before 1 a.m., Sun.; Announcements—all other times) | \$120.00 | \$60.00 | \$40.00 | \$30.00 | \$20.00 | |

*10-second ID's—50% of applicable rate.

Above are one-time rates. Frequency discounts allowed.

WARNER ROBINS

(Houston County)

WMAZ-TV (MACON)

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg., Macon, Phone: 2-7225. (For full listing see Macon.)

IDAHO

IDAHO MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$100) | Food Sales 1954 (\$200) | Drug Sales 1954 (\$100) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Ada | 24,380 | 88 | 16,439 | 111,367 | 21,809 | 3,543 |
| Adams | 900 | 38 | 339 | 2,122 | 761 | 130 |
| Bannock | 12,520 | 51 | 6,376 | 23,908 | 12,532 | 1,834 |
| Bear Lake | 1,800 | 41 | 740 | 4,899 | 1,507 | 264 |
| Bremner | 1,500 | 88 | 1,320 | 4,745 | 1,099 | 132 |
| Blaine | 4,600 | 36 | 1,660 | 21,921 | 4,494 | 634 |
| Bonne | 1,200 | 78 | 936 | 3,348 | 671 | 100 |
| Butte | 480 | 61 | 292 | 1,429 | 362 | 44 |
| Camas | 1,440 | 61 | 878 | 17,973 | 3,147 | 448 |
| Caribou | 2,700 | 69 | 1,863 | 26,130 | 10,019 | 1,423 |
| Clearwater | 1,500 | 87 | 1,305 | 4,788 | 1,497 | 86 |
| Clatsop | 800 | 34 | 272 | 2,844 | 777 | 85 |
| Columbia | 300 | 38 | 114 | 444 | 307 | 67 |

IDAHO

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$100) | Food Sales 1954 (\$200) | Drug Sales 1954 (\$100) |
|-------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Caribou | 2,500 | 48 | 1,200 | 45,317 | 13,130 | 1,864 |
| Carleton | 1,800 | 47 | 854 | 3,331 | 1,074 | 119 |
| Camia | 2,800 | 47 | 1,349 | 18,948 | 5,179 | 839 |
| Clark | 300 | 41 | 124 | 612 | 111 | ... |
| Clearwater | 2,100 | 49 | 1,039 | 4,181 | 1,942 | 291 |
| Custer | 1,900 | 19 | 360 | 3,047 | 718 | 90 |
| Elmore | 2,600 | 32 | 1,310 | 11,065 | 1,772 | 132 |
| Franklin | 2,500 | 41 | 1,029 | 4,390 | 2,207 | 347 |
| Fremont | 2,300 | 41 | 1,460 | 4,008 | 1,923 | 436 |
| Gem | 2,200 | 43 | 949 | 4,051 | 1,892 | 197 |
| Gooding | 2,300 | 40 | 1,370 | 4,134 | 1,579 | 364 |
| Idaho | 2,100 | 22 | 460 | 12,107 | 4,084 | 324 |
| Jefferson | 2,700 | 61 | 1,650 | 7,374 | 1,523 | 339 |
| Jerome | 2,300 | 10 | 239 | 12,898 | 2,230 | 274 |
| Kootenai | 7,600 | 66 | 5,016 | 21,500 | 7,204 | 1,071 |
| Latah | 5,900 | 32 | 2,289 | 23,405 | 8,194 | 501 |
| Lemhi | 1,700 | 10 | 170 | 4,890 | 1,005 | 171 |
| Lewia | 1,200 | 30 | 360 | 4,419 | 1,004 | 251 |
| Linden | 1,100 | 10 | 110 | 3,369 | 794 | 160 |
| Madison | 2,400 | 61 | 1,464 | 22,207 | 2,138 | 324 |
| Minidoka | 2,300 | 49 | 1,129 | 13,288 | 2,589 | 270 |
| Nez Perce | 1,200 | 29 | 349 | 47,714 | 6,887 | 1,284 |
| Owyhee | 1,000 | 12 | 120 | 1,278 | 709 | 156 |
| Owyhee | 1,600 | 39 | 624 | 4,423 | 989 | 105 |
| Payette | 2,500 | 43 | 1,075 | 10,955 | 2,421 | 350 |
| Pemmet | 300 | 41 | 124 | 4,189 | 866 | 112 |
| Shoshone | 2,600 | 59 | 1,534 | 26,227 | 4,301 | 524 |
| Teton | 700 | 47 | 329 | 3,110 | 624 | 143 |
| Twain Falls | 2,300 | 21 | 483 | 27,599 | 11,027 | 1,347 |
| Valley | 1,100 | 24 | 264 | 3,394 | 699 | 71 |
| Washington | 2,300 | 42 | 966 | 11,877 | 2,311 | 145 |
| Total | 173,600 | 50% | 87,870 | \$192,285 | \$190,449 | \$22,542 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is authorized. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BOISE

(Ada County)

KBOI-TV

LICENSEE: Boise Valley Broadcasters Inc. Address: 1087 W. Jefferson St. Phone: 3-2511, TWX No.: BE 384.

FACILITIES: Ch. 2, Authorized Eff. Rad. Pow.: Visual 85 kw, Aural 25 kw Present Operating Pow.: Visual 85 kw, Aural 25 kw, Antenna Height: Above average terrain 2200 ft., above ground 140 ft.

OPERATION: Began Nov. 26, 1955.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward, Washington Attorney; Wilkinson, Cragin, Barker & Hawkins.

PRINCIPAL STOCKHOLDERS: Westernman Whitlock and wife, 16.4%; Stanley E. King, 10%; Robert W. Howell and wife, 13%; Willis C. Moffatt, 7.2%; Fred M. Taylor, 8.4%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City), 3.5%; Earl J. Glade Jr., 1.2%. For Radio Service holdings, see KSL-TV Salt Lake City, Utah.

EXECUTIVES:

Westernman Whitlock, pres. & gen. mgr. James H. Jelintz Jr., ch. engr.
Earl Glade Jr., com. mgr., pgn. dir. Hal Kauffman, prom. mgr.
& film buy. William Eames, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 1 Min. | 10 Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class AA (Announcements—7:30-10 p.m., daily) | | | | \$60.00 | | \$25.00 |
| Class A (Program Units—4:30-10:30 p.m., Mon.-Sat.; 1:30-10:30 p.m., Sun.; Announcements—4:30-7:30 p.m., Mon.-Sat.; 1:30-7:30 p.m., Sun.; 10-10:30 p.m., Sat.-Sat.) | \$250.00 | \$125.00 | \$100.00 | \$75.00 | \$45.00 | \$20.00 |
| Class B (Program Units—1:30-4:30 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 1-4:30 p.m., Sun.; Announcements—1:30-4:30 p.m., Mon.-Sat.; 1-3:30 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.) | \$125.00 | \$62.50 | \$50.00 | \$37.50 | \$22.50 | \$17.50 |
| Class C (All other times) | \$125.00 | \$62.50 | \$50.00 | \$37.50 | \$22.50 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

KIDO-TV

LICENSEE: KIDO Inc. Address: 700 Idaho St. Phone: 3-4011.

FACILITIES: Ch. 7, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 87.1 kw Present Operating Pow.: Visual 100 kw, Aural 87.1 kw, Antenna Height: Above average terrain 2,560 ft., above ground 225 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 12, 1953.

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

REPRESENTATIVES: Sales, Blair Ty Assoc., Washington Attorney; Fisher, Wood, Dyeal & Smithner; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Mrs. George M. Davidson, 66.6%; Walter E. Wagstaff, 1.26%. Licensee owns 66% of KHTV-TV, Twin Falls, Idaho.

EXECUTIVES:

George M. Davidson, pres., Harold Toedtenater, ch. engr.
gen. mgr. & film buy. Evelyn Winters, prom. mgr.
George Gatz, com. mgr. Vern Moore, news ed.
Delmar Lundham, pgn. dir.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class AA (Announcements—7:30-8:31 p.m., daily) | | | | | \$80.00 | \$20.00 |
| Class A (Program Units—4:30-10:30 p.m., daily. Announcements—6:30-7:30 p.m., 7:31-10:30 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$50.00 | \$45.00 | \$20.00 |
| Class B (3:30-5:30 p.m., 10:30 p.m.-midnight, daily) | \$175.00 | \$105.00 | \$70.00 | \$35.00 | \$35.00 | \$17.00 |
| Class C (Before 3:30 p.m., after midnight, daily) | \$125.00 | \$75.00 | \$50.00 | \$25.00 | \$25.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

**IDAHO FALLS
(Bannock County)**

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: Jackson 2-5100. TWX No. 273

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 50.2 kw. Present Operating Pow. Visual 100 kw, Aural 50.2 kw. Antenna Height: Above average terrain 1,400 ft., above ground 350 ft.

OPERATION: Began Dec. 11, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am. KIDD.

REPRESENTATIVES: Sales, Gid-Perna Inc., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Wilkinson, Cragun, Barker & Hawkins; Consulting Engineer, Vandivick, Cohen & Wozni.

PRINCIPAL STOCKHOLDERS: A. W. Schweider, 1.2%; Guy A. Poulson, 87%; 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. Schweider, pres.
C. N. Layton, gen. mgr. & film buy.
Claude Cain, as. mgr.
Roy Southwick, adm. mgr. & film buy.
Carol Secord, tech. dir. & ch. engr.
Mel Richardson, prom. mgr.
Elaine Scott, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat., sign-on-sign-off, Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$40.00 | \$18.00 |
| Class B (All other times) | \$140.00 | \$85.00 | \$50.00 | \$40.00 | \$25.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

**LEWISTON
(Nez Perce County)**

KLEW-TV (Satellite of KIMA-TV Yakima, Wash.)

LICENSEE: Lewiston Tv Co. Address: P. O. Box 322. Phone: Sherwood 2-3222.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 12.6 kw, Aural 4.92 kw. Present Operating Pow. Visual 12.6 kw, Aural 4.92 kw. Antenna Height: Above average terrain 1,200 ft., above ground 200 ft.

OPERATION: Began Dec. 5, 1955.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC.

REPRESENTATIVES: Sales, Weed Tv., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Prinos, Taylor & Crampton; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Owned by Cascade Bvstg. Co. Inc., KIMA-TV Yakima, Wash.

EXECUTIVES:

Tuec Boatie, pres.
Pete Thomas, manager
Bob Edwards, prod. mgr.
Michael Batovisch, ch. engr.

SUMMARY OF RATES: (Bought in combination with parent station KIMA-TV Yakima, Wash.)

**POCATELLO
(Bannock County)**

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp., P. O. Box 701, Idaho Falls. Address: Jackson 2-5100. (For full listing see Idaho Falls.)

KSEI-TV

(Target Date, Unknown)

LICENSEE: Radio Service Corp. Address: P. O. Box 21. Phone: 4600.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow. Visual 83.2 kw, Aural 34.1 kw. Antenna Height: Above average terrain 1,400 ft. above ground 171 ft.

AFFILIATION: Station, Asst. KSEI.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Florence M. Gardner, 99%; Harry H. Fletcher and wife, 19%. Mrs. Gardner is principal owner of KTFI Twin Falls Idaho, which in turn owns 40% of KTFI-TV Twin Falls, Idaho.

EXECUTIVES:

Harry H. Fletcher, pres., gen. mgr. & cont. mgr.

**TWIN FALLS
(Twin Falls County)**

(Target Date, Unknown)

KHTV (TV)

LICENSEE: Magic Valley Television Corp. Address: 708 Idaho St., Boise, Idaho. Phone: 2-4611.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow. Visual 20 kw, Aural 20 kw. Antenna Height: Above average terrain 690 ft.; above ground 236 ft.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmnd; Consulting Engineer, H. W. Toedtmann.

PRINCIPAL STOCKHOLDERS: KIDO Inc. (KIDO-AM-TV Boise, Idaho), 80%; Radio Bvstg. Corp. of Idaho (KTFI-AM-FM Twin Falls, Idaho), 20%. KIDO principals are Mrs. Georgia M. Davidson, 90.80%; Walter E. Wagstaff, 8.30%; KTFI is 72.4% owned by Florence M. Gardner.

EXECUTIVES:

Georgia M. Davidson, pres. Walter E. Wagstaff, gen. mgr.

KLIX-TV

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Rd., Pocatello; Redwood 2-9440. TWX No.: Twin Falls 196.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow. Visual 30.3 kw, Aural 14.8 kw. Present Operating Pow. Visual 30.3 kw, Aural 14.8 kw. Antenna Height: Above average terrain 679 ft.; above ground 327 ft.

OPERATION: Began July, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am. KLIX.

REPRESENTATIVES: Sales, Gid-Perna Inc., Washington Attorney, Haley, Wolanberg & Kennan; Consulting Engineer, D'art Cazens.

PRINCIPAL STOCKHOLDERS: A. L. Glassman, For Glassman interests see KUTV (TV) Salt Lake City, Utah.

EXECUTIVES:

A. L. Glassman, pres.
Dore Fox, gen. mgr.
Cecil Hefnal, vp. & gen. mgr.
Joseph Gohmer, cont. mgr. & prom. mgr.
Dave Fox, gen. mgr.
Dore Cederstrom, ch. engr.
Sid Cohen, film buy.
John Edington, news ed.

SUMMARY OF RATES (Card No. 4, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (6:30-10:30 p.m., daily) | \$175.00 | \$105.00 | \$70.00 | \$60.00 | \$45.00 | \$20.00 |
| Class B (7:30-9:30 p.m., daily) | \$125.00 | \$75.00 | \$50.00 | \$40.00 | \$25.00 | \$11.00 |
| Class C (10:30 p.m.-midnight, twice) | \$100.00 | \$60.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |
| Class D (High-cost 5:30 p.m., Mon.-Sat., sign-on-off p.m., Sun.) | \$70.00 | \$42.00 | \$28.00 | \$24.00 | \$21.00 | \$7.00 |

Above are one-time rates. Frequency discounts allowed.

ILLINOIS

ILLINOIS MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Dry Sales 1954 (\$000) |
|------------|------------------|-------------------------|-----------|---------------------------|-------------------------|------------------------|
| Adams | 22,190 | 84 | 18,620 | 71,374 | 15,989 | 2,020 |
| Alexander | 1,200 | 22 | 2,690 | 10,258 | 2,328 | 404 |
| Bond | 4,600 | 81 | 3,740 | 12,973 | 2,730 | 179 |
| Boone | 2,800 | 71 | 1,970 | 26,114 | 4,300 | 418 |
| Brown | 2,200 | 71 | 1,560 | 4,800 | 1,300 | 120 |
| Bureau | 12,900 | 78 | 9,980 | 37,124 | 8,000 | 700 |
| Calhoun | 1,700 | 74 | 1,260 | 4,917 | 384 | ... |
| Carroll | 4,200 | 77 | 3,230 | 21,979 | 3,828 | 270 |
| Cass | 4,700 | 75 | 3,520 | 14,922 | 4,700 | 472 |
| Champaign | 22,200 | 79 | 17,580 | 121,898 | 24,088 | 4,268 |
| Christian | 12,700 | 73 | 9,280 | 44,262 | 9,988 | 622 |
| Crawford | 1,800 | 63 | 1,130 | 16,220 | 2,020 | 224 |
| Chey | 1,200 | 79 | 950 | 15,225 | 2,780 | 282 |
| Clinton | 4,800 | 61 | 2,920 | 19,924 | 4,300 | 217 |
| Coles | 12,700 | 81 | 10,370 | 54,921 | 11,020 | 1,782 |
| Cook | 1,524,228 | 88 | 1,341,228 | 7,084,228 | 1,485,228 | 222,827 |
| Crawford | 1,700 | 63 | 1,080 | 20,240 | 4,918 | 414 |
| Cumberland | 1,100 | 62 | 680 | 7,200 | 1,104 | 124 |
| De Kalb | 12,100 | 81 | 9,800 | 65,000 | 11,000 | 1,700 |
| De Witt | 1,200 | 69 | 820 | 20,212 | 4,174 | 388 |
| Douglas | 1,200 | 62 | 750 | 20,278 | 2,120 | 248 |
| Du Page | 21,900 | 89 | 19,470 | 212,250 | 42,200 | 6,812 |
| Edgar | 1,800 | 61 | 1,100 | 22,207 | 2,211 | 262 |
| Edwards | 2,800 | 61 | 1,710 | 10,600 | 3,202 | 302 |
| Effingham | 1,200 | 61 | 730 | 28,927 | 3,422 | 422 |
| Fayette | 1,100 | 61 | 670 | 21,727 | 4,271 | 324 |
| Ford | 1,100 | 71 | 780 | 16,371 | 3,212 | 304 |
| Franklin | 14,100 | 66 | 9,300 | 55,224 | 9,984 | 1,400 |
| Fulton | 14,600 | 78 | 11,400 | 45,111 | 2,261 | 1,100 |
| Gallatin | 1,700 | 59 | 1,000 | 7,128 | 1,900 | 142 |
| Greene | 4,000 | 74 | 2,960 | 18,227 | 2,374 | 422 |
| Grundy | 4,200 | 84 | 3,530 | 21,728 | 3,000 | 402 |
| Hancock | 1,800 | 78 | 1,400 | 8,212 | 1,900 | 191 |
| Harrison | 2,400 | 89 | 2,130 | 20,222 | 4,500 | 454 |
| Hartford | 1,100 | 42 | 460 | 7,360 | 924 | 302 |
| Henderson | 2,200 | 63 | 1,390 | 5,194 | 1,182 | ... |
| Henry | 10,200 | 88 | 9,020 | 36,448 | 10,467 | 1,442 |
| Jerome | 10,600 | 88 | 9,320 | 28,888 | 3,688 | 710 |
| Jackson | 15,000 | 84 | 12,600 | 42,200 | 9,024 | 1,271 |
| Jasper | 1,800 | 63 | 1,140 | 7,962 | 1,214 | 120 |
| Jefferson | 12,200 | 77 | 9,380 | 35,221 | 7,100 | 422 |
| Jewett | 4,200 | 74 | 3,100 | 14,272 | 2,200 | 400 |
| Jo Daviess | 4,200 | 77 | 3,230 | 20,205 | 4,182 | 422 |
| Johnson | 2,400 | 62 | 1,490 | 6,966 | 1,274 | 82 |
| Kane | 40,500 | 81 | 32,800 | 285,274 | 54,284 | 8,200 |
| Kankakee | 21,200 | 82 | 17,460 | 99,114 | 22,200 | 3,200 |
| Kendall | 1,800 | 64 | 1,150 | 12,228 | 2,964 | 256 |
| Knox | 18,500 | 84 | 15,540 | 74,212 | 12,241 | 2,224 |
| Lake | 11,000 | 82 | 9,020 | 36,071 | 7,200 | 872 |
| La Salle | 12,800 | 81 | 10,360 | 128,184 | 20,200 | 4,452 |
| Lawrence | 4,400 | 61 | 2,680 | 21,222 | 3,220 | 321 |

ILLINOIS MARKET DATA BY COUNTIES (Cont.)

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|-------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Lee | 16,400 | 87 | 6,520 | 36,133 | 7,759 | 968 |
| Livingston | 11,100 | 80 | 6,680 | 42,480 | 8,767 | 968 |
| Logan | 8,900 | 81 | 7,300 | 29,055 | 6,650 | 594 |
| McDonough | 9,400 | 80 | 6,460 | 40,385 | 6,450 | 880 |
| McHenry | 18,200 | 88 | 15,990 | 92,948 | 21,418 | 2,715 |
| McLean | 27,300 | 82 | 16,930 | 101,767 | 20,403 | 3,186 |
| Macon | 36,200 | 86 | 23,960 | 135,957 | 32,973 | 3,405 |
| Macoupin | 14,200 | 70 | 11,000 | 30,369 | 10,407 | 808 |
| Madison | 84,900 | 83 | 53,390 | 239,008 | 64,302 | 6,755 |
| Marion | 13,100 | 75 | 9,770 | 48,838 | 10,861 | 1,779 |
| Marshall | 4,100 | 80 | 2,660 | 12,298 | 2,003 | 336 |
| Mason | 3,100 | 87 | 2,920 | 19,083 | 3,618 | 404 |
| Massac | 3,900 | 42 | 2,070 | 13,248 | 2,588 | 418 |
| Menard | 2,900 | 87 | 1,690 | 6,003 | 1,802 | 193 |
| Mercer | 5,400 | 81 | 4,370 | 13,486 | 2,443 | 323 |
| Monroe | 4,100 | 84 | 3,430 | 15,438 | 2,705 | 185 |
| Montgomery | 10,800 | 81 | 6,410 | 30,928 | 7,442 | 600 |
| Morgan | 10,900 | 88 | 6,680 | 45,888 | 7,475 | 897 |
| Moultrie | 4,100 | 83 | 2,700 | 13,840 | 2,957 | 153 |
| Ogle | 11,000 | 81 | 6,730 | 39,044 | 7,965 | 781 |
| Peoria | 40,100 | 80 | 50,000 | 264,970 | 49,596 | 8,805 |
| Perry | 6,300 | 82 | 4,460 | 13,061 | 3,338 | 474 |
| Pike | 3,200 | 88 | 2,900 | 12,033 | 2,055 | 305 |
| Pope | 7,000 | 73 | 5,120 | 47,424 | 3,701 | 358 |
| Scott | 1,500 | 42 | 630 | 3,197 | 789 | 65 |
| Shelby | 4,900 | 81 | 2,380 | 5,011 | 1,267 | 152 |
| Putnam | 1,300 | 65 | 840 | 2,459 | 629 | 49 |
| Randolph | 6,400 | 85 | 6,960 | 24,458 | 6,183 | 961 |
| Richland | 6,300 | 43 | 2,700 | 19,363 | 3,798 | 514 |
| Rock Island | 43,300 | 89 | 40,340 | 166,436 | 38,842 | 5,712 |
| St. Clair | 89,300 | 87 | 60,430 | 237,610 | 60,223 | 6,699 |
| Saline | 10,900 | 81 | 6,390 | 30,188 | 7,156 | 923 |
| Sangamon | 46,100 | 89 | 31,730 | 195,735 | 37,688 | 7,361 |
| Schuyler | 3,100 | 75 | 2,330 | 6,700 | 1,652 | 130 |
| Scott | 2,300 | 75 | 1,720 | 6,170 | 899 | 74 |
| Shelby | 7,700 | 86 | 5,070 | 15,829 | 3,221 | 368 |
| Stark | 2,800 | 63 | 1,690 | 6,716 | 1,545 | 158 |
| Stephenson | 14,400 | 83 | 11,740 | 58,276 | 10,267 | 1,385 |
| Tazewell | 27,900 | 88 | 24,380 | 96,731 | 27,522 | 1,749 |
| Union | 2,500 | 51 | 2,790 | 13,464 | 3,095 | 295 |
| Vermilion | 29,300 | 85 | 18,980 | 113,141 | 26,662 | 4,985 |
| Wabash | 4,700 | 51 | 2,300 | 15,512 | 3,411 | 265 |
| Warren | 6,000 | 85 | 6,470 | 21,898 | 4,873 | 469 |
| Washington | 4,900 | 86 | 3,010 | 18,178 | 2,495 | 193 |
| Wayne | 7,800 | 39 | 2,980 | 16,888 | 3,945 | 310 |
| White | 6,800 | 39 | 2,390 | 23,859 | 4,661 | 640 |
| Whiteside | 16,800 | 87 | 14,650 | 64,963 | 15,559 | 1,519 |
| Will | 44,700 | 87 | 20,670 | 122,595 | 44,993 | 6,345 |
| Williamson | 10,800 | 80 | 9,240 | 41,372 | 10,409 | 1,181 |
| Winnebago | 53,100 | 79 | 43,730 | 255,494 | 51,313 | 8,081 |
| Woodford | 6,800 | 65 | 4,420 | 29,911 | 4,102 | 365 |
| Total | 2,983,900 | 82% | 2,445,000 | \$12,282,239 | \$2,628,337 | \$303,836 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BLOOMINGTON

(McLean County)

WBLN-TV

LICENSEE: WBLN Television Inc. Address: P.O. Box 449, Phone: 4-3031.
 FACILITIES: Ch. 15, Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 6.51 kw. Present Operating Pow.: Visual 13.8 kw, Aural 6.51 kw. Antenna Height: Above average terrain 480 ft. above ground 493 ft.

NEGOTIATIONS • FINANCING • APPRAISALS

IN THE
MIDWEST . . .

Ray V. Hamilton

Tribune Tower

Chicago, Ill.

DE 7-2755



or any office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

| | | |
|--------------------------|----------------------|---------------------|
| WASHINGTON, D. C. | CHICAGO, ILL. | ATLANTA, GA. |
| Wm. T. Stubblefield | Ray V. Hamilton | Jack L. Barton |
| 1737 DeSales St., N.W. | Tribune Tower | 1615 Healey Bldg. |
| EX 3-3456 | DE 7-2755 | JA 3-3431 |

DALLAS, TEX.

Dewitt (Judge) Landis

Fidelity Union Life Bldg.

RI 8-1175

SAN FRANCISCO

W. R. (Ike) Twining

111 Sutter St.

EX 2-5671

SEE PAGES 68, 80, 94, 236

OPERATION: Began Dec. 6, 1953.
 AFFILIATION: Tv Network, ABC.
 REPRESENTATIVES: Sales, Jack Masie & Co.
 PRINCIPAL STOCKHOLDER: Worth S. Rough, 89.2% and others.
 EXECUTIVES:

Worth S. Rough, pres. & gen. mgr. Madonna Rough, traf. mgr.

SUMMARY OF RATES (Card No. 3, Sept. 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|---------|---------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.) | \$72.00 | \$48.00 | \$36.40 | \$30.00 | \$24.00 | \$5.00 |
| Class B (5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-2 p.m., Sun.) | \$66.00 | \$42.00 | \$30.72 | \$24.00 | \$18.00 | \$4.00 |

Above are one-time rates. Frequency discounts allowed.

CHAMPAIGN
(Champaign County)

WCIA-TV

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-6335.
 TWX No.: CN 8215.

FACILITIES: Ch. 3, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 910 ft. above ground 901 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 14, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson.

PRINCIPAL STOCKHOLDERS: August C. Meyer & wife, 51%; Illinois Broadcasting Co. (WISY-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. & gen. mgr. Robert L. Myers, ch. engr.
 Guy F. Main, vp. & dir., ad. John T. Ketterer, film dir.
 James F. Fleiding, pgn. dir. & Leonard Davis, nat'l. sls. prom. mgr.
 prod. mgr. Richard Herzog, publicity dir.

SUMMARY OF RATES (Card No. 5, May 13, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---------|---------|----------|----------|----------|---------|
| Class AA (7:20-8:59 p.m., Sun.-Sat.) | \$90.00 | | | | | \$15.00 |
| Class A (8:59-7:20 p.m., Mon.-Fri.; 9:20-10:21 p.m., Sun.-Sat.; 5:59-7:20 p.m., Sat., Sun.) | \$75.00 | \$50.00 | | \$160.00 | \$150.00 | \$15.00 |
| Class B (5:59-8:59 p.m., 10:20-10:59 p.m., Mon.-Fri.; noon-5:59 p.m., 10:20-10:59 p.m., Sat., Sun.) | \$55.00 | \$30.00 | \$150.00 | \$120.00 | \$115.00 | \$15.00 |
| Class C (9:50 a.m.-5:59 p.m., Mon.-Fri.; 10:59 p.m.-sign-off, Sun.-Sat.; 8:59-11:50 a.m., Sat.) | \$90.00 | \$35.00 | \$144.00 | \$110.00 | \$80.00 | \$72.50 |
| Class D (Sign-on-9:59 a.m., Mon.-Fri.; sign-on-noon, Sun.; sign-on-8:59 a.m., Sat.) | | | | | \$55.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

CHICAGO

(Cook County)

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 890 N. McClurg Court, Postal Zone 11. Phone: Whitehall 4-6000. TWX No.: CU 476.

FACILITIES: Ch. 2, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 600 ft. above ground 603 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1948.

AFFILIATIONS: Tv Network, CBS, Stations, Am. WBBM; Pm. WBBM-FM.

REPRESENTATIVES: Sales, CBS-TV Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS Inc. George Arkedis, sls. mgr.
 Merle Jones, pres., CBS-TV Luther A. Pierre Jr., dir., tech. ops.
 H. L. Adams, vp. & gen. mgr. Elizabeth Bain, film buy.
 Central Div. Tom Dawson, prom. mgr.
 C. W. Doebler, exec. asst. William G. Garry, news ed.
 Frank Atlas, exec. prod. Justin A. Cassidy, nat'l. sales serv. mgr.
 William Ryan, pgn. dir.

SUMMARY OF RATES (Card No. 7, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|------------|------------|------------|------------|----------|----------|
| Class AA (6:20-10 p.m., Mon.-Sat.; 8:20-10 p.m., Sun.) | | | | | \$875.00 | \$137.50 |
| Class A (Program Units—6:30-10 p.m., Mon.-Sat.; 8-10 p.m., Sun. Announcements—6:20-8:59 p.m., Mon.-Sat.; 4:59-6:20 p.m., Sun.; 10-10:30 p.m., daily) | \$4,100.00 | \$2,460.00 | \$1,640.00 | | \$500.00 | \$250.00 |
| Class B (Program Units—10-10:30 p.m., daily. Announcements—4:59-6:20 p.m., Mon.-Sat.; 3:59-4:59 p.m., Sun.; 10:30-11 p.m., daily) | \$3,000.00 | \$1,800.00 | \$1,200.00 | \$1,000.00 | \$900.00 | \$175.00 |
| Class C (Program Units—8 a.m.-8:30 p.m., Mon.-Sat.; 2-5 p.m., Sun.; 10:30-11 p.m., daily. Announcements—2:30 a.m.-4:59 p.m., Mon.-Sat.; sign-on-8:59 p.m., Sun.; 11 p.m.-12:30 a.m., daily) | \$2,050.00 | \$1,230.00 | \$820.00 | \$683.33 | \$615.00 | \$140.00 |
| Class D (Program Units—Noon-2 p.m., Sun.; 11 p.m.-midnight, daily. Announcements—Sign-on-4:59 a.m., Mon.-Sat.; 12:30 a.m.-sign-off, daily) | \$1,150.00 | \$690.00 | \$460.00 | \$383.33 | \$345.00 | \$80.00 |
| Class E (Program Units—Sign-on-8 a.m., Mon.-Sat.; sign-on-noon, Sun.; mid-night-sign-off, daily) | \$1,050.00 | \$630.00 | \$420.00 | \$350.00 | \$315.00 | |

Above are one-time rates. Frequency discounts allowed.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 150 N. State St. Postal Zone: 1. Phone: Andover 3-8800. TWX No.: CG 1440

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 344 kw, Aural 120 kw. Present Operating Pow.: Visual 316 kw, Aural 120 kw. Antenna Height: Above average terrain 520 ft.; above ground 520 ft.

OPERATION: Began Sept. 17, 1948.

AFFILIATIONS: TV Network: ABC. Station: Fm, WBKB-FM.

REPRESENTATIVES: Sales: Blair-Ty Horace N. Stone & Co. (Canada); Wash. Ingham Allyn & McKenna & Williams, Consulting Engineer, Keef & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Leopold H. Goussman, pres.
(AB-PT)
Oliver Tracy, vp., ABC-TV.
Sterling C. Quillen, vp. & ch. mgr.
Matthew E. Viscacher, gen. mgt.
Donald Schaffman, gen. dir.

William P. Kinack, ch. engr.
Edgar Andrews, film sup.
Con O'Dea, news ed.
Elliott W. Henry Jr., adv. prom. & publicity dir.

SUMMARY OF RATES (Card No. 10, Oct. 1, 1954)

| Hour | 30 Min. | 15 Min. | 1 Min. | 10 Sec. | 10 Sec. |
|---|------------|------------|----------|----------|----------|
| Class AA (Program Units—7-10 p.m., daily. Announcements—8:29-9:30 p.m., daily) | \$1,400.00 | \$700.00 | \$700.00 | \$700.00 | \$350.00 |
| Class A (Program Units—8:30-1 p.m., Mon.-Sat., 4-7 p.m., Sun.; 10-10:30 p.m., daily. Announcements—5:59-7:29 p.m., 9:30-10:30 p.m., daily) | \$1,200.00 | \$1,200.00 | \$600.00 | \$600.00 | \$300.00 |
| Class B (Program Units—1-6 p.m., Sun., 8-8:30 p.m., Mon.-Sat., 10:30-11 p.m., daily. Announcements—8-8:30 p.m., Mon.-Sat., 1-5:59 p.m., Sun.; 10:30-11 p.m., daily) | \$1,320.00 | \$610.00 | \$535.70 | \$361.20 | \$180.60 |
| Class C (Program Units—1) a.m.-1 p.m., Sun., noon-5 p.m., Mon.-Fri., 11 p.m.-midnight, daily. Announcements—4-5 p.m., Mon.-Sat., 11 p.m.-midnight, daily) | \$1,100.00 | \$600.00 | \$440.00 | \$330.00 | \$200.00 |
| Class D (All other times) | \$900.00 | \$450.00 | \$300.00 | \$225.00 | \$150.00 |

Above are one-time rates. Frequency discounts allowed.

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Postal Zone: 11. Phone: Michigan 2-7600. TWX No.: CG 381

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 150 kw. Present Operating Pow.: Visual 228 kw, Aural 150 kw. Antenna Height: Above average terrain 520 ft.; above ground 514 ft.

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

OPERATION: Began April 5, 1948.

AFFILIATIONS: Station, Am, WGN.

REPRESENTATIVES: Sales: Edward Peary & Co., Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineers, A. D. King & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by The Tribune Co. (Chicago Tribune). Same interest owns WPIX (TV) New York.

EXECUTIVES:

J. Howard Wood, pres.
Ward J. Quinn, vp. & ch. mgr.
Ted Weber, news mgr.
Carl J. Meyers, ch. engr.

Robert Roberts, film sup.
James G. Hancock, pub. rel. mgr.
Charles A. Wilson, prom. super.
Holland Eagle, news ed.

SUMMARY OF RATES (Card No. 11, Mar. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 10 Sec. | 10 Sec. |
|---|------------|------------|----------|----------|----------|----------|
| Class A (Program Units—8-11 p.m., daily. Announcements—(Class B)—8-11 p.m., Sat., Sun., 7-11 p.m., Mon.-Fri.) | \$1,000.00 | \$1,000.00 | \$500.00 | \$500.00 | \$250.00 | \$125.00 |
| Class B (Program Units—8-8 p.m., Mon.-Sat., 2-4 p.m., Sun., Announcements—(Class D) all other times) | \$1,200.00 | \$600.00 | \$400.00 | \$200.00 | \$150.00 | \$75.00 |
| Class C (Sign-on-8 p.m., Sun.; sign-on-8 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily) | \$800.00 | \$400.00 | \$200.00 | \$100.00 | \$50.00 | \$25.00 |

*10-second ID's—50% of applicable announcement rate. Above are one-time rates. Frequency discounts allowed.

WHFC-TV

(Target Date, Unknown)

LICENSEE: WHFC Inc. Address: 350 S. Kedzie Ave.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 110 kw. Antenna Height: Above average terrain 500 ft.; above ground 627 ft.

AFFILIATIONS: Stations: Am, WHFC; Fm, WERE (FM).

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Rep. Richard W. Hoffman (R-ILL), 100%, and Rose M. Hoffman, sister, 25%. Mr. Hoffman is also publisher of 12-weeklies: Closter Life, Berwyn Life, Stickney Life, and Community Reporter (Chicago).

EXECUTIVES:

Richard W. Hoffman, pres. Rose M. Hoffman, sec.

WIND-TV

(Target Date, Unknown)

LICENSEE: Westinghouse Broadcasting Co. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Antenna Height: Above average terrain 520 ft.; above ground 602 ft.

AFFILIATION: Station, Am, WIND.

REPRESENTATIVES: Washington Attorney, John W. Stein, New York.

PRINCIPAL STOCKHOLDER: See XDKA-TV Pittsburgh, Pa.

EXECUTIVES:

Donald H. McGannon, pres.

WNBQ (TV)

LICENSEE: National Broadcasting Co. Address: Merchandise Mart. Postal Zone: 34. Phone: Superior 7-8300. TWX No.: Chicago 7

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 110 ft.; above ground 144 ft.

EQUIPPED TO COLORCAST: network programs, local live programs, local films, & local slides.

OPERATION: Began Sept. 1948

AFFILIATIONS: TV Network: NBC. Stations: Am, WMAQ; Fm, WMAQ-FM.

REPRESENTATIVES: Sales: NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zlotnick & Orl.

PRINCIPAL STOCKHOLDER: See WBCA-TV New York City.

EXECUTIVES:

Robert W. Barnoff, pres. NBC
John Herbaveaux, vp. & gen. mgr.
Harry T. Blagden, asst. gen. mgr.
Burrill Stebbins, dir. sds.
Harry Trigg, gen. dir.

Howard C. Lutgers, ch. engr.
Isabelle Cooney, film sup.
John M. Keys, prom. mgr.
William Ray, news ed.

See pages 163, 175

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West—Pacific Northwest Broadcasters



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THE CONTINENTAL DIVIDE STATION, BUTTE

ILLINOIS

CHICAGO (Cont.)

WNBQ (TV) (Cont.)

SUMMARY OF RATES (Card No. 18, Jan. 1, 1957)

| Hour | 15 Min. | 15 Min. | 15 Min. | 15 Min. | 25 Sec. | 15 Sec. |
|--|------------|------------|------------|----------|------------|-----------|
| Class AAA (Announcements—7-10 p.m., daily) | | | | | \$60.00* | \$25.00* |
| Class AA (Program Units—4:20-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. Announcements—10-12:15 p.m., daily) | \$4,000.00 | \$2,000.00 | \$1,000.00 | \$400.00 | \$1,000.00 | \$300.00* |
| Class A (Program Units—10-12:30 p.m., daily. Announcements—4:30-7 p.m., daily, 10-11:30 p.m., daily) | \$2,700.00 | \$1,500.00 | \$1,100.00 | \$300.00 | \$600.00 | \$200.00* |
| Class B (Program Units—5-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. Announcements—7-8:30 p.m., 10:30-11:30 p.m., daily) | \$2,100.00 | \$1,300.00 | \$900.00 | \$225.00 | \$510.00 | \$150.00 |
| Class C (7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-5:30 p.m., Sat.; noon-3 p.m., Sun.; 11 p.m.-midnight daily. Announcements—All other times) | \$2,000.00 | \$1,200.00 | \$800.00 | \$200.00 | \$500.00 | \$225.00 |
| Class D (All other times) | \$1,000.00 | \$500.00 | \$300.00 | \$200.00 | | |

Above are one-time rates. Frequency discounts allowed.
*Net rate after deduction of applicable discount.

WOPT (TV)

(Target Date, Unknown)

LICENSEE: WOPA Inc. Address: 402 E. Oak Park Ave., Oak Park, Ill. Phone: Village 4-8900.
FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Present Operating Pow.: Visual 204 kw, Aural 110 kw. Antenna Height: Above average terrain 400 ft.; above ground 602 ft.
AFFILIATIONS: Stations, Am. WOPA. Em. WOPA-FM.
REPRESENTATIVES: Washington Attorney, A. Harry Becker; Consulting Engineer, Vandivere, Cohen & Weirn.
PRINCIPAL STOCKHOLDERS: Egmont Sondasting, 25%; Richard Goodman, 25%; Mason Laundry, 20%; same interests own KXEL, Waterloo, Iowa.
EXECUTIVES: Egmont Sondasting, pres. Richard Goodman, vp.

WTTW (TV)*

(*Non-Commercial Educational)

LICENSEE: Chicago Educational Television Assn. Address: 170 E. Museum Drive, Postal Zone: 33. Phone: Museum 4-3850.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Present Operating Pow.: Visual 275 kw, Aural 141 kw. Antenna Height: Above average terrain 590 ft.; above ground 817 ft.
OPERATION: Began Sept. 18, 1955.
EXECUTIVES: Edward L. Ryerson, pres. Jeannette Sarkisian, film dir. John W. Taylor, exec. dir. Joan Kohn, pub. rel. dir. James Robertson, pgm. mgr. Chalmers Marquis Jr., dir. pgm. dev. Duane M. Weiss, ch. engr.

DANVILLE

(Fermion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1206 N. Washington Ave. Phone: 1700.
FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 7.08 kw. Present Operating Pow.: Visual 132 kw, Aural 7.08 kw. Antenna Height: Above average terrain 610 ft.; above ground 445 ft.
OPERATION: Began Dec. 13, 1953.
AFFILIATIONS: Tv Network, ABC Station, Am. WDAN.
REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Walter Keen.
PRINCIPAL STOCKHOLDER: Licensee also publishes Danville Commercial News (Gannett). For other Gannett interests see WHEC-TV Rochester, N. Y.
EXECUTIVES: Robert J. Burow, gen. mgr. Harold Bonan, pgm. dir. Max Shaffer, aka. mgr. Nortyn Dunsay, ch. engr.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 15 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (5:30-10 p.m., Mon.-Sat.; 1-10 p.m., Sun.) | \$150.00 | \$80.00 | \$60.00 | \$50.00 | \$42.00 | \$25.00 |
| Class B (All other times) | \$90.00 | \$54.00 | \$36.00 | \$30.00 | \$25.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: P.O. Box No. 108. Phone: 8-4034. TWX No.: DEC 8256.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 83.3 kw. Present Operating Pow.: Visual 174 kw, Aural 83.3 kw. Antenna Height: Above average terrain 540 ft.; above ground 402 ft.
OPERATION: Began Aug. 4, 1953.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Haley, Woltenberg & Keshan; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDER: W. L. Shellabarger and family, 70%; and others.
EXECUTIVES: W. L. Shellabarger, pres. Jack Kussart, pgm. dir. H. G. Wright, gen. mgr. Hugh Abtaller, ch. engr. B. K. West, com. mgr. Dale Coleman, news ed.

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SUMMARY OF RATES (Card No. 3, Aug. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7-10 p.m., Mon.-Sun.) | \$250.00 | \$140.00 | \$122.50 | \$105.00 | \$70.00 | \$55.00 |
| Class B (4-7 p.m., Mon.-Fri., 4-7 p.m., Sat., Sun., 10-11 p.m., Mon.-Sun.) | \$200.00 | \$120.00 | \$102.50 | \$85.00 | \$55.00 | \$42.50 |
| Class C (All other times) | \$125.00 | \$80.00 | \$72.50 | \$60.00 | \$40.00 | \$32.50 |

Above are one-time rates. Frequency discounts allowed.

EVANSTON
(Cook County)

(Target Date, Unknown)

WTLE (TV)

LICENSEE: Northwestern Television Broadcasting Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 22. Authorized ET. Rad. Pow.: Visual 26 kw, Aural 12.5 kw. Antenna Height: Above average terrain 100 ft., above ground 200 ft.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Condit, Elmer & Washburn.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, 50%; Howard E. Martin, 50%. Mr. Pfaff also owns 10% of WHEP Evanston, Ill.

EXECUTIVES: Angus D. Pfaff, pres. & tron. Howard E. Martin, vp. & sec.

HARRISBURG
(Saline County)

WSIL-TV

LICENSEE: Turner-Farrar Assn. Address: 21 W. Poplar St., Phone: 22. TWX No. 980 ILL 428.

FACILITIES: Ch. 22. Authorized ET. Rad. Pow.: Visual 1.2 kw, Aural 1.0 kw. Present Operating Pow.: Visual 1.2 kw, Aural 1.0 kw. Antenna Height: Above average terrain 420 ft., above ground 340 ft.

OPERATION: Began Dec. 8, 1955.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Walker Tv; Washington Attorney, McKenna & Wiltonson.

PRINCIPAL STOCKHOLDERS: Oscar L. Turner and family, 70%; Charles D. Farrer, 10%; and Henry R. Hoshing, 20%. Some group owns Illinois Theatre chain.

EXECUTIVES: Oscar L. Turner, pres. Charles Gilliam, ch. engr. O. L. Turner, gen. mgr. & film buy. Jerry Beuter, news ed. Ed. Pfister, 22nd. dir.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|----------------------------|----------|---------|---------|---------|---------|---------|
| Class A (6-10 p.m., daily) | \$100.00 | \$50.00 | \$40.00 | \$30.00 | \$20.00 | \$15.00 |
| Class B (All other times) | \$60.00 | \$30.00 | \$25.00 | \$20.00 | \$15.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

LA SALLE
(La Salle County)

WEEQ-TV (Satellite of WEEK-TV Peoria)

(Target Date, Summer, 1957)

LICENSEE: West Central Broadcasting Co. Address: 2605 Springfield Rd., East Peoria, Phone: 5-3941 (Peoria), TWX No. PE 825.

FACILITIES: Ch. 28. Authorized ET. Rad. Pow.: Visual 12.1 kw, Aural 4.0 kw. Present Operating Pow.: Visual 12.1 kw, Aural 4.0 kw. Antenna Height: Above average terrain 60 ft., above ground 48 ft.

AFFILIATION: Tv Network, NBC. Station, Am. WEEK Peoria.

REPRESENTATIVES: Sales, Headley-Bead TV; Washington Attorney, Fry, Shuebruk, Blume & Gagnone; Consulting Engineer, Keas & Kennedy.

PRINCIPAL STOCKHOLDERS: See WEEK-TV Peoria, Ill.

EXECUTIVES: Son, Robert E. Kerr, pres. William Pendergraft, ch. engr. Fred C. Mueller, gen. mgr. William Maaga, prom. mgr. Edward Smith, asst. mgr. & film buy. Tom Klise, news ed.

SUMMARY OF RATES (See WEEK-TV Peoria)

PEKIN

(Tazewell County)

WPKN (TV)

(Target Date, Unknown)

LICENSEE: Mid Illinois Television Co. Address: Times Bldg.

FACILITIES: Ch. 40. Authorized ET. Rad. Pow.: Visual 20 kw, Aural 11.5 kw. Antenna Height: Above average terrain 100 ft., above ground 120 ft.

REPRESENTATIVES: Washington Attorney, Harry J. Daly; Consulting Engineer, Ralph J. Blizer.

PRINCIPAL STOCKHOLDERS: Joseph E. McNaughton and family. Same interests own WCRA Effingham and WDMN Elgin, both Ill., and KXGG Fort Madison, Iowa; publish the Pekin Times and the Effingham News.

EXECUTIVES: William D. McNaughton, pres.

PEORIA
(Peoria County)

WEEK-TV

LICENSEE: West Central Broadcasting Co. Address: 2907 Springfield Rd., E. Peoria, Phone: 5-3941, TWX No.: PE 803.

BROADCASTING • TELECASTING

FACILITIES: Ch. 43. Authorized ET. Rad. Pow.: Visual 130 kw, Aural 80 kw. Present Operating Pow.: Visual 137 kw, Aural 88 kw. Antenna Height: Above average terrain 350 ft., above ground 420 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 1, 1953.

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

REPRESENTATIVES: Sales, Headley-Bead Tv; Washington Attorney, Fry, Shuebruk, Blume & Gagnone; Consulting Engineer, Keas & Kennedy.

PRINCIPAL STOCKHOLDERS: Sen. Robert E. Kerr (D-Okla.) 50%; D. A. McGee, 15%; T. M. Kerr, 11.5%; and others. Same interests own 90% of KVOO-TV Tulsa, Okla.

EXECUTIVES: Robert E. Kerr, pres. Vic Fletcher, prom. dir. Fred C. Mueller, gen. mgr. Wayne Lovely, ch. engr. William J. Flynn, com. mgt. & film buy. Alfred Knapp, prom. dir. Bob Arthur, news ed.

SUMMARY OF RATES (Card No. 2, May 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., daily) | \$475.00 | \$270.00 | \$246.00 | \$213.00 | \$140.00 | \$110.00 |
| Class A (7-10 p.m., Mon.-Sat., 10-10:30 p.m., daily; 6-7 p.m., Sun.) | \$425.00 | \$250.00 | \$226.00 | \$193.00 | \$130.00 | \$100.00 |
| Class B (7-10:30 p.m., Mon.-Sat., 10:30-11 p.m., daily; 5-6 p.m., Sun.) | \$220.00 | \$130.00 | \$117.50 | \$111.50 | \$80.00 | \$65.00 |
| Class C (Night-10-11 p.m., 11 p.m. - sign-off, daily) | \$200.00 | \$120.00 | \$85.00 | \$70.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed. *10 second ID - 50% of minute rate.

WIRL-TV

(Target Date, Unknown)

LICENSEE: WIRL Television Co. Address: 111 N. Jefferson St.

FACILITIES: Ch. 6. Authorized ET. Rad. Pow.: Visual 215 kw, Aural 100 kw. Antenna Height: Above average terrain 500 ft., above ground 450 ft. Ordered to change to ch. 22.

AFFILIATION: Station, Am. WIRL.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Robert M. Killman.

PRINCIPAL STOCKHOLDERS: Timothy W. and Katherine A. Swain, 44%; John H. and Edward J. Altorf, 40%; Paul C. Briggs, 4%; Rudolph Lundgren, 12%. Held by treasury, etc.

EXECUTIVES: Timothy W. Swain, pres. John H. Altorf, vp.

WMBD-TV

(Target Date, Jan. 22, 1958)

LICENSEE: WMBD Inc. Address: 212 S. W. Jefferson Ave.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 623 kw, Aural 300 kw. Antenna Height: Above average terrain 600 ft., above ground 600 ft.

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

REPRESENTATIVES: Washington Attorney, Dew, Lohme & Albertson; Washington Consulting Engineer, Lohnes & Calver.

PRINCIPAL STOCKHOLDERS: Charles C. Caley, 85%; John E. Fetter, 15%. Mr. Caley owns one-third of WIZD Danator, Ill. Mr. Fetter also owns WKZO-AM-TV Kalamazoo, Mich., and WJEP-AM-FM Grand Rapids, Mich.

EXECUTIVES: Charles C. Caley, pres.-tron. John E. Fetter, vp.

WTVH (TV)

LICENSEE: Hilling Broadcasting Co. Address: 224 N. Madison Ave., Phone: 5-5501, TWX No.: PE 004.

FACILITIES: Ch. 10. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 100 kw. Present Operating Pow.: Visual 100 kw, Aural 100 kw. Antenna Height: Above average terrain 600 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 15, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Edward Peiry & Co.; Washington Attorney, Cole & Macka; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Peoria Journal Star Co. (Peoria Star and Journal).

EXECUTIVES: Henry P. Sluss, pres. Wallace Wirtz, ch. engr. Harold V. Phillips, gen. mgr. Paul M. Frutkin, prom. mgr. William F. Fisher, asst. mgr. Phil Wilson, news ed. Robert D. Holban, prom. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., daily) | \$300.00 | \$170.00 | \$152.00 | \$140.00 | \$110.00 | \$85.00 |
| Class A (6:30-7 p.m., 10-10:30 p.m., daily) | \$250.00 | \$150.00 | \$137.00 | \$125.00 | \$100.00 | \$75.00 |
| Class B (7-10:30 p.m., daily) | \$175.00 | \$105.00 | \$102.25 | \$104.25 | \$75.00 | \$57.50 |
| Class C (Sign-off - 1:30 p.m., Mon.-Fri.; sign-on - 3 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$100.00 | \$87.50 | \$67.50 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

QUINCY
(Adams County)

WGEM-TV

LICENSEE: Quincy Broadcasting Co. Address: Hotel Quincy, Phone: Baldwin 2-0810. TWX No.: QCY 111.80.

FACILITIES: Ch. 10. Authorized ET. Rad. Pow.: Visual 314 kw, Aural 100 kw. Present Operating Pow.: Visual 318 kw, Aural 130 kw. Antenna Height: Above average terrain 790 ft., above ground 573 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1, 1953.

AFFILIATIONS: Tv Networks: NBC, ABC. Stations: Am. WGEM, Fm, WGEM FM.

REPRESENTATIVES: Sales: Adam Young, Ty.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Owned by Quincy Papers Inc. (Quincy Herald-Whig). Also affiliated with KGLD-AM-FM Mason City, Iowa.

EXECUTIVES:

T. C. Gaskies, pres.
Joe S. Hunsacker, gen. mgr.
J. Dan Stewart, comm. mgr.
Fred Colgate, adm. dir.
Frank Langston, ch. engr.
Hal Heindel, dir. of ads.
Charlie Griffin, news ed.

SUMMARY OF RATES (Card No. 1, Oct. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (8:30-10:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., Sun.) | \$150.00 | \$100.00 | \$75.00 | \$57.50 | \$35.00 | \$25.00 |
| Class B (4:30-4:59 p.m., Mon.-Fri.; 1:30-5 p.m., Sat., noon-5:30 p.m., Sun.) | \$115.00 | \$75.00 | \$57.50 | \$35.00 | \$27.50 | \$15.75 |
| Class C (7 a.m.-4:59 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; 10:30-noon, daily) | \$125.00 | \$80.00 | \$60.75 | \$32.75 | \$25.00 | \$13.25 |

Above are one-time rates. Frequency discounts allowed.

KHQA-TV (HANNIBAL, MO.)

LICENSEE: Lee Broadcasting Inc. Address: 516 Main St., Quincy, Phone: (Quincy) Baldwin 2-0800. (For full listing see Hannibal, Mo.)

ROCKFORD
(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: Ogden & Winnebago Sts. Phone: Rockford 2-1812. TWX No.: RR 0098.

FACILITIES: Ch. 13. Authorized ET. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Present Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Antenna Height: Above average terrain 718 ft., above ground 548 ft.

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

OPERATION: Began Sept. 18, 1952.

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

REPRESENTATIVES: Sales: H-R Television; Washington Attorney, Cobb & Marks; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: L. E. Carter, 7.5%; Swan Hillman, 1.5%; Stanley H. Cuyler, 9%; Bruce H. Gray, 25.7%; Rockford Broadcasters (WRXK) 10%; and others. Mr. Gray is a theatre owner; Rockford Broadcasters, WRXK, Rockford, publish Rockford Star and Register-Republic. Sale to Bob Hope and associates pending FCC approval.

EXECUTIVES:

L. E. Carter, pres.
J. M. Balaban, gen. mgr.
A. J. DiIardello, comm. mgr.
Jack Mazza, pgm. dir.
Richard Peck, ch. engr.
Gene Hines, film buy.
Charles Olson, prom. mgr.
Robert Clyde, news ed.

SUMMARY OF RATES (Card No. 2, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-12 p.m., Sun.-Sat.) | \$200.00 | \$175.00 | \$130.00 | \$112.50 | \$90.00 | \$65.00 |
| Class A (8-7 p.m., 10:30-11 p.m., Mon.-Sat.; 4-7 p.m., 10:30-11 p.m., Sun.) | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$40.00 | \$30.00 |
| Class B (10:30-4 p.m., 10:30-11 p.m., Sun.; 5-8 p.m., 10:30-11 p.m., Mon.-Sat.; off, Sat., Sun.) | \$100.00 | \$75.00 | \$50.00 | \$37.50 | \$30.00 | \$20.00 |
| Class C (12:30-10-1 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon, 11 p.m.-sign-off, Sat., Sun.) | \$120.00 | \$80.00 | \$60.00 | \$45.00 | \$35.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: Meridian Road. Phone: 1-2411. TWX No.: RR 1633.

FACILITIES: Ch. 36. Authorized ET. Rad. Pow.: Visual 300 kw, Aural 97.1 kw. Present Operating Pow.: Visual 150 kw, Aural 47.7 kw. Antenna Height: Above average terrain 660 ft., above ground 661 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began April 29, 1953.

AFFILIATION: Tv Network: NBC.

REPRESENTATIVES: Sales: Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp., 50%; Irvin A. H. W. Dunnsky, 50%. For other Balaban interests see WICB(TV) Springfield, Ill. Both principals own motion picture theatre chains.

EXECUTIVES:

Harry Balaban, pres.
Harold Friedick, gen. mgr.
Edward Ruppe, loc. sta. mgr.
John W. Kelly, prod. mgr.
Carl P. Starnig, film dir.
Herbert Echnstet, ch. engr.
Robert Thompson, prom. mgr.

SUMMARY OF RATES (Card No. 1, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-10 p.m., daily) | \$250.00 | \$175.00 | \$125.00 | \$87.50 | \$70.00 | \$50.00 |
| Class A (8:30-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.) | \$200.00 | \$135.00 | \$100.00 | \$70.00 | \$60.00 | \$45.00 |

| | | | | | | |
|---|----------|----------|---------|---------|---------|---------|
| Class B (9-11:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-4 p.m., Sun.) | \$120.00 | \$125.00 | \$80.00 | \$75.00 | \$50.00 | \$40.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$50.00 | \$45.75 | \$35.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.
*10 second ID-50%, of one minute rate.

ROCK ISLAND
(Rock Island County)

WHBF-TV

LICENSEE: Rock Island Broadcasting Co. Address: Telco Bldg. Phone: 9-9441. TWX No.: R. I. 101.

FACILITIES: Ch. 4. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 70 kw. Present Operating Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above average terrain 1,000 ft., above ground 888 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1955.

AFFILIATIONS: Tv Networks: CBS, ABC. Stations: Am. WHBF, Fm, WHBF-FM.

REPRESENTATIVES: Sales: Avery-Knuder; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Cross, Steel & Waldschmitt, Inc.

PRINCIPAL STOCKHOLDERS: Dan H. Potter and family, 75%; Leslie C. Johnson and wife, 25%. Potter family owns Rock Island A/pts and control KBBN (radio), Mmm. Mr. Johnson owns 50% of WIBC-AM-FM-TV Blooming ton, Ill.

EXECUTIVES:

Dan H. Potter, pres.
Leslie C. Johnson, vp. & gen. mgr.
Maurice Corben, vert. prod. mgr.
dir. ops. & film buy.
Forest W. Coole, pgm. dir. & film buy.
Robert J. Bennett, ch. engr.
Fern Hawks, prom. & publicity mgr.
William E. Elston, news ed.
Hubert E. Burton, merch. mgr.

SUMMARY OF RATES (Card No. 5, Nov. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 8 Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class AA (7-9:30 p.m., daily) | \$200.00 | \$160.00 | \$120.00 | \$80.00 | \$60.00 | \$45.00 |
| Class A (8:30-7 p.m., 9:30-10:30 p.m., daily) | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$40.00 |
| Class B (5-8:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat., Sun.; 10:30-11 p.m., daily) | \$100.00 | \$80.00 | \$60.00 | \$45.00 | \$30.00 | \$20.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$50.00 | \$37.50 | \$25.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

SPRINGFIELD
(Sangamon County)

WICS(TV)

LICENSEE: Plains Television Corp. Address: 222 E. Capitol Ave. Phone: 2-9485. TWX No.: SP 282.

FACILITIES: Ch. 26. Authorized ET. Rad. Pow.: Visual 17.4 kw, Aural 225 kw. Present Operating Pow.: Visual 11.4 kw, Aural 2.2 kw. Antenna Height: Above average terrain 426 ft., above ground 426 ft.

OPERATION: Began Sept. 26, 1953.

AFFILIATIONS: Tv Networks: NBC, ABC, CBS.

REPRESENTATIVES: Sales: Adam Young, Ty.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp., 50%; Transcontinental Properties Inc., 50%. Balaban also owns 50% each of WTVO (TV) Rockford, Ill.; WMCN (TV) Grand Rapids, Mich.; WRMO-TV Birmingham, Ala.; and WRFB Milwaukee, Wis.; 25% of KFBI Wichita, Kan. Transcontinental also owns 100% of WFTV (TV) Duluth, Minn.

EXECUTIVES:

Elmer Balaban, pres.
Milton D. Friedland, gen. mgr.
Warren R. King, comm. mgr.
M. J. Hoskins, pgm. dir. & film buy.
Jeffrey Merrill, ch. engr.
M. Alvey, prom. mgr.
G. B. Gordon, news ed.

SUMMARY OF RATES (Card No. 2, May 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (8-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.) | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$35.00 | \$25.00 |
| Class B (4-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 1-5 p.m., Sun.) | \$125.00 | \$75.00 | \$50.00 | \$37.50 | \$27.50 | \$17.50 |
| Class C (10:30-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, Sun.-Sat.) | \$125.00 | \$75.00 | \$50.00 | \$37.50 | \$27.50 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

WMAY-TV

(Target Date, Unknown)

LICENSEE: WMAY-TV Inc. Address: 204 E. Monroe St. Phone: 4-0306. TWX No. 51 108.

FACILITIES: Ch. 2. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 20 kw. Antenna Height: Above average terrain 781 ft., above ground 781 ft. Ordered to change to ch. 36.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Station, Am. WMAY.

REPRESENTATIVES: Washington Attorney, Cobb & Marks; Consulting Engineer, Vandiver, Cohen & Wears.

PRINCIPAL STOCKHOLDERS: Lincoln Broadcasting Co. (WMAY), 30%; Lee Bowden, 25.5%; Richard S. Cohen, 10%; and others. Lincoln Broadcasting stock voted by Gordon Sherman, Mr. Bowden is executive vice president-general manager of WTVJ (TV) Miami, Fla.

EXECUTIVES:

Gordon Sherman, pres.
Lee Bowden, gen. mgr.
John E. O'Shea, comm. mgr.
Eyl Huskin, pgm. dir. & film buy.
Melvin Feldman, ch. engr.
Wol Kasper, prom. mgr.
W. F. Miller, news ed.

ROCKFORD • ILLINOIS

Area of
market power!

View the market in Illinois counties of Chicago and OREGONVILLE. Within the coverage area of WREX-TV are 400,000 homes—equating to 1,327,870 people viewing 235,915 television sets. The combined gross TV income is \$2,307,881,000, an average of \$6.37 per household.

It has all the assets distributed over metropolitan areas—equating to the Rockford Area market and...

WREX-TV
National Service Plan
Saratoga
Saratoga
Woodward-Campbell
Saratoga
Saratoga

WREX-TV
Saratoga
Saratoga
Saratoga
Saratoga
Saratoga



WREX-TV channel 13

Tops in
sales power!

WREX-TV... The Viewers Choice... 28,000...
...the highest...
...and...
...and...

The...
...and...
...and...
...and...
...and...

- **SURVEY after SURVEY** of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin.
- **All of the top 15 once-a-week shows—all of the top 15 syndicated films—are part of the Power Packed Performance that makes WREX-TV The Viewers Choice.**
- **Combined rural and industrial following—ideal for test campaigns.**



ABC AFFILIATIONS



WREX-TV channel 13 • ROCKFORD, ILLINOIS

REPRESENTED BY H-E TELEVISION, INC.

URBANA

(Champaign County)

WILL-TV*

(*Non-Commercial Educational)

LICENSEE: University of Illinois. Address: 2010 S. Wright St. Phone: 7-9611. TWX No.: 1032.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 48.7 kw. Aural 22.8 kw. Present Operating Pow.: Visual 45.1 kw. Aural 22.8 kw. Antenna Height: Above average terrain 190 ft.; above ground 177 ft.

OPERATION: Began Aug. 1, 1955.

AFFILIATIONS: Nations, Am. Will, Fm, Will-FM.

REPRESENTATIVES: Consulting Engineer, Junetz & Bailey.

EXECUTIVES:

Dr. David O. Henry, pres.
Frank E. Schooley, gen. mgr.
Edward L. Rider, gen. dir.Ron B. Seldon, ch. engr.
Marlowe Frazer, news ed.

INDIANA

INDIANA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|-------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Adams | 8,800 | 73 | 4,386 | 21,888 | 4,723 | 429 |
| Allen | 65,100 | 88 | 33,070 | 218,139 | 48,118 | 4,654 |
| Bartholomew | 13,400 | 87 | 11,639 | 47,829 | 12,348 | 1,206 |
| Benton | 3,900 | 79 | 2,490 | 14,470 | 2,840 | 219 |
| Blancoford | 4,200 | 58 | 2,426 | 13,021 | 3,109 | 333 |
| Boone | 8,100 | 88 | 7,200 | 28,004 | 4,028 | 602 |
| Brown | 1,500 | 65 | 978 | 2,892 | 780 | 85 |
| Carroll | 3,300 | 65 | 2,139 | 10,390 | 3,043 | 358 |
| Cass | 13,300 | 85 | 10,140 | 44,861 | 8,848 | 1,368 |
| Clark | 17,300 | 84 | 14,519 | 60,905 | 16,246 | 1,652 |
| Clay | 7,800 | 61 | 4,739 | 22,207 | 5,039 | 659 |
| Climax | 10,100 | 65 | 6,565 | 33,907 | 7,154 | 906 |
| Crawford | 2,800 | 76 | 1,920 | 8,008 | 1,629 | 81 |
| Daviess | 8,600 | 67 | 5,762 | 22,371 | 4,626 | 587 |
| Dearborn | 8,600 | 80 | 7,139 | 23,172 | 6,623 | 785 |
| Decatur | 5,700 | 78 | 4,440 | 21,091 | 3,894 | 433 |
| DeKalb | 8,800 | 84 | 7,320 | 27,826 | 8,778 | 642 |
| Delaware | 22,200 | 82 | 21,200 | 115,182 | 28,328 | 3,781 |
| Dubois | 4,900 | 50 | 2,450 | 36,236 | 4,788 | 597 |
| Elkhart | 28,900 | 65 | 18,990 | 123,382 | 28,322 | 3,523 |
| Fayette | 7,800 | 72 | 5,616 | 26,772 | 6,222 | 843 |
| Floyd | 15,800 | 87 | 13,726 | 52,278 | 12,223 | 1,481 |
| Franklin | 3,800 | 74 | 2,804 | 11,243 | 4,972 | 456 |
| Fulton | 4,800 | 77 | 3,679 | 12,288 | 2,689 | 299 |
| Galena | 5,400 | 72 | 4,976 | 19,111 | 3,778 | 313 |
| Gibson | 3,700 | 56 | 2,072 | 28,282 | 5,748 | 373 |
| Grant | 20,400 | 83 | 17,136 | 72,397 | 16,982 | 2,485 |
| Greene | 6,100 | 63 | 3,843 | 20,121 | 4,648 | 608 |
| Hamilton | 4,800 | 82 | 3,936 | 28,882 | 4,250 | 520 |
| Hancock | 7,200 | 85 | 6,120 | 25,188 | 5,241 | 723 |
| Harrison | 5,200 | 66 | 3,432 | 12,844 | 2,884 | 320 |
| Hendricks | 11,700 | 81 | 9,586 | 38,651 | 4,739 | 1,222 |
| Henry | 14,300 | 70 | 10,010 | 51,660 | 11,717 | 1,425 |
| Howard | 19,100 | 87 | 16,587 | 70,822 | 15,826 | 2,060 |
| Huntington | 10,600 | 61 | 6,466 | 38,386 | 7,747 | 1,068 |
| Jackson | 6,000 | 69 | 4,140 | 21,204 | 4,204 | 462 |
| Jasper | 5,400 | 78 | 4,212 | 21,001 | 4,204 | 340 |
| Jay | 7,600 | 58 | 4,404 | 22,267 | 5,007 | 480 |
| Jefferson | 6,400 | 62 | 3,968 | 28,971 | 4,104 | 1,020 |
| Jennings | 4,200 | 80 | 3,360 | 12,157 | 2,150 | 252 |
| Johnson | 10,700 | 83 | 8,881 | 33,889 | 7,719 | 1,075 |
| Knox | 14,100 | 63 | 8,883 | 44,741 | 8,002 | 1,208 |
| Kosciusko | 11,200 | 64 | 7,168 | 47,779 | 4,032 | 2,286 |
| La Grange | 4,300 | 62 | 2,676 | 12,407 | 1,047 | 205 |
| Lake | 126,000 | 89 | 120,470 | 647,623 | 135,734 | 10,818 |
| La Porte | 22,600 | 83 | 22,520 | 106,448 | 23,263 | 2,342 |
| Lafayette | 11,000 | 62 | 6,820 | 28,408 | 10,169 | 549 |
| Madison | 28,900 | 85 | 24,615 | 130,738 | 36,894 | 5,128 |
| Marietta | 187,800 | 87 | 172,218 | 871,499 | 188,797 | 43,826 |
| Marshall | 5,200 | 73 | 3,796 | 14,188 | 4,025 | 418 |
| Martin | 3,100 | 60 | 1,860 | 8,882 | 1,771 | 227 |
| Miami | 5,500 | 58 | 3,190 | 22,279 | 4,828 | 620 |
| Monroe | 14,700 | 82 | 12,114 | 52,344 | 12,488 | 1,822 |
| Montgomery | 8,800 | 87 | 7,656 | 49,627 | 1,475 | 1,091 |
| Morgan | 3,200 | 68 | 2,176 | 22,224 | 4,814 | 642 |
| Newton | 3,300 | 78 | 2,574 | 12,288 | 1,838 | 287 |
| North | 8,100 | 64 | 5,184 | 21,382 | 3,808 | 622 |
| Ohio | 1,200 | 88 | 1,056 | 2,463 | 825 | 200 |
| Orange | 5,000 | 58 | 2,900 | 14,222 | 3,222 | 487 |
| Owen | 3,000 | 63 | 1,890 | 8,880 | 2,882 | 278 |
| Parke | 4,800 | 73 | 3,504 | 11,772 | 3,127 | 267 |
| Perry | 5,100 | 58 | 2,970 | 16,110 | 4,228 | 381 |
| Pike | 4,500 | 56 | 2,520 | 10,780 | 2,497 | 150 |
| Porter | 15,800 | 66 | 10,428 | 48,977 | 10,025 | 1,424 |
| Posey | 6,100 | 77 | 4,707 | 14,836 | 3,343 | 420 |
| Pulaski | 4,000 | 75 | 3,000 | 18,417 | 4,474 | 278 |
| Putnam | 6,900 | 61 | 4,199 | 24,228 | 4,944 | 625 |
| Randolph | 5,100 | 82 | 4,179 | 29,417 | 5,005 | 726 |
| Ripley | 6,000 | 80 | 4,770 | 22,857 | 4,413 | 388 |
| Rush | 6,200 | 78 | 4,836 | 21,011 | 3,871 | 328 |
| St. Joseph | 12,300 | 86 | 10,584 | 57,007 | 11,732 | 1,645 |
| Scott | 4,300 | 82 | 3,540 | 12,690 | 2,679 | 285 |
| Shelby | 8,800 | 85 | 7,480 | 38,071 | 7,513 | 943 |
| Spencer | 3,900 | 55 | 2,145 | 11,120 | 2,210 | 312 |
| Stark | 3,200 | 73 | 2,336 | 20,217 | 3,280 | 347 |
| Steuben | 4,300 | 62 | 2,666 | 10,983 | 4,842 | 614 |
| Sullivan | 6,400 | 69 | 4,416 | 18,738 | 4,266 | 496 |
| Switzerland | 2,000 | 88 | 1,760 | 3,344 | 890 | 182 |
| Tipton | 22,500 | 66 | 14,850 | 61,888 | 12,218 | 4,432 |
| Tipton | 4,800 | 71 | 3,408 | 12,247 | 2,311 | 421 |
| Union | 1,800 | 73 | 1,314 | 6,879 | 1,129 | 252 |
| Vanderburgh | 26,800 | 84 | 22,512 | 123,671 | 24,882 | 3,277 |
| Vermillion | 6,800 | 72 | 4,904 | 21,288 | 4,241 | 596 |
| Vigo | 22,400 | 87 | 20,428 | 128,430 | 24,728 | 4,461 |

INDIANA

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Walsh | 3,700 | 69 | 2,553 | 16,771 | 4,280 | 518 |
| Warren | 2,800 | 73 | 2,040 | 4,360 | 1,712 | 28 |
| Warrick | 7,100 | 86 | 6,105 | 14,082 | 5,594 | 697 |
| Washington | 3,100 | 66 | 2,046 | 12,905 | 2,875 | 229 |
| Wayne | 22,300 | 74 | 17,448 | 88,582 | 14,780 | 2,187 |
| Wells | 6,300 | 72 | 4,536 | 24,182 | 5,088 | 627 |
| White | 6,000 | 69 | 4,140 | 24,824 | 5,212 | 627 |
| Whitley | 6,400 | 84 | 5,380 | 26,403 | 6,128 | 694 |
| Total | 1,248,000 | 80% | 1,073,600 | \$4,094,814 | \$1,203,087 | \$198,011 |

Note: Food, drug and retail sales copyright 1955 by Sales Management. Further reproduction is unauthorized. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956 show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ANDERSON

(Madison County)

WCBC-TV

(Target Date, Unknown)

LICENSEE: Great Commission Schools Inc. Address: P. O. Box 327. Phone: 2-3222.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 20.5 kw. Aural 11.2 kw. Antenna Height: Above average terrain 208 ft.; above ground 221 ft.

AFFILIATION: Station, Am, WCBC

REPRESENTATIVES: Washington Attorney, Morris Hall, Consulting Engineer, A. E. Miller.

PRINCIPAL STOCKHOLDER: Paul E. Billheimer and wife, 80%, and others.

EXECUTIVES:

Paul E. Billheimer, pres. Jenny Billheimer, sec.-treas.

BLOOMINGTON

(Marion County)

WTTV (TV) (INDIANAPOLIS)

LICENSEE: Sarkis Tarran Inc. Address: E. Hillside Drive. Phone: 2-1407 TWX No.: 11-74.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 30 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1000 ft.; above ground 873 ft.

EQUIPPED TO COLOCAST network programs.

OPERATION: Began Nov. 11, 1960.

AFFILIATION: TV Network, ABC. Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Co., Washington Attorney, A. L. Smith; Consulting Engineer, Geo. P. Adams Engineering Co.

PRINCIPAL STOCKHOLDER: Sarkis Tarran and family, 100%. Licensee manufactures electronic components, holds grant for WPTA (TV) Blauvelt, Ind.

EXECUTIVES:

Sarkis Tarran, pres.
Jerry Davidson, dir. ops. (Indianapolis)
Robert Peterson, gen. mgr.
Carl Chasen, ch. engr.
Warren Perney, film buy.Karin Wilson, prom. mgr.
Frank Edwards, news ed.
Susan Sherman, traf. dir.
Bill Anderson, film dir.

SUMMARY OF RATES (Card No. 7, Sept. 2, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., daily) | | | | | | |
| \$1,000.00 | \$445.00 | \$296.00 | \$176.00 | \$126.00 | \$126.00 | \$80.00 |
| Class A (6-10 p.m., 30 p.m.-midnight, daily) | | | | | | |
| \$725.00 | \$452.00 | \$289.00 | \$182.00 | \$126.00 | \$126.00 | \$72.00 |
| Class B (5-8 p.m., Mon.-Fri.; 2-4 p.m., Sat., Sun.) | | | | | | |
| \$540.00 | \$329.00 | \$216.00 | \$139.00 | \$103.00 | \$103.00 | \$64.00 |
| Class C (Sign-on-2 p.m., Mon.-Fri.; sign-on-2 p.m., Sat., Sun.) | | | | | | |
| \$305.00 | \$190.00 | \$126.00 | \$103.00 | \$72.00 | \$80.00 | \$38.00 |

Above are one-time rates. Frequency discounts allowed.

ELKHART

(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSEE: Truth Publishing Co. Address: 3600 Oakland Rd. Phone: Elkhart 2-1212. Atlanta 1-4053 (South Bend). TWX No.: ELK 8712.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 224 kw. Aural 120 kw. Present Operating Pow.: Visual 224 kw. Aural 120 kw. Antenna Height: Above average terrain 410 ft.; above ground 442 ft.

EQUIPPED TO COLOCAST network programs.

OPERATION: Began March 28, 1954.

AFFILIATIONS: TV Networks, ABC, NTA. Station, Am, WTRC, Fm, WTRC-FM.

REPRESENTATIVES: Sales, H-R Telecasts; Washington Attorney, Dow, Lobner & Albersham; Consulting Engineer, Lobner & Colver.

PRINCIPAL STOCKHOLDERS: Licensee publishes Elkhart Truth. Class A (preferred), Carl D. and D. J. Greenleaf, 60%; Class B (preferred), Walter B. Beardley as trustee, 10%; Common, John F. Dille Jr., 50%; Walter B. Beardley as trustee, 4%. Licensee and Mr. Beardley own 100% of WKJC-TV Fort Wayne, Ind.

EXECUTIVES:

John F. Dille Jr., pres.
Paul C. Brinn, va. & gen. mgr.
Edwin J. Laska,asst. mgr., gen. dir. & film buy.
Vincent T. Doyle, natl. ad. mgr.
Don E. Fuller, reg. & loc. ad. mgr.W. Forrest Morrow, gen. & prod. mgr.
Leslie W. Zellmer, ch. engr.
Kenneth Owens, prom. mgr.
John R. Hart, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|----------------------------|----------|----------|----------|---------|-----------------|---------|
| Class A (6-10 p.m., daily) | | | | | | |
| \$200.00 | \$126.00 | \$103.00 | \$103.00 | \$72.00 | \$80.00 | \$30.00 |
| Class B (All other times) | | | | | | |
| \$125.00 | \$72.00 | \$50.00 | \$72.00 | \$50.00 | \$48.00 | \$22.00 |

Above are one-time rates. Frequency discounts allowed.

Nothing but the TRUTH
Covers Northern Indiana Like This!
 Better buy the 4 TRUTH Stations in Fort Wayne and South Bend - Elkhart!



WKJG-TV

FORT WAYNE'S FIRST STATION
 IN

- Network Shows*
- Local Shows*
- Spot Film Shows*
- Spot Sales

Affiliated with
WKJG-RADIO
 1380 KC. 5000 Watts
 NBC

*Metropolitan ARB and Telepolls

WKJG-TV
 CHANNEL 33



for FORT WAYNE

Represented by Raymer

OPERATED
 BY THE
 TRUTH
 PUBLISHING
 COMPANY, INC.
 Newspaper
 Publishers
 Since
 1892

Lowest
 cost per
 thousand
 in
 South Bend—
 America's
 10th
 Market
 for
 E. B. I.*



WSJV-TV

SOUTH BEND - ELKHART



10th major metropolitan county
 area in the land for Effective Buying In-
 come, per family 1st in Indiana, per
 family and per capita! And—WSJV-TV
 offers you a stronger signal—and lower
 rates—than any other station in this
 big-money area!

PLUS the only NBC radio in
 the South Bend-Elkhart Market!
WTRC-AM/FM
 1340 KC. 100.7 MG.
 20th year on the air!

*1957 Sales Management Survey of Buying Power

WSJV-TV
 CHANNEL 52



for SOUTH BEND-ELKHART

Represented by H-R

INDIANA

EVANSVILLE

WEHT (TV) (HENDERSON, KY.)

LICENSEE: WEHT Inc. Address: P. O. Box 396, Evansville, Ind. (For full listing see Henderson, Ky.)

WFIE-TV

LICENSEE: WFIE Inc. Address: 1111 Mt. Auburn Rd. Postal Zone 12. Phone: Harrison 5-4221. TWX No. 14.

FACILITIES: Ch. 12. Authorized ER Rad. Pow.: Visual 170 kw. Aural 32.3 kw. Present Operating Pow.: Visual 170 kw. Aural 32.3 kw. Antenna Height: Above average terrain 160 ft.; above ground 123 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1955.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Venard, Houton & McConnell; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Owned by WAVE Inc. (see WAVE-TV Louisville, Ky.)

EXECUTIVES:

Nathan Loyd, pres.
E. Berry Smith, vp. & gen. mgr.
Lee Brownson, gen. ch. mgr.
Chester T. Debrum, opn. dir. & film buy.

Paul C. Kallay, ch. engr.
Ed Valowitz, prom. mgr.
Fred Bullison, news ed.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-11 p.m., daily; 6-10 p.m., Sun.) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |
| Class A (6-7 p.m., 10-10:30 p.m., daily) | \$100.00 | \$50.00 | \$100.00 | \$22.50 | \$40.00 | \$20.00 |
| Class B (5-6 p.m., 10:30-11 p.m., 1-4 p.m., Sat., Sun.) | \$75.00 | \$37.50 | \$75.00 | \$16.88 | \$30.00 | \$15.00 |
| Class C (All other times) | \$50.00 | \$25.00 | \$25.00 | \$5.63 | \$10.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

WTVW (TV)

LICENSEE: Evansville Television Inc. Address: 405 Carpenter St. Phone: Harrison 5-1111. TWX No. EV 20.

FACILITIES: Ch. 1. Authorized ER Rad. Pow.: Visual 125 kw. Aural 125 kw. Present Operating Pow.: Visual 125 kw. Aural 125 kw. Antenna Height: Above average terrain 178 ft.; above ground 160 ft.

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

OPERATION: Began Aug. 21, 1955.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Holthornery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Vandoeuvre, Cohen & Wasson.

PRINCIPAL STOCKHOLDERS: Class A (voting): Rex Schepp and wife, Dr. H. F. Sibopp, 50%; Freeman Hays, 5%; estate of George Hayward, 1%; Ferris Traylor, 14.4%; John Kreuger, 13.2%; John W. Spencer, 5%. Class B (non-voting): Ferris Traylor, 20.5%; Joe O'Daniel, 42%; John Kreuger, 25.8%; John Spencer, 2%. Van Overton, 60%; Hiram Loganon, 40%. Mr. Kern is voting trustee for 90.5% of Class A stock.

EXECUTIVES:

Ferris E. Traylor, pres.
Duck Shively, mgr. & film buy.
Bill Spillman, news mgr.
Bill Hill, gen. dir.

Ed Welcome, ch. engr.
Georgia Findell, prom. mgr.
Jack Williams, news ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-11 p.m., Mon.-Sat., 5-10 p.m., Sun.) | \$250.00 | \$125.00 | \$150.00 | \$33.75 | \$70.00 | \$35.00 |
| Class A (6-7 p.m., Mon.-Sat., 10-10:30 p.m., daily) | \$100.00 | \$50.00 | \$100.00 | \$22.50 | \$40.00 | \$20.00 |
| Class B (5-6 p.m., Mon.-Fri.; 1-4 p.m., Sat., Sun.; 10:30-11 p.m., daily) | \$75.00 | \$37.50 | \$75.00 | \$16.88 | \$30.00 | \$15.00 |
| Class C (All other times) | \$50.00 | \$25.00 | \$25.00 | \$5.63 | \$10.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

FORT WAYNE

(Allen County)

WANE-TV

LICENSEE: Indiana Broadcasting Corp. Address: 200 Lincoln Tower Bldg. Postal Zone 2. Phone: Anthony 440. TWX No. FW 10.

FACILITIES: Ch. 12. Authorized ER Rad. Pow.: Visual 200 kw. Aural 110 kw. Present Operating Pow.: Visual 200 kw. Aural 110 kw. Antenna Height: Above average terrain 120 ft.; above ground 123 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Covington & Burling; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. H. Whitney & Co. For other Whitney interests, see KOTV (TV) Tulsa, Okla.

EXECUTIVES:

C. Wade Petersmeyer, pres.
B. Marilla Preece, gen. mgr. & film buy.
John Keenan, asst. dir.

Francis C. Mitchell, gen. dir.
C. E. Wallace, ch. engr.
Robert F. Keub, prom. mgr.
Richard Hinton, news ed.

SUMMARY OF RATES (Card No. 2, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.) | \$400.00 | \$200.00 | \$250.00 | \$55.00 | \$100.00 | \$50.00 |
| Class A (6-7 p.m., Mon.-Fri.) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |
| Class B (5-6 p.m., Mon.-Fri.; noon-2 p.m., Sat., Sun.; 11-11:30 p.m., Sun.-Sat.) | \$150.00 | \$75.00 | \$75.00 | \$16.88 | \$30.00 | \$15.00 |
| Class C (Sign-on-2 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; 11:30-sign-off, Sun.-Sat.) | \$175.00 | \$87.50 | \$87.50 | \$19.38 | \$35.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

WKJC-TV

LICENSEE: WKJC Inc. Address: 226 E. Jefferson. Postal Zone 2. Phone: Anthony 2225. TWX No. FT W 80.

FACILITIES: Ch. 33. Authorized ER Rad. Pow.: Visual 263 kw. Aural 144 kw. Present Operating Pow.: Visual 263 kw. Aural 144 kw. Antenna Height: Above average terrain 770 ft.; above ground 393 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1953.

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

REPRESENTATIVES: Sales, Paul H. Rastner Co.; Washington Attorney, Petrus, Bull & Dowd; Consulting Engineer, Gummey & Jones.

PRINCIPAL STOCKHOLDERS: Trum Publishing Co., 80%. Walter K. Beardsley, 20%. Some ownership as WJTV (TV) Elkhart, Ind.

EXECUTIVES:

John F. Dille Jr., pres.
Edward G. Thomas, vp. & gen. mgr.
Carlton B. Evans, news mgr.
Cuth O. Mahlock, gen. mgr. & film buy.

Eugene A. Chast, ch. engr.
Walter Schaefer, prom. mgr.
Jack Gray, news ed.

SUMMARY OF RATES (Card No. 3, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$400.00 | \$200.00 | \$250.00 | \$55.00 | \$110.00 | \$55.00 |
| Class A (6:30-7 p.m., 10-10:30 p.m., Sun.-Sat.) | \$400.00 | \$200.00 | \$250.00 | \$55.00 | \$110.00 | \$55.00 |
| Class B (5-6:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; noon-2:30 p.m., 10:30-11 p.m., Sat., Sun.) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |
| Class C (All other times) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WPTA (TV) (ROANOKE, IND.)

(Target Date, September 1957)

LICENSEE: Surber-Turbin Inc. Address: Butler Road, Fort Wayne, Phone: (For full listing see Roanoke, Ind.)

INDIANAPOLIS

(Marion County)

WFBM-TV

LICENSEE: Twin State Broadcasting Inc. Address: 1220 N. Meridian St. Postal Zone 1. Phone: Madison 4-8111. TWX No. IP 29.

FACILITIES: Ch. 6. Authorized ER Rad. Pow.: Visual 160 kw. Aural 80 kw. Present Operating Pow.: Visual 160 kw. Aural 80 kw. Antenna Height: Above average terrain 96 ft.; above ground 120 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began May 26, 1954.

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

REPRESENTATIVES: Sales, The Kelt Agency; Washington Attorney, Dempsey & Koplevic; Consulting Engineer, Kutz & Karamay.

PRINCIPAL STOCKHOLDER: Licensee owned by Time Inc. For other Time properties, see KLS-TV Denver, Colo.

EXECUTIVES:

Wayne Coy, pres.
Eldon Campbell, gen. mgr.
Don Manick, int. mgr.
Bill Pahl, gen. dir.
Bob Flinders, ch. engr.

Hugh Gibbey, film buy.
Evel Freeman, prom. mgr.
John F. Hurlbut, pvt. rel. mgr.
George Morrison, news dir.

SUMMARY OF RATES (Card No. 3, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-11 p.m., daily) | \$1,200.00 | \$600.00 | \$750.00 | \$165.00 | \$300.00 | \$150.00 |
| Class A (6-7 p.m., 10:30-11 p.m., daily) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |
| Class B (1:30-4 p.m., Mon.-Fri.; 1-4 p.m., Sat., noon-2 p.m., Sun.; 11-11:30 p.m., daily) | \$150.00 | \$75.00 | \$75.00 | \$16.88 | \$30.00 | \$15.00 |
| Class C (Sign-on-1:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily) | \$200.00 | \$100.00 | \$125.00 | \$27.50 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WISH-TV

LICENSEE: Indiana Broadcasting Corp. Address: 1440 N. Meridian St. Postal Zone 2. Phone: Mpls 4-9111. TWX No.: IP 278.
FACILITIES: Ch. 5. Authorized EE Rad. Pow.: Visual 120 kw. Aural 120 kw. Present Operating Pow.: Visual 120 kw. Aural 120 kw. Antenna Height: Above average terrain 300 ft. above ground 397 ft.
EQUIPPED TO COLORCAST network programs. Local films, local shows.
OPERATION: Began July 1, 1954.
AFFILIATIONS: Tv Network, CBS. Station, Am. WISH.
REPRESENTATIVES: Sales, The Selling Co., Washington Attorney, Livingston & Darling, Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Licensee is owned by J. H. Whitney & Co. For other Whitney interests see KOTV-TV, Tulsa, Okla.
EXECUTIVES:
 C. Wrede, President, gen. mgr.
 Robert E. McConnell, vp. gen. mgr. & film boy.
 Robert F. Orlayer, sa. mgr.
 Steve Briggs, film. dir.
 Stokes Gregham Jr., ch. engr.
 James A. Buck, prom. dir.
 Vines Leonard, news dir.

SUMMARY OF RATES (Card No. 2A, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-11 p.m., Mon-Fri., 6-11 p.m., Sat., Sun.) | \$1,510.00 | \$760.00 | \$430.00 | \$225.00 | \$120.00 | \$100.00 |
| Class A (6-7 p.m., Mon-Fri.) | \$510.00 | \$340.00 | \$200.00 | \$115.00 | \$60.00 | \$50.00 |
| Class B (5-6 p.m., Mon-Fri., 1-4 p.m., Sat., Sun., 11-11:30 p.m., daily) | \$390.00 | \$260.00 | \$160.00 | \$85.00 | \$45.00 | \$40.00 |
| Class C (9 a.m.-5 p.m., Mon-Fri., 9 a.m.-1 p.m., Sat., Sun., 11:30 p.m.-12:30 a.m., daily) | \$420.00 | \$270.00 | \$160.00 | \$115.00 | \$60.00 | \$50.00 |
| Class D (12:30 a.m.-3 a.m., daily) | \$220.00 | \$120.00 | \$110.00 | \$60.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WLWI (TV)

(Target Date, Sept. 15, 1957)

LICENSEE: Crosley Broadcasting Corp. Address: 714 Merchants Bank Bldg. Postal Zone 4. Phone: Mpls 4-9805. TWX No.: IP 347.
FACILITIES: Ch. 12. Authorized EE Rad. Pow.: Visual 215 kw. Aural 150 kw. Present Operating Pow.: Visual 215 kw. Aural 150 kw. Antenna Height: Above average terrain 300 ft. above ground 1,016 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local shows.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Crosley Broadcasting Corp., sta. off., NBC Spot Sales, Bonar Lawrence & Assoc.; Washington Attorney, Pearson, Hall & Dowd.
PRINCIPAL STOCKHOLDER: See WLWT-TV, Cincinnati.
EXECUTIVES:
 James D. Shouse, chmn. bd.
 Robert E. Dunville, pres.
 John H. Babcock, asst. gen. mgr.
 Robert L. Lamb, sb. mgr.
 Bruce B. Cox, sp. asst. pers. dir.
 J. W. Hightberger, prom. dir.
 Howard Leppel, ch. engr.

SUMMARY OF RATES (Card No. 1, Aug. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-9:30 p.m., daily) | \$1,300.00 | \$680.00 | \$380.00 | \$275.00 | \$150.00 | \$100.00 |
| Class A (9:30-11 p.m., 1:30-3:30 p.m., daily) | \$480.00 | \$320.00 | \$200.00 | \$120.00 | \$60.00 | \$50.00 |
| Class B (6-8:30 p.m., 10:30-11 p.m., daily) | \$380.00 | \$260.00 | \$160.00 | \$90.00 | \$50.00 | \$45.00 |
| Class C (11 a.m.-4 p.m., 11 p.m.-midnight, daily) | \$400.00 | \$260.00 | \$160.00 | \$100.00 | \$70.00 | \$65.00 |
| Class D (Midnight-11 a.m., daily) | \$220.00 | \$120.00 | \$110.00 | \$60.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WTTV (TV) (BLOOMINGTON)

LICENSEE: Sarkis Tartzian Inc. Address: E. Hilde Dr., Bloomington, Ind. Phone: 3-1407. (For full listing see Bloomington.)

LAFAYETTE
(Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane, Phone: 3-4390. TWX No.: 411.
FACILITIES: Ch. 36. Authorized EE Rad. Pow.: Visual 102 kw. Aural 85.1 kw. Present Operating Pow.: Visual 102 kw. Aural 85.1 kw. Antenna Height: Above average terrain 230 ft. above ground 427 ft.
EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 8, 1955.
AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am. WASK.
REPRESENTATIVES: Sales, William G. Bambara & Co.
PRINCIPAL STOCKHOLDERS: Wholly owned by Lafayette Broadcasting Inc., which is 50% owned by D&B Equipment Co., 25% owned by Henry Rosenthal, and 25% owned by Alvin H. Roth. D&B Equipment Co. is jointly owned by John M. Drysdale and E. J. Bammer.

EXECUTIVES:
 E. Joseph Sutton, gen. mgr.
 Henry Rosenthal, gen. mgr., film boy & prom. mgr.
 Richard W. Long, com. mgr.
 James Mathis, pgm. dir.
 Richard Carlson, ch. engr.

SUMMARY OF RATES (Card No. 2, Oct. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|-------------------------------|----------|----------|---------|---------|-----------------|---------|
| Class A (8-10:30 p.m., daily) | \$100.00 | \$120.00 | \$80.00 | \$10.00 | \$80.00 | \$30.00 |
| Class B (All other times) | \$150.00 | \$80.00 | \$60.00 | \$22.00 | \$40.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

MUNCIE
(Delaware County)

WLBC-TV

LICENSEE: Tri-City Radio Corp. Address: P. O. Box 221. Phone: Atlas 8-4405. TWX No.: MUN 181.
FACILITIES: Ch. 61. Authorized EE Rad. Pow.: Visual 141 kw. Aural 130 kw. Present Operating Pow.: Visual 141 kw. Aural 130 kw. Antenna Height: Above average terrain 300 ft. above ground 345 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 8, 1955.
AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am. WLBC; Fr. WJMN(FM).
REPRESENTATIVES: Sales, Hal Haiman Co., Washington Attorney John H. Miller.
PRINCIPAL STOCKHOLDERS: Donald A. Burton, 65%; William F. Craig, 40.5%; Maurice M. Cream, 5%; and Garnet M. Burton, 1.5%.
EXECUTIVES:
 Donald A. Burton, pres. & gen. mgr.
 Maury Cain, vp. in chg. engrg.
 William F. Craig, com. mgr., prom. mgr. & film boy.
 Lee Allison, pgm. dir.
 Patrick S. Finnegan, ch. engr.
 Fred M. Hinchaw, news ed.

SUMMARY OF RATES (Card No. 1, Nov. 13, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (8:30-10:30 p.m., Mon-Fri., 5-10:30 p.m., Sat., Sun.) | \$225.00 | \$120.00 | \$90.00 | \$75.00 | \$40.00 | \$22.50 |
| Class B (3-8:30 p.m., Mon-Fri., 1-5 p.m., Sat., Sun., 10:30-11:30 p.m., Sun.-Sat.) | \$150.00 | \$80.00 | \$60.00 | \$45.00 | \$30.00 | \$15.00 |
| Class C (All other times) | \$225.00 | \$120.00 | \$90.00 | \$75.00 | \$40.00 | \$22.50 |

Above are one-time rates. Frequency discounts allowed.

PRINCETON
(Gibson County)

WRAY-TV1

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer W. Broadway. Phone: 3-1407. (For full listing see Bloomington.)
FACILITIES: Ch. 32. Authorized EE Rad. Pow.: Visual 106 kw. Aural 80.3 kw. Antenna Height: Above average terrain 410 ft. above ground 661 ft.
OPERATION: Began Dec. 8, 1955.
PRINCIPAL STOCKHOLDERS: M. R. Lankford, 62.8%. Mr. Lankford also owns WQGN DuQuoin, Ill. and WCBQ Sarasota, Fla.
EXECUTIVES:
 M. R. Lankford, pres. & gen. mgr.
 Ray J. Lankford, sec. -treas.

WTRAY-TV has suspended operation but has not returned its CP.

ROANOKE
(Huntington County)

WPTA (TV)

(Target Date, September, 1957)
LICENSEE: Sarkis Tartzian Inc. Address: Butler Rd., Ft. Wayne, Ind. Phone: 3-1407. (For full listing see Bloomington.)
FACILITIES: Ch. 32. Authorized EE Rad. Pow.: Visual 215 kw. Aural 150 kw. Antenna Height: Above average terrain 300 ft. above ground 718 ft.
REPRESENTATIVES: Sales, Meeker Tv., Washington Attorney, A. L. Shain. Consulting Engineer, Kiser & Kennedy.
PRINCIPAL STOCKHOLDERS: See WTTV-TV, Bloomington, Ind.
EXECUTIVES:
 Sarkis Tartzian, pres.
 Ronald B. Ross, gen. mgr.

FOR IMPACT THAT BRINGS VIEWERS BACK!

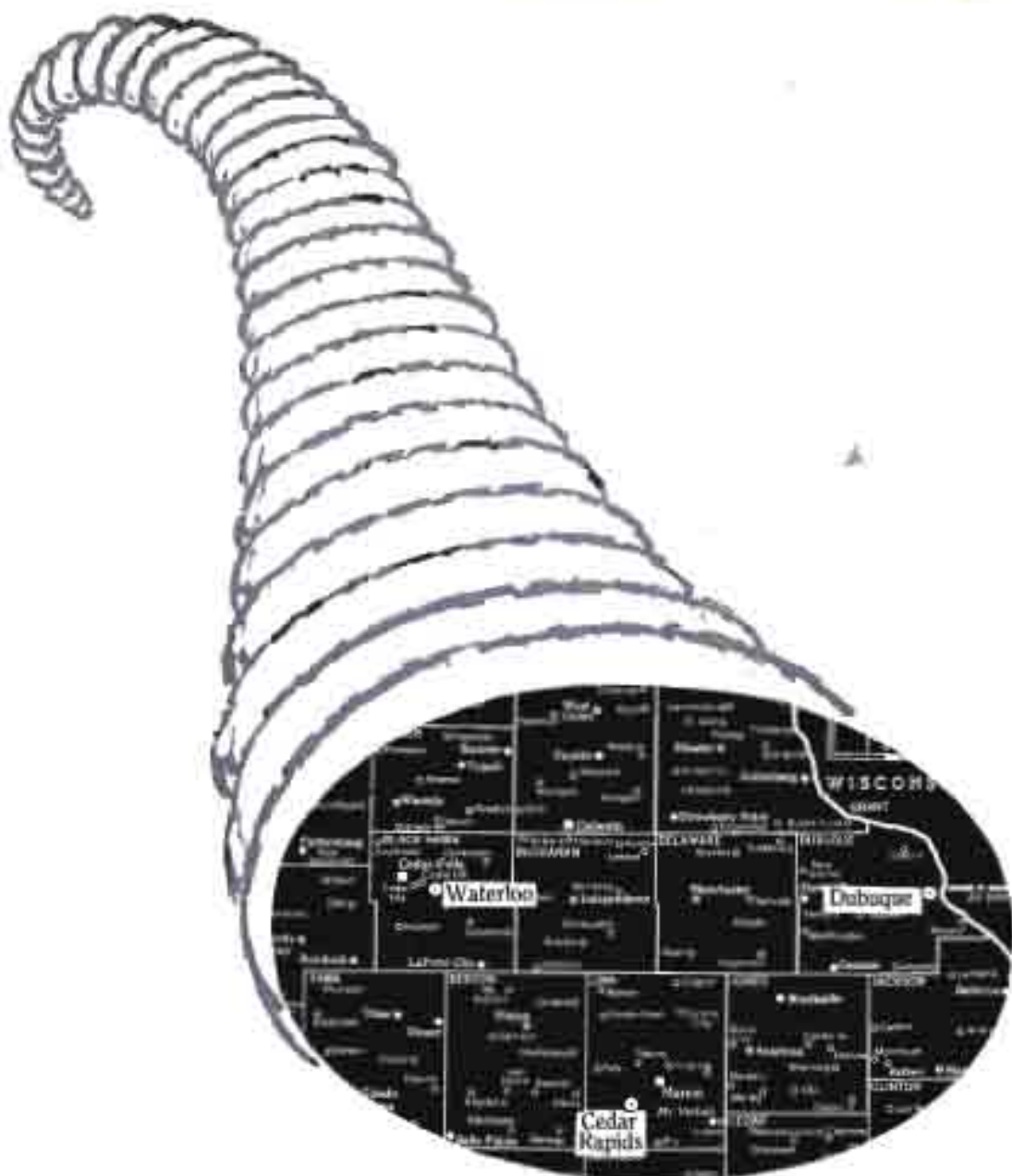
Get the facts on Ziv's spectacular new IMPACT series.



"HARBOR COMMAND"

Starring **WENDELL COREY**





CORN UTOPIA

There are six metropolitan markets in Iowa and WMT-TV reaches three of them effectively.

Iowa is essentially an agricultural state, but agriculture is in good manufacturing company. In the industrialized Eastern half (WMT-land) two out of every three dollars of income are industry-derived.

Iowa statistics are unfailingly juicy. Aside from the fact that any we quoted would be out of date for about 11/12ths the life of a Yearbook, you'd probably forget them anyway. (Fresh data available upon request.)

Our fairly recent brag: ARB reported 18 once-a-week programs with ratings above 35.0 in a Cedar Rapids-Waterloo report; 14 of the 18 were on WMT-TV. We have more ad nauseum but they all boil down to this: In Eastern Iowa you want WMT-TV.

WMT-TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

Channel 2 • Maximum power • The third highest tower in the world

National Representatives: The Katz Agency

Men © Katz Agency & Co. R.L. 17-9-54

IOWA MARKET DATA BY COUNTIES (Cont.)

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Lyon | 4,200 | 62 | 2,620 | 12,880 | 2,200 | 242 |
| Madison | 4,200 | 79 | 3,310 | 14,711 | 2,628 | 190 |
| Mahaska | 1,800 | 60 | 1,076 | 28,028 | 5,541 | 668 |
| Marion | 2,500 | 45 | 1,125 | 21,984 | 4,540 | 602 |
| Marshall | 11,800 | 61 | 7,200 | 22,526 | 9,959 | 1,052 |
| Mills | 3,000 | 51 | 1,530 | 8,852 | 1,977 | 266 |
| Mitchell | 4,100 | 70 | 2,870 | 15,264 | 2,944 | 324 |
| Monroe | 4,900 | 58 | 2,842 | 14,028 | 1,954 | 261 |
| Monroe | 3,100 | 52 | 1,612 | 18,810 | 2,406 | 200 |
| Montgomery | 3,100 | 51 | 1,591 | 18,180 | 3,100 | 408 |
| Mountain | 10,000 | 68 | 6,800 | 44,377 | 8,882 | 812 |
| O'Brien | 8,000 | 62 | 5,000 | 24,050 | 4,209 | 399 |
| Osceola | 2,000 | 63 | 1,260 | 11,852 | 1,785 | 203 |
| Page | 2,200 | 64 | 1,412 | 26,280 | 5,110 | 629 |
| Pale Alto | 4,300 | 68 | 2,921 | 17,094 | 2,541 | 292 |
| Plymouth | 6,200 | 62 | 3,844 | 27,367 | 4,181 | 660 |
| Pocahontas | 4,600 | 52 | 2,392 | 18,268 | 2,777 | 377 |
| Polk | 22,500 | 66 | 14,850 | 84,258 | 47,226 | 12,888 |
| Polk | 21,500 | 62 | 13,310 | 55,821 | 21,881 | 2,810 |
| Nowatah | 3,100 | 60 | 1,860 | 18,282 | 4,706 | 484 |
| Ringgold | 3,000 | 60 | 1,800 | 5,601 | 1,047 | 181 |
| See | 6,400 | 62 | 3,968 | 20,812 | 3,210 | 348 |
| Scott | 33,800 | 69 | 23,322 | 108,078 | 31,269 | 8,480 |
| Shelby | 4,400 | 65 | 2,860 | 14,480 | 1,659 | 247 |
| Shoak | 2,300 | 62 | 1,436 | 28,888 | 3,782 | 543 |
| Story | 12,000 | 65 | 7,800 | 37,829 | 12,621 | 1,273 |
| Tama | 4,300 | 78 | 3,354 | 22,982 | 3,250 | 514 |
| Taylor | 3,900 | 62 | 2,418 | 4,782 | 1,209 | 201 |
| Union | 3,800 | 62 | 2,356 | 15,190 | 2,288 | 324 |
| Van Buren | 3,800 | 62 | 2,356 | 8,442 | 2,110 | 119 |
| Wasson | 13,800 | 57 | 7,866 | 21,908 | 11,201 | 2,044 |
| Warren | 3,200 | 70 | 2,240 | 18,221 | 2,218 | 188 |
| Washington | 8,300 | 60 | 4,980 | 26,860 | 2,280 | 309 |
| Wayne | 3,700 | 61 | 2,257 | 6,440 | 1,719 | 220 |
| Webster | 14,000 | 66 | 9,240 | 61,090 | 12,190 | 1,027 |
| Winnebago | 3,000 | 57 | 1,710 | 18,274 | 3,153 | 308 |
| Winneshiek | 6,600 | 61 | 4,026 | 18,748 | 2,209 | 304 |
| Woodbury | 16,400 | 68 | 11,152 | 104,052 | 27,049 | 5,182 |
| Worth | 3,200 | 70 | 2,240 | 6,288 | 1,051 | 120 |
| Wright | 4,200 | 74 | 3,108 | 22,271 | 4,420 | 582 |
| Total | 810,000 | 77% | 602,100 | \$1,224,644 | \$284,223 | \$49,892 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1960 and released in Sept. 1960, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

AMES
(Story County)

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Service Bldg. Phone: Cedar 2-3400. TWX No.: 306.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50.1 kw. Present Operating Pow.: Visual 200 kw. Aural 50.1 kw. Antenna Height: Above average terrain 350 ft.; above ground 830 ft.
EQUIPPED TO COLORCAST network programs

OPERATION: Began Feb. 21, 1956.
AFFILIATION: Tv Network, ABC. Stations, Am, WOI; Fm, WOI-FM.
REPRESENTATIVES: Sales, Wood Tv.; Washington Attorney, Cohn & Martin. Consulting Engineer, Janaky & Beiler.
EXECUTIVES:
Dr. James Hilton, pres. Warren Boyer, Rim buy.
Robert C. Mulhall, gen. mgr. Doris Incewiler, prom. mgr.
Dan Norton, comm. mgr. & pgm. dir. Wally Bishop, news ed.
Keith K. Kuchum, ch. engr. Don Petersen, ch. serv. mgr.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (8:30-10 p.m., daily) | | | | | | |
| \$500-10 | \$100.00 | \$200.00 | \$150.00 | \$125.00 | \$100.00 | \$95.00 |
| Class B (5-6:30 p.m., daily; 1-4:30 p.m., Sat., Sun., 10-10:30 p.m., daily) | | | | | | |
| \$375-50 | \$225.00 | \$150.00 | \$112.50 | \$93.75 | \$75.00 | \$72.00 |
| Class C (7:00-8 p.m., Mon.-Fri., noon-1 p.m., Sat., Sun., 10:30-11 p.m., daily) | | | | | | |
| \$275-40 | \$165.00 | \$110.00 | \$82.50 | \$68.75 | \$55.00 | \$52.50 |
| Class D (Sign-on-stand, daily; 11 p.m. sign-off, daily) | | | | | | |
| \$125-30 | \$75.00 | \$50.00 | \$37.50 | \$31.25 | \$25.00 | \$23.00 |

Above are one-time rates. Frequency discounts allowed.

CEDAR RAPIDS
(Linn County)

KCRG-TV

LICENSEE: Cedar Rapids Television Co. Address: 1st Ave. & 1st St. S. W. Phone: Empire 4-4134. TWX No.: CR 14.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 226 kw. Aural 118 kw. Present Operating Pow.: Visual 218 kw. Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,019 ft.
EQUIPPED TO COLORCAST network programs
OPERATION: Began Oct. 19, 1953.
AFFILIATION: Tv Network, ABC. Station, Am, KCRG.
REPRESENTATIVES: Sales, Wood Tv.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Keas & Kennedy.
PRINCIPAL STOCKHOLDER: The Gazette Co. (Cedar Rapids Gazette) 100%.
EXECUTIVES:
Joseph F. Hladky Jr., pres. I. V. McDaniel, ch. engr.
Edna A. Herbst, gen. mgr. & rim buy. Howard Norland, dir. of press & publicity.
Ralph D. Willey, pgm. dir. John K. Williams, news dir.

SUMMARY OF RATES (Card No. 4, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (8:30-10 p.m., Mon.-Sat., 3-10 p.m., Sun.) | | | | | | |
| \$425-50 | \$225.00 | \$170.00 | \$140.00 | \$105.00 | \$85.00 | \$82.50 |
| Class B (5-6:30 p.m., 10-11 p.m., Mon.-Sat., 1-4 p.m., 10-11 p.m., Sun.) | | | | | | |
| \$325-50 | \$195.00 | \$132.50 | \$112.50 | \$80.00 | \$65.00 | \$62.50 |
| Class C (all other times) | | | | | | |
| \$205-50 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$42.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

**GET WORD-OF-MOUTH ADVERTISING YOU CAN'T BUY...
get Ziv's spectacular new IMPACT series!**

"HARBOR COMMAND" starring **WENDELL COREY**

WMT-TV

LICENSEE: WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: Empire 4-0171. TWX No.: CR-11.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Present Operating Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above average terrain 1,450 ft.; above ground 1,355 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1953.

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 Broadcasting Stations Inc. (WMT Cedar Rapids, Iowa), 49%; William B. Dolph, 31%; William B. Quarton, 20%. ABS is controlled by Helen S. Mark and children (with Messrs. Dolph and Quarton as voting trustees for these holdings). Mr. Dolph also owns 31% of KJBS San Francisco and 43% of KMYR Denver. Mr. Quarton has a minority interest in KMYR.

EXECUTIVES:

William B. Dolph, pres.
William B. Quarton, exec. vp. & gen. mgr.
Lew Van Nostrand, vp., sls.
Douglas B. Grant, vp., tv ops. & film buy.

George Hixenbaugh, ch. engr.
Bob Kenney, prom. mgr.
Charles Worcester, news ed.
Leo F. Cole, bus. mgr.
Bob Nance, farm dir.

SUMMARY OF RATES (Card No. 4, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-9:30 p.m., daily) | | | | | | |
| \$625.00 | \$375.00 | \$250.00 | \$218.75 | \$156.25 | \$125.00 | \$62.50 |
| Class A (6:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Sat.; 5-7:30 p.m., 9:30-10:30 p.m., Sun.) | | | | | | |
| \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 | \$50.00 |
| Class B (5:30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-5 p.m., 10:30-11 p.m., Sun.) | | | | | | |
| \$375.00 | \$225.00 | \$150.00 | \$131.25 | \$93.75 | \$75.00 | \$37.50 |
| Class C (All other times) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.



FOR SALE..ATTRACTIVELY PRICED

Here's a selection of TV viewers priced to meet the most budget conscious advertiser. This selection is very complete—over 1,000,000 to choose from—and very well heeled for maximum sales. These viewers have over \$1½ billion to spend yearly, and they spend \$1¼ billion in retail stores... **HURRY! ACT NOW!**

These viewers are available at these bargain prices for an unlimited time only. Contact Weed Television or KCRG-TV Cedar Rapids, Iowa, for complete details.

| SPECIFICATIONS | |
|--------------------|---------------|
| Population | 1,052,100 |
| TV Homes | 322,000 |
| Tower height | 1,085 feet |
| Full power | 316,000 watts |

KCRG-TV

Channel 9—
Cedar Rapids—Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station
Represented Nationally by Weed Television

DAVENPORT
(Scott County)

WOC-TV

LICENSEE: Central Broadcasting Co. Address: 805 Brady St. Phone: 3-3661. TWX No.: DV-82.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 600 ft.; above ground 625 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 31, 1949.

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: See WHO-TV Des Moines, Iowa.

EXECUTIVES:

| | |
|------------------------------|----------------------------|
| Col. B. J. Palmer, pres. | Mark Wodlinger, sls. mgr. |
| Ralph Evans, exec. vp. | Raymond E. Guth, pgm. dir. |
| D. D. Palmer, vp. & treas. | Paul Arvidson, ch. engr. |
| Paul Loyet, vp. | Ken Wagner, film buy. |
| William D. Wagner, sec. | Bob Frank, news dir. |
| Ernest C. Sanders, res. mgr. | |

SUMMARY OF RATES (Card No. 10, Nov. 4, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (7-9:30 p.m., daily) | | | | | | |
| \$800.00 | \$480.00 | \$320.00 | | | \$200.00 | \$100.00 |
| Class A (6:30-7 p.m., 9:30-10:30 p.m., daily) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | | | \$150.00 | \$75.00 |
| Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6:30 p.m., 10:30-11 p.m., Sat., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class C (All other times) | | | | | | |
| \$200.00 | \$132.00 | \$88.00 | \$80.00 | \$70.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

DES MOINES
(Polk County)

KDPS-TV*

(Target Date, Feb. 12, 1958)
(*Non-Commercial Educational)

LICENSEE: Independent School District of Des Moines, Iowa. Address: 629 Third St.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Antenna Height: Above average terrain 270 ft.; above ground 356 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, H. P. Andreasen.

EXECUTIVES:

Clifton F. Schropp, dir., audio-visual education.

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. Antenna 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 ownership 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. Address: 9th & Pleasant Sts. Postal Zone: 14. Phone: Cherry 3-4141. TWX No.: 279.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Present Operating Pow.: Visual 316 kw, Aural 200 kw. Antenna Height: Above average terrain 610 ft.; above ground 705 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 31, 1955.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Cowles Broadcasting Co., 60%; Murphy Broadcasting Co. (estate of Kingsley H. Murphy), 40%. Cowles Broadcasting also owns KRNT Des Moines and KFTV(TV) Sioux City, both Iowa; WNAX Yankton, S. D. and WHTN-AM-FM-TV Huntington, W. Va. Members of the Cowles family have majority interest in the Minneapolis Star & Tribune Co., which owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH(TV) Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, and Minneapolis Tribune and Star. Cowles family also controls Look magazine.

EXECUTIVES:

| | |
|--|--|
| Luther L. Hill, pres. | Joe Hudgens, asst. pgm. dir. & dir., prom. & adv. |
| Robert W. Dillon, vp. & gen. mgr. | Graham Jeambey, prom. mgr. |
| Paul M. Elliott, com. mgr. | Charles F. Quentin, ch. engr. |
| Bill Hippee, sls. mgr. | Russ Van Dyke, news dir. |
| Richard H. Covey, pgm. dir. & film buy. | |

SUMMARY OF RATES (Card No. 2, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|--------------------|---------|
| Class A (7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.) | | | | | | |
| \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$175.00 | \$160.00 | \$80.00 |
| Class B (6:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 5-6:30 p.m., 10-10:30 p.m., Sun.) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$130.00 | \$65.00 |
| Class C (6-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.) | | | | | | |
| \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$100.00 | \$50.00 |
| Class D (5-6 p.m., Mon.-Sat.; noon-5 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class E (9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.) | | | | | | |
| \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$65.00 | \$32.50 |
| Class F (11 p.m.-sign-off, daily) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 | \$30.00 |
| Class G (Sign-on-9 a.m., daily) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$45.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WHO-TV

LICENSEE: Central Broadcasting Co. Address: 1100 Walnut St. Postal Zone: 7. Phone: Atlantic 8-6511. TWX No.: DM 286.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 780 ft.; above ground 743 ft.

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

OPERATION: Began Apr. 15, 1954.

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 & Assoc.

PRINCIPAL STOCKHOLDERS: B. J. and D. D. Palmer, 82.8%; Ralph Evans, 1.6%; P. A. Loyet, 2.6%; Herbert C. Hender, 2.5%; Hugh C. Chance, 2.5%. Same ownership as WOC-AM-TV Davenport, Iowa. Licensee owns 25% of KMA Shenandoah, Iowa, and of KMTV (TV) Omaha, Neb.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV COVERAGE DATA —

| | |
|--------------------------------|---|
| Population | 1,583,800 |
| Families | 489,700 |
| Retail Sales | 1,934,984,000 |
| Effective buying Income Source | 2,686,413,000 |
| | 1957 Survey of Buying Income (Sales Management) |
| Number TV Homes Source | 317,902 |
| | Advertising Research Foundation |



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station —Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

DES MOINES (Cont.)

WHO-TV (Cont.)

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. & controller | Jack Shelley, news bureau mgr. |
| W. W. Woods, asst. mgr. | |

SUMMARY OF RATES (Card No. 3, Mar. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (6:59-9:31 p.m., daily) | | | | | | |
| \$700.00 | \$420.00 | \$280.00 | \$240.00 | \$210.00 | \$150.00 | \$75.00 |
| Class A (6:20-6:59 p.m., 9:31-10:01 p.m., daily) | | | | | | |
| \$650.00 | \$390.00 | \$260.00 | \$227.50 | \$195.00 | \$140.00 | \$70.00 |
| Class B (10:01 p.m.-10:31 p.m., daily; 4:59-6:29 p.m., Sun.) | | | | | | |
| \$550.00 | \$330.00 | \$220.00 | \$192.50 | \$165.00 | \$120.00 | \$60.00 |
| Class C (4:59-6:29 p.m., Mon.-Sat.; noon-4:59 p.m., Sun.; 10:31-11:01 p.m., daily) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$100.00 | \$50.00 |
| Class D (Noon-4:59 p.m., Mon.-Sat.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$90.00 | \$75.00 | \$37.50 |
| Class E (Sign-on-noon; 11:01 p.m., sign-off, daily) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

FORT DODGE

(Webster County)

KQTV(TV)

LICENSEE: Northwest Television Co. Address: Warden Bldg. Phone: 4-0351.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Present Operating Pow.: Visual 170 kw, Aural 89.1 kw. Antenna Height: Above average terrain 630 ft.; above ground 651 ft.

OPERATION: Began Nov. 23, 1953.

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

REPRESENTATIVES: Sales, John E. Pearson TV.

PRINCIPAL STOCKHOLDERS: Edward Breen and wife and others.

EXECUTIVES:

| | |
|---------------------------------|----------------------------|
| Edward Breen, pres. & gen. mgr. | Stanley McCurdy, film buy. |
| Roland Camp, com. mgr. | Dick Johnson, prom. mgr. |
| Calvin Folkerts, pgm. dir. | William Higgins, news ed. |
| David Sinclair, ch. engr. | |

SUMMARY OF RATES (Card No. 2, Mar. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---------|---------|---------|---------|---------|---------|
| Class AA (6:59-10 p.m., daily) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$37.50 | \$30.00 | \$15.00 |
| Class A (5:59-6:59 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$135.00 | \$80.00 | \$54.00 | \$47.50 | \$34.00 | \$25.00 | \$13.50 |
| Class B (4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.-Sun.; 10:31-11 p.m., daily) | | | | | | |
| \$90.00 | \$54.00 | \$34.00 | \$30.00 | \$25.00 | \$20.00 | \$10.00 |
| Class C (All other times) | | | | | | |
| \$75.00 | \$45.00 | \$30.00 | \$24.75 | \$18.75 | \$15.00 | \$7.50 |

Above are one-time rates. Frequency discounts allowed.

MASON CITY

(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio Inc. Address: 2d & Pennsylvania Ave. Phone: GA 3-2540. TWX No.: MY 83.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 460 ft.; above ground 500 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 15, 1954.

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

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REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis, 8.75%; Elizabeth Norris, 25.75%; Wanda Eighmey, 4.65%; Earl Hall, 5%; Laura Lee, 12%; Mrs. James F. Powell, 5.1%, and more than 50 other stockholders. KGLO-TV stockholders also have varying ownership in WTAD Quincy, Ill.; WIBA Madison, Wis.; KHQA-TV Hannibal, Mo.; WKBT (TV) LaCrosse, Wis.; KFAB Omaha; Mason City Globe-Gazette; Hannibal Courier-Post; LaCrosse Tribune; Davenport (Iowa) Democrat & Times; Ottuma (Iowa) Courier; Muscatine (Iowa) Journal; Wisconsin State Journal (Madison); Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

EXECUTIVES:

| | |
|--|---------------------------|
| Lee P. Loomis, pres. | Doug Sherwin, pgm. dir. |
| Herbert R. Ohrt, exec. vp. & gen. mgr. | Roger Sawyer, ch. engr. |
| Walter Rothschild, nat'l. sls. mgr. | Donald Harter, prom. mgr. |
| Lloyd D. Loers, com. mgr. & film buy. | Ken Kew, news ed. |

SUMMARY OF RATES (Card No. 4, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.) | | | | | | |
| \$350.00 | \$210.00 | \$140.00 | \$123.00 | \$88.00 | \$70.00 | \$35.00 |
| Class B (4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., daily) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$56.00 | \$45.00 | \$22.50 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$53.00 | \$38.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

OTTUMWA

(Wapello County)

KTVO(TV) (KIRKSVILLE, MO.)

LICENSEE: KBIZ Inc. Address: 209 E. Second St., Ottumwa. Phone: Murray 2-4535. TWX No.: OTUM 463. (For full listing see Kirksville, Mo.)

SIOUX CITY

(Woodbury County)

KTIV(TV)

LICENSEE: KTIV Television Co. Address: 10th & Grandview Blvd. Postal Zone: 3. Phone: 8-0545. TWX No.: 7257.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 770 ft.; above ground 633 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 10, 1954.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Perkins Bros. Co., 50%; Dietrich Dirks and eight others, 50%. Perkins owns KSCJ Sioux City and is affiliated with the Sioux City Journal-Tribune.

EXECUTIVES:

| | |
|--|--------------------------|
| Dietrich Dirks, pres., gen. mgr. & film buy. | Alvin Smith, ch. engr. |
| Gene Flaherty, com. mgr. | William Mote, prom. mgr. |
| Larry Kurtze, pgm. dir. | Ken Wayman, news ed. |

SUMMARY OF RATES (Card No. 3, April 1, 1956)

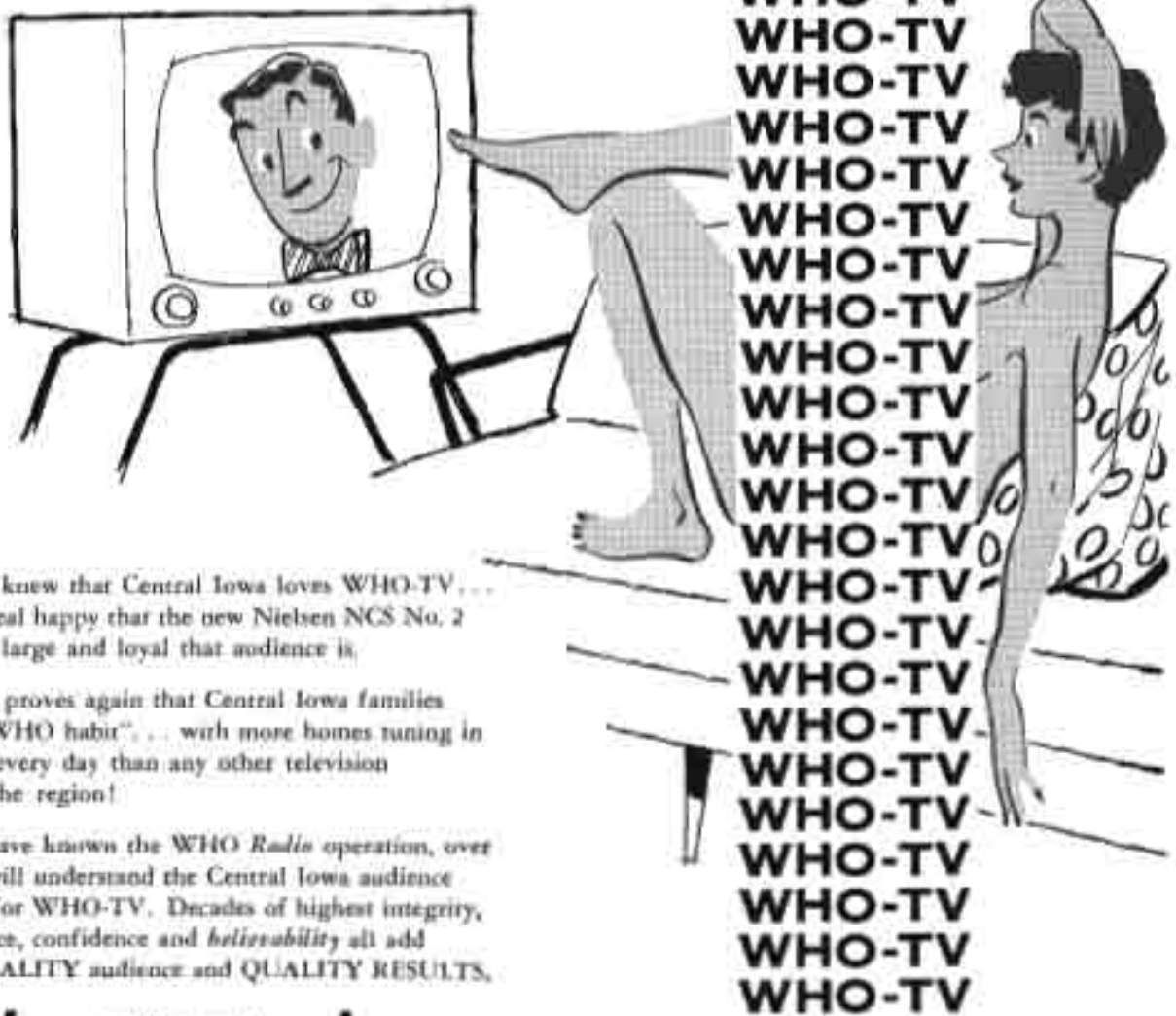
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30 p.m.-10:30 p.m., daily) | | | | | | |
| \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$75.00 | \$37.50 |
| Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

LOVIN' and LOYAL

NCS No. 2 CIRCULATION

| | DAYTIME HOMES | | NIGHTTIME HOMES | |
|-----------|---------------|---------|-----------------|---------|
| | WEEKLY | DAILY | WEEKLY | DAILY |
| WHO-TV | 181,490 | 131,620 | 211,500 | 166,460 |
| Station B | 175,650 | 123,430 | 204,280 | 163,970 |
| Station C | 176,340 | 104,930 | 218,690 | 148,320 |



We always knew that Central Iowa loves WHO-TV... and we're real happy that the new Nielsen NCS No. 2 shows how large and loyal that audience is.

NCS No. 2 proves again that Central Iowa families have the "WHO habit"... with more homes tuning in WHO-TV every day than any other television station in the region!

You who have known the WHO Radio operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Des Moines

WHO-TV

Channel 13 • Des Moines

Col. R. J. Palmer, President
P. A. Lloyd, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives



SIoux CITY (Cont.)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 7th & Douglas Sts. Postal Zone: 1. Phone: 2-2711, TWX No.: SX 14.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Present Operating Pow.: Visual 288 kw, Aural 144 kw. Antenna Height: Above average terrain 720 ft.; above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 29, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohns & Culver.

PRINCIPAL STOCKHOLDERS: See KRNT-TV Des Moines, Iowa.

EXECUTIVES:

- Luther L. Hill, pres. George Hutchins, pgm. dir.
Donald D. Sullivan, vp. & gen. mgr. Jack Iverson, trans. supvr.
Arthur J. Smith, res. mgr., Charles Prohaska, studio supvr.
film buy. & news ed. Larry Coke, prom. mgr.
Robert B. Donovan, com. mgr.

SUMMARY OF RATES (Card No. 5, June 1, 1956)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Rows include Class AA, Class A, Class B, Class C, Class D.

Above are one-time rates. Frequency discounts allowed.

WATERLOO

(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Broadcasting Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404. TWX No. WX 17.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 221 kw. Present Operating Pow.: Visual 316 kw, Aural 221 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,083 ft.

OPERATION: Began Nov. 15, 1953.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Roberts & McInnis; Consulting Engineer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, 30.7%; Robert Buckmaster, 9.5%; William Bolster, 6.8%; Donald M. Graham, 4.7%, and others. Same group also purchasing KAUS-KMMT (TV) Ausnt, Minn.

EXECUTIVES:

- Ralph J. McElroy, pres. & gen. mgr. Ed Falk, news dir.
Ronald E. Inman, sls. dir. T. W. Kirksey, dir., engrng.
Norman Tarbox, dlr., tv ops.

SUMMARY OF RATES (Card No. 7, Nov. 1, 1956)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. Rows include Class AA, Class A, Class B, Class C.

Above are one-time rates. Frequency discounts allowed.

KANSAS MARKET DATA BY COUNTIES

Table with columns: County, Total Households, Television Households %, Retail Sales 1956(\$000), Food Sales 1956(\$000), Drug Sales 1956(\$000). Lists counties from Allen to Wyandotte.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ENSIGN
(Gray County)

KTVC (TV) (Satellite of KAKE-TV Wichita, Kan.)

LICENSEE: Southwest Kansas Television Co. Address: Cimarron, Kan.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain -717 ft.; above ground 886 ft.
OPERATION: Began July 1957.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Dodge City Broadcasting Co. (KGNO Dodge City, Kan.) and Dodge City Globe, 15.5%; Wendell Elliott, 5.65%; Leigh Warner, 4.58%; F. C. Walker, 1.5%; J. C. Berryman, 2.55%; Alice Caves, 1%; W. E. Montgomery, 1.15% and more than 600 other stockholders. Mr. Elliott is general manager of KGNO.

EXECUTIVES:
 Leigh Warner, pres. Wendell Elliott, vp. & gen. mgr.

GARDEN CITY
(Finney County)

KGLD (TV) (Satellite of KCKT [TV] Great Bend, Kan.)

(Target Date, Unknown)

LICENSEE: Central Kansas Television Co. Address: P. O. Box 182, Great Bend, Kan. Phone: Gladstone 3-7868 (Great Bend).
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 31.6 kw. Antenna Height: Above average terrain 540 ft.; above ground 576 ft.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: See KCKT(TV) Great Bend, Kan.

EXECUTIVES:
 E. C. Wedell, pres. Herman G. Haefele, ch. engr.
 E. L. Kuhlman, ops. mgr., com. mgr., film buy. & prom. mgr.

SUMMARY OF RATES (See KCKT-TV Great Bend, Kan.)

GOODLAND
(Sherman County)

KWGB-TV

(Target Date, Unknown)

LICENSEE: Goodland Broadcasting Co. Address: KWGB-TV & Radio Bldg. Phone: 331.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 770 ft.; above ground 788.5 ft.

EQUIPPED TO COLORCAST network programs.
AFFILIATIONS: Tv Network, CBS. Station, Am, KWGB.
REPRESENTATIVES: Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.
PRINCIPAL STOCKHOLDER: James E. Blair, 100%

EXECUTIVES:
 James E. Blair, pres. & gen. mgr. Joyce Calkins, film buy.
 Mrs. Bert Blair, com. mgr. Wade Hardwick, prom. mgr.
 Robert McEvoy, pgm. dir. Jim Jarosz, news & sports ed.
 Ted Brown, ch. engr.

GREAT BEND
(Barton County)

KCKT (TV)

LICENSEE: Central Kansas Television Co. Address: P. O. Box 182. Phone: Gladstone 3-7868. TWX No.: CT 90.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 970 ft.; above ground 1,000 ft.

EQUIPPED TO COLORCAST network programs, local slides.

OPERATION: Began Nov. 28, 1954.
AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: E. C. Wedell and family, 27.5%; and over 50 others. Also owns KGLD(TV) Garden City, Kan.

EXECUTIVES:
 E. C. Wedell, pres. Bonnie Perry, pgm. dir.
 E. L. Kuhlman, ops. mgr., com. mgr., film buy. & prom. mgr. Herman G. Haefele, ch. engr.
 Bill Brooks, news ed.

SUMMARY OF RATES (Card No. 2A, March 10, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class C (Noon-6 p.m., 10:30 p.m.-sign-off, Mon.-Sat.; 10:30 p.m.-sign-off, Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$60.00 | \$80.00 | \$40.00 | \$30.00 | \$15.00 |
| Class D (Sign-on-noon, Mon.-Fri.; 9 a.m.-noon, Sat.) | | | | | | |
| \$135.00 | \$80.00 | \$54.00 | \$40.00 | \$27.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

HAYS
(Ellis County)

KAYS-TV

(Target Date, Unknown)

LICENSEE: KAYS Inc. Address: 2450 Hall St. Phone: 4-2578.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 44 kw. Antenna Height: Above average terrain 660 ft.; above ground 751 ft.
AFFILIATION: Station, Am, KAYS.
REPRESENTATIVES: Washington Attorney, Abe L. Stein; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Ross Beach Sr., 50%; Robert E. Schmidt, 49 1/2%.

EXECUTIVES:
 Ross Beach Sr., pres. Robert Schmidt, treas. & gen. mgr.
 Ross Beach Jr., vp.

HUTCHINSON
(Reno County)

KAKE-TV (WICHITA)

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: (Wichita) Whitehall 3-4221. TWX No.: WI 228. (For full listing see Wichita.)

KARD-TV (WICHITA)

LICENSEE: Wichita Television Corp. Address: 833 North Main St., Wichita. Postal Zone: 5. Phone: (Wichita) Amherst 5-5633. TWX No.: WI 242. (For full listing see Wichita.)

KTVH (TV) (WICHITA)

LICENSEE: Wichita-Hutchinson Co. Address: 1800 North Plum. Postal Zone: 1. Phone: Mohawk 5-5503. TWX No.: HU 02.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 800 ft.; above ground 779 ft.
EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 22, 1953.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey.

HUTCHINSON (Cont.)

KTVH (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Minneapolis Star & 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%; Howard O. Peterson, 2.34%. For Cowles' holdings, see KRNT-TV Des Moines, Iowa. The Harrises own KSAL Salina and 80% of KIUL Garden City, both Kan., and publish the 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 Cook, ch. engr.
Howard O. Peterson, gen. mgr. Robert Snyder, film buy.
E. W. Dallier, com. mgr. Joe MacConkey, news ed.
Dale Larsen, pgm. dir. & prom. mgr.

SUMMARY OF RATES (Card No. 4, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. | |
|--|----------|----------|----------|----------|----------|----------|---------|
| Class AA (7-10 p.m., daily) | \$575.00 | \$345.00 | \$235.00 | \$200.00 | \$155.00 | \$135.00 | \$67.50 |
| Class A (6-7 p.m., Mon.-Fri.; 7 p.m., Sat.; 1:30-7 p.m., Sun.; 10-10:30 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$90.00 | \$45.00 |
| Class B (Sign-on - 1:30 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$85.00 | \$65.00 | \$55.00 | \$27.50 |
| Class C (Sign-on - 8 p.m., Mon.-Fri.; sign-on - 5 p.m., Sat.; 10:30 p.m. - sign-off, daily.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$55.00 | \$45.00 | \$22.50 |

Above are one-time rates. Frequency discounts allowed.

MANHATTAN

(Riley County)

KSAC-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Kansas State College. Phone: Prescott 6-8811.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Antenna Height: Above average terrain 450 ft.; above ground 273 ft.

AFFILIATIONS: Stations, Am, KSAC; Fm, KSDB-FM.

EXECUTIVES:

Dr. James A. McCain, pres.

PITTSBURG

(Crawford County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508. TWX No.: Tv City, Kans. 8195.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Present Operating Pow.: Visual 245 kw, Aural 138 kw. Antenna Height: Above average terrain 550 ft.; above ground 573 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 13, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, George O. Sutton.

PRINCIPAL STOCKHOLDERS: Pittsburg Broadcasting Co. (KOAM), 66%; and Joplin Globe Publishing Co. (Joplin Globe and News Herald), 33 1/3%.

EXECUTIVES:

Lester E. Cox, pres. Leo Stafford, ch. engr.
R. E. Wade, gen. mgr., com. mgr. Glen Harold, prom. mgr.
& film buy. Don Blythe, news ed.
Louis R. Martin, pgm. dir.

SUMMARY OF RATES (Card No. 4, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|----------|----------|----------|----------|-----------------|---------|---------|
| Class A (6-10:30 p.m., daily) | \$360.00 | \$210.00 | \$145.00 | \$125.00 | \$90.00 | \$80.00 | \$40.00 |
| Class B (5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.) | \$270.00 | \$160.00 | \$105.00 | \$95.00 | \$87.00 | \$55.00 | \$28.00 |
| Class C (All other times) | \$180.00 | \$105.00 | \$72.00 | \$63.00 | \$45.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

TOPEKA

(Shawnee County)

WIBW-TV

LICENSEE: Topeka Broadcasting Assn. Inc. Address: P.O. Box 119. Phone: Central 3-2377. TWX No.: TK 8605.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,010 ft.; above ground 949 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 24, 1954.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Scharfeld & Baron; Consulting Engineer, Pagc, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Owned by Stauffer Publications Inc., which also owns KSOK Arkansas City and KSEK Pittsburg, both Kan., and KGFF Shawnee, Okla. Stauffer newspapers are Topeka Capital and State Journal, Kansas City Kansan, Arkansas City Traveler, Pittsburg Headlight and Sun, Newton Kansan, all Kan.; Shawnee (Okla.) News and Star; Grand Island Independent and York News-Times, both Neb.; Maryville Forum, Nevada Mail, Independence Examiner, all Mo.; Santa Maria (Calif.) Times; and Capper's Farmer and Household magazines.

EXECUTIVES:

O. S. Stauffer, pres. Hilton Hodges, sls. mgr.
Thad M. Sandstrom, gen. mgr. Charles Logas, pgm. dir.
& film buy. Gil Voiles, ch. engr.
Ray Senate, sls. coord. Olaf Soward, news ed.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|--|----------|----------|----------|----------|-----------------|----------|---------|
| Class AA (6:59-9:30 p.m., daily) | \$550.00 | \$330.00 | \$220.00 | \$192.50 | \$165.00 | \$110.00 | \$55.00 |
| Class A (5:59-6:59 p.m., Mon.-Sat.; 4:59-6:59 p.m., Sun.; 9:30-11 p.m., daily) | \$480.00 | \$288.00 | \$192.00 | \$168.00 | \$144.00 | \$96.00 | \$48.00 |
| Class B (4:59-5:59 p.m., Mon.-Fri.; 12:59-4:59 p.m., Sun.; 1:50-5:59 p.m., Sat.) | \$360.00 | \$216.00 | \$144.00 | \$126.00 | \$108.00 | \$72.00 | \$36.00 |
| Class C (All other times) | \$240.00 | \$144.00 | \$96.00 | \$84.00 | \$72.00 | \$48.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

WICHITA

(Sedwick County)

KAKE-TV

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St. Postal Zone: 6. Phone: Whitehall 3-4221. TWX No.: WI 228.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Present Operating Pow.: Visual 316 kw, Aural 219 kw. Antenna Height: Above average terrain 1,030 ft.; above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 19, 1954.

AFFILIATIONS: Tv Network, ABC. Station, Am, KAKE.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, 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. Mr. Corwin owns KBAY-TV San Francisco, and has a minority interest in Imperial Broadcasting System (KPRE Riverside, KROP Blythe, KYOR Brawley and KROE Indio, all Calif.).

EXECUTIVES:

Martin Umansky, vp. & gen. mgr. Ethel Jane King, women's ed.
Harold Newby, vp. & ch. engr. John Froome, prod. & talent supvr.
Donivan Waldron, natl. sls. mgr. Keith Griggs, studio supvr.
Bryce Benedict, loc. sls. mgr. Gary Hultgren, film ed.
Norman W. Larson, sls. serv. dir. Paul Threlfall, film prod.
Robert C. Payne, pgm., prom. & Claude Clevenger, trans. supvr.
pub. serv. mgr. Arnold Wedel, off. mgr.

SUMMARY OF RATES (Card No. 3, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|----------|----------|----------|----------|-----------------|----------|---------|
| Class A (6:30-9:30 p.m., daily) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$135.00 | \$68.00 |
| Class B (6-6:30 p.m., 9:30-10:30 p.m., daily) | \$420.00 | \$252.00 | \$168.00 | \$147.00 | \$105.00 | \$90.00 | \$45.00 |
| Class C (5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$65.00 | \$33.00 |
| Class D (10:30 p.m. - sign-off, daily) | \$240.00 | \$144.00 | \$96.00 | \$84.00 | \$65.00 | \$55.00 | \$28.00 |
| Class E (All other times) | \$180.00 | \$108.00 | \$72.00 | \$63.00 | \$45.00 | \$36.00 | \$18.00 |

Above are one-time rates. Frequency discounts allowed.

KARD-TV

LICENSEE: Wichita Television Corp. Address: 833 North Main St. Postal Zone: 5, Phone: Amherst 5-5633, TWX No.: WI 242.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 999.1 ft.; above ground 1,068½ ft.

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

OPERATION: Began Sept. 1, 1955.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George M. Brown, 23%; Charles L. Brown, 4.6%; Helen P. Brown, 13.7%; William J. Moyer, 6.8%; Daniel M. Moyer, 1.8%; and approximately 100 more share holders.

EXECUTIVES:
 George M. Brown, pres. Russell V. Goyette, ch. engr.
 William J. Moyer, gen. mgr. Dave Wilson, news ed.
 Donald Sbarra, com. mgr. Dilmond D. Postlewait, off. mgr.
 Sam R. Worsham, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 3, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (6:30-10 p.m., Sun.-Fri.; 5:30-10 p.m., Sat.) | | | | | | |
| \$650.00 | \$390.00 | \$292.00 | \$228.00 | \$195.00 | \$150.00 | \$75.00 |
| Class A (6-6:30 p.m., Mon.-Fri.; 10-10:35 p.m., daily; 5-5:30 p.m., Sat.; 5-6:30 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$180.00 | \$140.00 | \$120.00 | \$90.00 | \$45.00 |
| Class B (5-6 p.m., Mon.-Fri.; 4-5 p.m., Sat., Sun.; 10:35-11 p.m., daily) | | | | | | |
| \$250.00 | \$150.00 | \$112.50 | \$87.50 | \$75.00 | \$55.00 | \$28.00 |
| Class C (Sign-on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-4 p.m., Sat., Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$45.00 | \$22.50 |

Above are one-time rates. Frequency discounts allowed.

KTVH (TV) (HUTCHINSON)

LICENSEE: Wichita-Hutchinson Co. Address: 1800 N. Plum St. Phone: Mohawk 5-5503. (For full listing see Hutchinson, Kan.)

KENTUCKY

KENTUCKY MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|--------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Adair | 3,600 | 44 | 1,580 | 7,739 | 1,620 | 285 |
| Allen | 3,800 | 41 | 1,540 | 10,121 | 1,806 | 239 |
| Anderson | 2,200 | 56 | 1,220 | 5,382 | 1,378 | 202 |
| Ballard | 3,500 | 37 | 1,280 | 8,037 | 1,990 | 151 |
| Barren | 8,600 | 41 | 3,490 | 23,175 | 4,811 | 807 |
| Bath | 2,500 | 32 | 790 | 4,009 | 1,473 | 108 |
| Bell | 8,500 | 38 | 3,230 | 23,755 | 6,425 | 917 |
| Boone | 4,700 | 83 | 3,880 | 10,373 | 2,734 | 209 |
| Bourbon | 5,000 | 50 | 2,490 | 16,158 | 4,550 | 411 |
| Boyd | 15,400 | 85 | 13,060 | 57,332 | 14,621 | 1,753 |
| Boyle | 5,600 | 47 | 2,650 | 18,957 | 4,031 | 564 |
| Bracken | 2,800 | 72 | 2,020 | 5,237 | 1,292 | 95 |
| Breathitt | 3,500 | 29 | 1,010 | 5,949 | 1,751 | 96 |
| Breckinridge | 3,900 | 64 | 2,480 | 5,942 | 1,547 | 88 |
| Bullitt | 3,800 | 84 | 3,190 | 7,979 | 2,631 | 291 |
| Butler | 2,300 | 36 | 830 | 2,390 | 780 | 68 |
| Caldwell | 4,200 | 29 | 1,200 | 10,533 | 2,692 | 361 |
| Calloway | 4,700 | 37 | 1,730 | 19,375 | 3,827 | 507 |
| Campbell | 25,800 | 87 | 22,380 | 73,939 | 22,264 | 2,912 |
| Carlisle | 1,800 | 37 | 660 | 5,516 | 1,131 | 142 |
| Carroll | 2,500 | 83 | 2,070 | 7,920 | 2,279 | 176 |
| Carter | 5,700 | 71 | 4,050 | 10,159 | 2,814 | 287 |
| Casey | 3,300 | 39 | 1,290 | 5,360 | 1,350 | ... |
| Christian | 18,800 | 48 | 7,900 | 43,052 | 8,575 | 1,004 |
| Clark | 6,000 | 32 | 1,910 | 17,404 | 4,238 | 820 |
| Clay | 3,900 | 21 | 810 | 7,643 | 1,266 | 54 |
| Clinton | 1,900 | 21 | 390 | 3,599 | 776 | 111 |
| Crittenden | 2,500 | 29 | 720 | 5,707 | 1,359 | 182 |
| Cumberland | 2,100 | 37 | 770 | 3,679 | 781 | 126 |
| Davless | 17,000 | 57 | 9,720 | 72,022 | 17,845 | 2,262 |
| Edmonson | 1,900 | 40 | 770 | 2,894 | 424 | 53 |
| Elliott | 1,400 | 71 | 1,000 | 1,247 | 433 | ... |
| Estill | 2,700 | 22 | 590 | 5,735 | 1,953 | 169 |
| Fayette | 33,400 | 45 | 14,900 | 138,586 | 25,710 | 5,190 |
| Fleming | 2,900 | 46 | 1,330 | 7,035 | 1,383 | 149 |
| Floyd | 9,200 | 59 | 5,390 | 16,627 | 3,971 | 382 |

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Franklin | 7,700 | 57 | 4,390 | 29,025 | 7,311 | 1,012 |
| Fulton | 3,500 | 37 | 1,280 | 13,098 | 3,973 | 400 |
| Gallatin | 1,100 | 83 | 910 | 4,533 | 825 | 90 |
| Garrard | 3,200 | 47 | 1,510 | 5,966 | 1,305 | 157 |
| Grant | 3,100 | 83 | 2,560 | 6,781 | 1,593 | 163 |
| Graves | 10,400 | 27 | 2,830 | 25,923 | 6,005 | 727 |
| Grayson | 4,400 | 40 | 1,770 | 10,035 | 1,900 | 339 |
| Green | 2,500 | 44 | 1,100 | 5,940 | 1,701 | 116 |
| Greenup | 7,000 | 71 | 4,980 | 1,180 | 3,284 | 340 |
| Hancock | 1,500 | 64 | 950 | 2,168 | 889 | ... |
| Hardin | 11,100 | 68 | 7,580 | 40,609 | 8,470 | 965 |
| Harlan | 15,600 | 44 | 6,930 | 31,488 | 8,617 | 747 |
| Harrison | 4,000 | 58 | 2,840 | 12,840 | 2,734 | 314 |
| Hart | 3,600 | 40 | 1,450 | 7,388 | 1,876 | 292 |
| Henderson | 10,200 | 52 | 5,260 | 34,509 | 7,902 | 687 |
| Henry | 3,200 | 61 | 1,950 | 7,195 | 1,646 | 342 |
| Hickman | 2,100 | 37 | 770 | 4,600 | 1,426 | 93 |
| Hopkins | 12,200 | 33 | 4,000 | 29,921 | 8,369 | 524 |
| Jackson | 2,500 | 20 | 490 | 3,657 | 661 | 53 |
| Jefferson | 168,100 | 85 | 142,890 | 700,379 | 151,274 | 30,538 |
| Jessamine | 4,000 | 47 | 1,890 | 8,677 | 2,024 | 216 |
| Johnson | 4,400 | 55 | 2,410 | 11,469 | 2,911 | 178 |
| Kenton | 35,500 | 90 | 31,900 | 112,989 | 34,102 | 4,172 |
| Knott | 3,200 | 29 | 920 | 2,325 | 870 | ... |
| Knox | 6,200 | 22 | 1,360 | 8,587 | 2,414 | 100 |
| Larue | 2,900 | 44 | 1,270 | 5,846 | 1,283 | 182 |
| Laurel | 6,000 | 20 | 1,180 | 13,647 | 3,524 | 363 |
| Lawrence | 3,700 | 55 | 2,040 | 5,601 | 749 | 158 |
| Lee | 1,800 | 25 | 440 | 3,434 | 714 | 99 |
| Leslie | 3,000 | 21 | 630 | 2,340 | 722 | 64 |
| Letcher | 6,700 | 27 | 1,790 | 12,585 | 3,415 | 231 |
| Lewis | 3,100 | 46 | 1,410 | 5,370 | 1,312 | 122 |
| Lincoln | 5,000 | 39 | 1,950 | 8,561 | 1,933 | 144 |
| Livingston | 2,100 | 29 | 600 | 2,918 | 869 | 32 |
| Logan | 6,800 | 52 | 3,520 | 15,434 | 3,761 | 473 |
| Lyon | 1,900 | 37 | 700 | 2,603 | 703 | 125 |
| McCracken | 23,400 | 40 | 9,350 | 68,138 | 16,207 | 2,886 |
| McCreary | 2,800 | 32 | 890 | 5,595 | 1,509 | 84 |
| McLean | 3,300 | 36 | 1,190 | 5,043 | 1,065 | 127 |
| Madison | 9,200 | 22 | 2,020 | 24,930 | 4,820 | 2,267 |
| Magoffin | 2,400 | 29 | 690 | 2,046 | 91 | 75 |
| Marion | 3,400 | 56 | 1,890 | 11,500 | 2,605 | 215 |
| Marshall | 4,700 | 37 | 1,740 | 13,339 | 3,969 | 230 |
| Martin | 2,300 | 55 | 1,270 | 1,837 | 333 | 53 |
| Mason | 5,800 | 72 | 4,190 | 18,851 | 4,327 | 644 |
| Meade | 2,100 | 64 | 1,340 | 9,167 | 1,334 | 80 |
| Menifee | 900 | 22 | 200 | 601 | 162 | ... |
| Mercer | 4,100 | 47 | 1,940 | 11,149 | 2,574 | 392 |
| Metcalfe | 1,700 | 37 | 620 | 2,860 | 565 | 90 |
| Monroe | 2,800 | 37 | 1,030 | 8,378 | 1,157 | 282 |
| Montgomery | 2,500 | 32 | 790 | 13,925 | 2,784 | 437 |
| Morgan | 2,200 | 25 | 540 | 5,353 | 1,309 | 74 |
| Muhlenberg | 7,700 | 36 | 2,770 | 17,681 | 5,094 | 419 |
| Nelson | 4,800 | 84 | 4,030 | 14,311 | 2,956 | 313 |
| Nicholas | 2,100 | 50 | 1,050 | 3,587 | 1,141 | 158 |
| Ohio | 4,800 | 36 | 1,720 | 7,691 | 2,952 | 354 |
| Oldham | 2,700 | 61 | 1,640 | 7,018 | 1,756 | 175 |
| Owen | 2,500 | 57 | 1,430 | 4,333 | 1,052 | 262 |
| Owsley | 1,400 | 21 | 290 | 945 | 417 | ... |
| Pendleton | 2,900 | 72 | 2,090 | 5,732 | 1,528 | 202 |
| Perry | 7,600 | 28 | 2,150 | 19,953 | 4,938 | 452 |
| Pike | 15,100 | 46 | 7,010 | 27,507 | 7,574 | 480 |
| Powell | 1,600 | 22 | 350 | 1,695 | 219 | 78 |
| Pulaski | 8,600 | 23 | 2,000 | 19,355 | 4,603 | 894 |
| Robertson | 700 | 72 | 500 | 500 | 267 | ... |
| Rockcastle | 2,600 | 20 | 510 | 4,203 | 964 | 138 |
| Rowan | 2,700 | 46 | 1,240 | 8,580 | 1,478 | 272 |
| Russell | 2,600 | 39 | 1,020 | 4,051 | 1,163 | 199 |
| Scott | 4,300 | 58 | 2,490 | 10,115 | 3,174 | 369 |
| Shelby | 6,000 | 81 | 3,650 | 16,265 | 2,988 | 154 |
| Simpson | 3,800 | 52 | 1,960 | 10,661 | 1,805 | 133 |
| Spencer | 1,400 | 84 | 1,180 | 3,509 | 689 | 438 |
| Taylor | 3,900 | 44 | 1,700 | 10,580 | 2,401 | 248 |
| Todd | 3,400 | 52 | 1,760 | 7,094 | 1,722 | 304 |
| Trigg | 2,000 | 37 | 740 | 4,787 | 1,232 | 196 |
| Trimble | 1,700 | 61 | 1,030 | 2,123 | 452 | 146 |
| Union | 3,500 | 34 | 1,170 | 13,457 | 3,262 | 427 |
| Warren | 12,900 | 46 | 5,880 | 41,262 | 8,621 | 1,408 |
| Washington | 2,800 | 56 | 1,560 | 7,015 | 1,869 | 211 |
| Wayne | 3,400 | 21 | 710 | 4,335 | 597 | 282 |
| Webster | 4,400 | 34 | 1,480 | 9,553 | 2,237 | 248 |
| Whitley | 6,400 | 32 | 2,040 | 18,723 | 4,763 | 468 |
| Wolfe | 1,300 | 25 | 320 | 1,279 | 250 | 39 |
| Woodford | 3,300 | 58 | 1,910 | 8,614 | 2,449 | 289 |
| Total | 811,900 | 57% | 463,810 | \$2,394,352 | \$562,989 | \$83,058 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ASHLAND

(Boyd County)

WALN-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. Antenna Height: Above average terrain 470 ft.; above ground 234 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Equal owners are brothers Albert S., E. G., Lincoln M., Charles M. and Lake Polan Jr. The Polans also own WLTV (TV) Wheeling, W. Va., and E. G. Polan own 20% of WPLH Huntington, W. Va.

HENDERSON

(Henderson County)

WEHT(TV) (EVANSVILLE, IND.)

LICENSEE: WEHT Inc. Address: P. O. Box 395, Evansville, Ind. Postal Zone: 6. Phone: Harrison 4-9215. TWX No.: SLX 61.
FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 155 kw, Aural 83.2 kw. Present Operating Pow.: Visual 155 kw, Aural 83.2 kw, Antenna Height: Above average terrain 590 ft.; above ground 537 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953.
AFFILIATIONS: Tv Network, CBS. Station, Am, WEOA.
REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Edwin G. Richter Jr., 21.82%; Henry S. Hilberg and wife, 36.36%; Mary Jane B. Clark, 14.55%; and the following owning 5.45% each: Ernest Felix, Jane B. Buse, Raymond L. Buse Jr., Rosanne B. Brockman and J. Barrett Buse. Same interests also own WEOA Evansville, Ind.
EXECUTIVES:
 Edwin G. Richter Jr., pres., gen. mgr. & film buy.
 Ernest Felix, vp. & pgm. dir.
 Howard Duncan, com. mgr.
 Robert M. Cleveland, ch. engr.
 Lucille Gander, prom. mgr.
 Ulysses Carlini, news ed.

SUMMARY OF RATES (Card No. 6, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | ID. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class A (6-7 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 | \$30.00 |
| Class B (5-6 p.m., 10:30-11 p.m., Mon.-Sun.) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$75.00 | \$60.00 | \$45.00 | \$22.50 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$37.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

LEXINGTON

(Fayette County)

WLAP-TV

(Target Date, Unknown)

LICENSEE: Community Broadcasting Co. Address: Radio Bldg. Phone: 3-2727.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Antenna Height: Above average terrain 640 ft.; above ground 556 ft.
AFFILIATIONS: Stations, Am, WLAP; Fm, WLAP-FM.
REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd.
PRINCIPAL STOCKHOLDERS: Frederic Gregg Jr., Harry C. Feingold and Charles H. Wright each own 33 1/3%.
EXECUTIVES:
 Frederic Gregg Jr., co-own.
 Charles H. Wright, co-own.
 Harry C. Feingold, co-own.

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. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 630 ft.; above ground 651 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 15, 1955.
AFFILIATIONS: Tv Networks, NBC, ABC, CBS. Station, Am, WLEX.
REPRESENTATIVES: Sales, The Bolling Co., Dora Clayton (Deep South); Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandivere, Cohen & Wearn.
PRINCIPAL STOCKHOLDERS: H. Guthrie Bell, 29.97%; Central Kentucky Broadcasting Co. (WLEX), 26.92%; J. Douglas Gay, 23.91%; and William B. Gess, 4.11%. Messrs. Bell and Gay own controlling interest in Central Kentucky.
EXECUTIVES:
 J. D. Gay Jr., pres.
 Earl L. Boyles, vp., gen. mgr. & film buy.
 Harry C. Barfield, sta. mgr. & film buy.
 J. M. Pennock, com. mgr.
 Alex B. Macauley, pgm. dir.
 J. W. Robertson, ch. engr.
 Sue Fenimore Wahlgren, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--------------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A (5:30-10:30 p.m., daily) | | | | | | |
| \$218.50 | \$131.10 | \$73.05 | \$64.40 | \$50.89 | \$35.65 | \$21.85 |
| Class B (10:30 p.m.-sign-off, daily) | | | | | | |
| \$145.50 | \$87.30 | \$68.20 | \$48.60 | \$43.65 | \$29.10 | \$17.50 |
| Class C (Sign-on-5:30 p.m., daily) | | | | | | |
| \$126.50 | \$75.90 | \$50.60 | \$44.30 | \$37.95 | \$25.30 | \$15.20 |

Above are one-time rates. Frequency discounts allowed.



EXCITEMENT UNLIMITED!

ASHORE! AT SEA! IN THE AIR!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR COMMAND"
 starring **WENDELL COREY**



LOUISVILLE
(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Postal Zone: 2. Phone: Juniper 5-2201. TWX No.: LS 291.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 910 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 24, 1948.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: George W. Norton Jr., 98.4%. WAVE Inc. 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 ed. |
| George Patterson, pgm. dir. & film buy. | |

SUMMARY OF RATES (Card No. 13, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Sun. -Sat.) | | | | | | |
| \$1,025.00 | \$615.00 | \$410.00 | \$358.75 | \$256.25 | \$230.00 | \$115.00 |
| Class A (6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sun., Sat.; 10-10:30 p.m., Sun.-Sat.) | | | | | | |
| \$875.00 | \$525.00 | \$350.00 | \$306.25 | \$218.75 | \$180.00 | \$90.00 |

| | | | | | | | |
|---|----------|----------|----------|----------|----------|----------|---------|
| Class B (5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-6 p.m., Sun.; 5-6 p.m., Sat.) | \$725.00 | \$435.00 | \$290.00 | \$253.75 | \$181.25 | \$145.00 | \$72.50 |
| Class C (Noon-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, Sun.-Sat.; sign-on-noon, Sun.; sign-on-5 p.m., Sat.) | \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$90.00 | \$45.00 |
| Class D (9 a.m.-noon, Mon.-Fri.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class E (Sign-on - 9 a.m., Mon.-Fri.) | | | | | | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Postal Zone: 2. Phone: Juniper 5-2211. TWX No.: LS 594.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 490 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 27, 1950.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Courier-Journal and Louisville Times Co. (Barry Bingham and family), 100%.

EXECUTIVES:

| | |
|--|--------------------------------|
| Barry Bingham, pres. | Orrin W. Towner, dir., engrng. |
| Victor A. Sholis, vp. & dir. | Charles McDaniel, film buy. |
| Albert J. Gillen, sls. dir. | William F. Loader, prom. mgr. |
| Samuel D. Gifford, pgm. dir. & film buy. | William J. Small, news ed. |

WLEX-TV LEXINGTON, KENTUCKY

it adds up this way...

TAKE CHANNEL **18*** WITH
 COVERAGE IN **34**** COUNTIES
 TO SELL KENTUCKY **52** WEEKS
 OUT OF THE YEAR

* Lexington's WLEX-TV, the ONLY station in the area and the ONLY consistently clear picture received! Outstanding local programing, with emphasis on sports (University of Kentucky coaches Adolph Rupp and Blanton Collier Keeneland Races Cincinnati Reds) and the best from the networks!

** 34 central Kentucky counties included within the B.5 M.V. coverage area. 547,500 population \$699,813,000 spendable income \$422,134,000 retail sales. Located in Fayette County, one of the country's FASTEST growing areas with new, big industry booming sales past all previous highs!

NBC ABC CBS

**YOU CAN'T SELL KENTUCKY WITHOUT THE RICH BLUEGRASS AREA!
 AND YOU CAN'T ADEQUATELY SELL THE BLUEGRASS WITHOUT WLEX-TV!**

REPRESENTED BY THE BOLLING CO., INC. - IN DEEP SOUTH BY THE DORA-CLAYTON AGENCY

LOUISVILLE (Cont.)

WHAS-TV (Cont.)

SUMMARY OF RATES (Card No. 9, Aug. 20, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 30 Sec. |
|---|------------|----------|----------|--------|-----------------|----------|
| Class AA (7-10 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | | \$250.00 | \$200.00 |
| Class A (6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 6-7 p.m., Sat., Sun.) | \$850.00 | \$510.00 | \$340.00 | | \$212.50 | \$170.00 |
| Class B (6-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat., Sun.) | \$700.00 | \$420.00 | \$280.00 | | \$175.00 | \$140.00 |
| Class C (Noon-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; sign-on-5 p.m., Sat., Sun.) | \$450.00 | \$270.00 | \$180.00 | | \$112.00 | \$90.00 |
| Class D (Midnight-noon, Mon.-Fri.) | \$400.00 | \$240.00 | \$160.00 | | \$100.00 | \$80.00 |

Above are one-time rates. Frequency discounts allowed except Class AA announcements.

WKLO-TV†

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Postal Zone: 2. Phone: Juniper 3-4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Antenna Height: Above average terrain 730 ft.; above ground 404 ft.

OPERATION: Began Oct. 18, 1953.

AFFILIATION: Station, Am, WKLO.

REPRESENTATIVES: Washington Attorney, Haley, Wollenberg & Kenehan.

PRINCIPAL STOCKHOLDER: Great Trails Broadcasting Co. (controlled by former Sec. of Commerce Charles W. Sawyer), 100%. Great Trails is licensee of WING Dayton, Ohio, and owns 70% of WCMI Ashland, Ky. Mr. Sawyer also owns WIZE Springfield, Ohio, WCOL-AM-FM Columbus, Ohio, Lancaster (Ohio) Eagle-Gazette and weekly Waverly (Ohio) Watchman and News.

†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. Postal Zone: 8. Phone: Melrose 7-3689.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Antenna Height: Above average terrain 210 ft.; above ground 293.44 ft.

AFFILIATION: Station, Am, WLOU.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Smith & Pepper; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: See WQXI-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Rounsaville, pres. & gen. mgr.

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Unknown)

LICENSEE: Tri-City Broadcasting Co. Address: 606 Monmouth St. Phone: Juniper 1-7100.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 17.42 kw, Aural 8.71 kw. Antenna Height: Above average terrain 510 ft.; above ground 500 ft.

AFFILIATION: Station, Am, WNOP.

REPRESENTATIVES: Washington Attorney, Maurice R. Barnes; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: James G. Lang, 52.5%; Olin W. Davis, 17.5%; Vincent Herold, 6.54%, and others.

EXECUTIVES:

James G. Lang, pres. R. Doug Nuns, sta. mgr.
Ann Rolfe Lang, gen. mgr.

OWENSBORO

(Davies County)

WKYT(TV)

(Target Date, Unknown)

LICENSEE: Alrcast Inc. Address: 3015 Radiane Road, Louisville, Ky.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Antenna Height: Above average terrain 280 ft.; above ground 303 ft.

REPRESENTATIVES: Consulting Engineer, F. O. Grimwood Assoc.

PRINCIPAL STOCKHOLDERS: Stephen P. Bellinger, 30%; Morris E. Kemper, 30%; Ben H. Townsend, 20%, and Joel H. Townsend, 20%. They also own WVMC Mt. Carmel, Ill.; WIZZ Sreator, Ill.

EXECUTIVES:

Stephen P. Bellinger, pres. Ben H. Townsend, vp.

PADUCAH

(McCracken County)

WPSD-TV

LICENSEE: Paducah Newspapers Inc. Address: 100 Television Lane. Phone: 2-8214. TWX No.: 8380.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 34.7 kw. Present Operating Pow.: Visual 58.9 kw, Aural 34.7 kw. Antenna Height: Above average terrain 630 ft.; above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 22, 1957.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WKYB; Fm, WKYB-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv.; Washington Attorney, Scharfeld & Baron; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDER: Edwin J. Paxton and family, 100%. Permittee also owns 25% of WFRX West Frankfort, Ill.

EXECUTIVES:

E. J. Paxton Sr., pres. Fitz A. Hooton, pgm. dir. & film buy.
E. J. Paxton Jr., vp. & gen. mgr. Ernest J. Pell, ch. engr.
Sam Livingston, com. mgr. Joe Mitchell, prom. mgr.

SUMMARY OF RATES (Card No. 1, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (6:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat.; noon-5 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

LOUISIANA

LOUISIANA MARKET DATA BY PARISHES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|-----------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Acadia | 12,700 | 31 | 3,920 | 36,495 | 6,249 | 974 |
| Allen | 5,300 | 39 | 2,090 | 15,391 | 2,191 | 426 |
| Ascension | 6,000 | 46 | 2,770 | 17,424 | 3,710 | 432 |
| Assumption | 4,000 | 34 | 1,360 | 7,122 | 1,183 | 276 |
| Avoyelles | 10,300 | 34 | 3,480 | 20,097 | 3,679 | 799 |
| Beauregard | 5,400 | 39 | 2,120 | 16,583 | 4,264 | 491 |
| Bienville | 4,400 | 36 | 1,570 | 7,833 | 2,037 | 281 |
| Bossier | 12,700 | 61 | 7,750 | 32,242 | 9,530 | 707 |
| Caddo | 58,900 | 76 | 44,850 | 256,567 | 56,624 | 9,210 |
| Calcasieu | 33,300 | 51 | 17,120 | 131,840 | 25,310 | 4,165 |
| Calwell | 2,600 | 45 | 1,160 | 4,885 | 1,029 | 135 |
| Cameron | 1,300 | 40 | 520 | 4,748 | 1,721 | 146 |
| Catahoula | 2,700 | 36 | 960 | 8,314 | 3,357 | 318 |
| Claiborne | 6,200 | 36 | 2,220 | 14,999 | 3,545 | 873 |
| Concordia | 3,800 | 36 | 1,350 | 12,021 | 2,367 | 447 |
| De Soto | 5,800 | 54 | 3,130 | 16,148 | 3,486 | 429 |
| E. Baton Rouge | 58,700 | 64 | 37,710 | 238,241 | 45,459 | 9,399 |
| East Carroll | 3,900 | 47 | 1,850 | 7,098 | 1,913 | 274 |
| E. Feliciana | 3,300 | 33 | 1,080 | 5,071 | 1,143 | 91 |
| Evangeline | 8,700 | 27 | 2,380 | 14,009 | 2,198 | 372 |
| Franklin | 7,100 | 42 | 3,010 | 12,799 | 2,315 | 548 |
| Grant | 3,400 | 49 | 1,670 | 5,422 | 1,632 | 119 |
| Iberia | 11,100 | 44 | 4,840 | 44,119 | 9,006 | 1,407 |
| Iberville | 7,100 | 38 | 2,770 | 13,213 | 3,465 | 370 |
| Jackson | 3,600 | 49 | 1,770 | 23,771 | 2,552 | 388 |
| Jefferson | 42,500 | 81 | 34,420 | 113,358 | 41,081 | 4,011 |
| Jefferson Davis | 7,200 | 40 | 2,910 | 26,939 | 5,440 | 828 |
| Lafayette | 17,700 | 49 | 8,580 | 76,808 | 12,487 | 2,138 |
| Lafourche | 11,100 | 64 | 7,140 | 42,427 | 9,108 | 1,044 |
| La Salle | 3,800 | 45 | 1,700 | 9,716 | 2,252 | 309 |
| Lincoln | 6,700 | 42 | 2,780 | 22,681 | 4,599 | 583 |
| Livingston | 5,500 | 46 | 2,540 | 11,895 | 3,300 | 304 |
| Madison | 4,500 | 47 | 2,130 | 11,795 | 2,052 | 448 |
| Morehouse | 8,900 | 37 | 3,320 | 24,122 | 6,620 | 950 |
| Natchitoches | 9,300 | 36 | 3,350 | 18,241 | 3,821 | 543 |
| Orleans | 183,700 | 82 | 150,540 | 786,577 | 131,183 | 33,917 |
| Ouachita | 24,500 | 60 | 14,750 | 102,222 | 20,525 | 2,937 |
| Plaquemines | 3,600 | 73 | 2,640 | 13,269 | 5,183 | 286 |
| Pointe Coupee | 5,200 | 33 | 1,700 | 8,726 | 2,546 | 394 |
| Rapides | 28,100 | 54 | 15,300 | 93,860 | 19,770 | 2,598 |
| Red River | 2,700 | 54 | 1,450 | 5,411 | 1,191 | 172 |
| Richland | 8,400 | 64 | 4,090 | 16,862 | 3,839 | 432 |
| Sabine | 5,100 | 28 | 1,430 | 11,065 | 2,917 | 441 |
| St. Bernard | 3,500 | 80 | 2,790 | 5,684 | 2,218 | 144 |
| St. Charles | 3,800 | 61 | 2,190 | 7,674 | 1,389 | 300 |
| St. Helena | 2,400 | 33 | 780 | 1,742 | 439 | 16 |
| St. James | 3,500 | 61 | 2,130 | 10,059 | 2,007 | 185 |
| St. John Bapt. | 3,400 | 61 | 2,070 | 5,676 | 1,755 | 285 |
| St. Landry | 20,000 | 30 | 5,980 | 58,187 | 9,639 | 1,233 |
| St. Martin | 6,100 | 34 | 2,080 | 12,907 | 2,196 | 228 |
| St. Mary | 10,100 | 44 | 4,400 | 42,821 | 12,371 | 1,459 |
| St. Tammany | 8,000 | 61 | 4,860 | 25,373 | 5,102 | 706 |

*Louisville's FOREMOST and
BEST KNOWN FIGURE*



The WHAS-TV Channel 11 figure is recognized at a glance. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

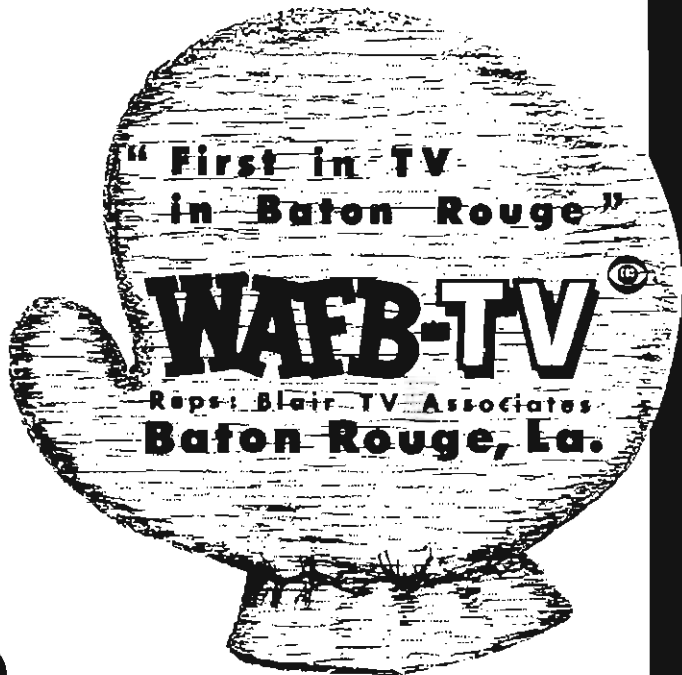
Just as the Channel 11 figure symbolizes excellence to the viewer, he should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

*FOREMOST in Service—
BEST in Entertainment!*

WHAS-TV CHANNEL 11 LOUISVILLE, KY.
316,000 WATTS—BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Richter & Parsons
Associated with The Courier-Journal and Louisville Times

The Only TV STATION to win FOUR MAJOR AWARDS In One National PROMOTION CONTEST



1 FIRST in the nation for promotion of network programs.*

1 FIRST in the nation for promotion of syndicated film programs.*

1 FIRST in Louisiana and third in the nation for general audience promotion.*

2 SECOND in the nation for promotion of local live programs.*

WAFB-TV is tops in other merchandising contests . . . with 8 major awards in 8 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night-time shows, 8 out of 10 top morning shows and 16 out of 25 top week-day strips.

* BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION

" First in TV in Baton Rouge "

LOUISIANA

LOUISIANA MARKET DATA BY PARISHES (Cont.)

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|----------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Tangipahoa | 15,800 | 74 | 11,690 | 49,378 | 10,687 | 1,537 |
| Tensas | 3,200 | 47 | 1,510 | 6,269 | 1,059 | 320 |
| Terrebonne | 11,600 | 72 | 8,390 | 50,392 | 11,913 | 1,308 |
| Union | 4,700 | 42 | 1,950 | 9,557 | 2,011 | 241 |
| Vermilion | 10,000 | 28 | 2,830 | 29,120 | 5,979 | 1,019 |
| Vernon | 5,900 | 28 | 1,650 | 18,471 | 3,825 | 527 |
| Washington | 10,800 | 65 | 7,020 | 31,427 | 7,595 | 1,223 |
| Webster | 10,100 | 54 | 5,420 | 31,485 | 7,793 | 1,007 |
| W. Baton Rouge | 3,200 | 38 | 1,210 | 4,925 | 1,812 | 130 |
| West Carroll | 3,700 | 64 | 2,370 | 7,270 | 763 | 225 |
| W. Feliciana | 1,600 | 33 | 520 | 2,683 | 731 | 83 |
| Winn | 4,400 | 49 | 2,150 | 9,163 | 2,788 | 521 |
| Total | 804,400 | 61% | 488,110 | \$2,762,469 | \$571,891 | \$98,069 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ALEXANDRIA (Rapides Parish)

KALB-TV

LICENSEE: Lanford Telecasting Co. Address: 801 Washington St. Phone: 5-2456. TWX No.: 484.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 15.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 15.1 kw. Antenna Height: Above average terrain 560 ft.; above ground 585 ft.

OPERATION: Began Sept. 29, 1954.

AFFILIATIONS: Tv Network, NBC. Stations, 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, 51%; Bill L. Fox, 49%. Mr. Lanford also owns KALB-AM-FM Alexandria, 85% of KRMD Shreveport, and 33 1/3% of KPLC-AM-TV Lake Charles, all La.; 13.8% of WSLI and WJTV (TV) Jackson, Miss., and 98% of KRRV Sherman, Tex.

EXECUTIVES:

T. B. Lanford, pres. & film buy. Tom Erwin, pgm. dir.
Willard L. Cobb, gen. mgr., Eugene Miller, ch. engr.
nat'l. sls. mgr. Bibby Close, prom. mgr.
Jesse R. Sexton, loc. sls. mgr. Ben Hubbard, news ed.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|----------|----------|----------|---------|-----------------|---------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class B (6-6:30 p.m., Mon.-Sat.) | | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 | \$20.00 |
| Class C (All other times) | \$175.00 | \$105.00 | \$72.00 | \$54.00 | \$46.00 | \$35.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

BATON ROUGE (East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc. Address: 929 Government St. Phone: Dickens 4-8571.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Present Operating Pow.: Visual 182 kw, Aural 97.7 kw. Antenna Height: Above average terrain 490 ft.; above ground 499 ft.

OPERATION: Began April 19, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC. Stations, Am, WAFB; Fm, WAFB-FM.

REPRESENTATIVES: Sales, Blair-Tv Assoc.; Washington Attorney, Pierson, Ball & Dowd. Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: WDSU Broadcasting Corp. (WDSU-TV New Orleans), 68.87%; following own 2.9% each: Tom E. Gibbens, Francis H. Lee, J. S. Burk, C. C. Barnard; Louis S. Prejean, 2%. For other WDSU-TV holdings, see WDSU-TV New Orleans, La.

EXECUTIVES:

Dwight W. Martin, chmn. of bd. Donald K. Allan, ch. engr.
Tom E. Gibbens, pres. & gen. mgr. Grave McElveen, prom. mgr.
Mervyn E. Rhys, com. mgr. Roland Daye, news ed.
Don Hallmann, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Mar. 10, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|--|----------|----------|----------|---------|-----------------|---------|---------|
| Class A (6-11 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class B (Noon-5 p.m., Sat., Sun.; 5-6 p.m., 11 p.m.-sign-off, daily) | \$187.50 | \$112.50 | \$75.00 | \$56.25 | \$46.88 | \$37.50 | \$18.75 |
| Class C (Noon-5 p.m., Mon.-Fri.) | \$125.00 | \$75.00 | \$50.00 | \$43.75 | \$31.25 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

WBRZ(TV)

LICENSEE: Louisiana Television Broadcasting Corp. Address: 1650 Highland Rd. Phone: Dickens 8-1491. TWX No.: BR 01.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw. Aural 56.2 kw. Present Operating Pow.: Visual 97.7 kw. Aural 56.2 kw. Antenna Height: Above average terrain 890 ft.; above ground 954 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 14, 1955.
AFFILIATIONS: Tv Network, NBC, ABC. Stations, Am, WJBO; Fm, WBRL (FM).
REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Baton Rouge Broadcasting Co., (WJBO), 49.33%; Louis Gottlieb, 9.4%; Percy E. Roberts, 6.9%; Roland Kizer, 9.07%; R. F. Cangelosi, 9.4%; Clint L. Pierson, 9%; Earl H. Smith, 3.33%; and D. L. and C. P. Manship Jr., .33% each. Manships own WJBO, WBRL-FM and Baton Rouge Advocate and State-Times.
EXECUTIVES:
 Douglas L. Manship, pres. John E. Ferguson, pgm. mgr. & film buy.
 John H. Bone, gen. mgr. J. Patrick Weathersby, ch. engr.
 Guy Corley, sls. mgr. Edward Hessel Jr., prom. mgr.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., daily; 6-7 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$65.00 |
| Class A (5-8 p.m., daily; 6-7 p.m., Mon.-Fri.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class B (10-11 p.m., daily; noon-5 p.m., Sat., Sun.) | \$187.50 | \$112.50 | \$75.00 | \$65.62 | \$46.88 | \$37.50 |
| Class C (Noon-5 p.m., Mon.-Fri.) | \$125.00 | \$75.00 | \$50.00 | \$43.75 | \$31.25 | \$25.00 |
| Class D (7 a.m.-noon, 11 p.m.-sign-off, daily) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WCNS(TV)

(Target Date, September, 1957)

LICENSEE: Bayou Broadcasting Corp. Address: P. O. Box 1387, Shreveport, La.
FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 77.6 kw. Antenna Height: Above average terrain 490 ft.; above ground 503 ft.
REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: Henry B. Clay, Gilmore N. Nunn and Frank M. Smith, 33 1/3% each. Mr. Clay also owns 15.6% of KTRE-AM-TV Lufkin, Tex. and is executive vice president of KWKH Shreveport, La. and of KTHS and KTHV (TV) Little Rock, Ark. Mr. Nunn owns 30% of WBR-AM-FM-TV Knoxville, Tenn. Mr. Smith owns 18.07% of Hudson Valley Broadcasting Co. (WCDA(TV) Albany and (WCDB(TV) Hagaman, both New York; and WCDC(TV) Adams, Mass.).
EXECUTIVES:
 Henry B. Clay, pres. & treas. Frank M. Smith, vp.
 Gilmore N. Nunn, vp.

LAFAYETTE
(Lafayette Parish)

KLFY-TV

LICENSEE: Camellia Broadcasting Co. Address: 1301 Oak Ave. Phone: Center 5-9494. TWX No.: IF88.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 440 ft.; above ground 457 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 3, 1955.
AFFILIATIONS: Tv Network, CBS. Station, Am, KLFY.
REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, Cohn & Marks; Consulting Engineer, Guy C. Hutchinson.
PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, 18.75%; Thomas A. DeClouet, 18.75%; Harold J. Delhomme, 18.75%; John W. Mitchell, 18.75%; and others. Paul and Thomas DeClouet own 50% of KEUN Eunice and 40% of KPVI Ville Platte, both La.
EXECUTIVES:
 Paul H. DeClouet, pres. Sonny Baker, pgm. dir.
 Dierrell Hamm, gen. mgr. Maurice Wynn, ch. engr.
 Quitman Henley, com. mgr. Dudley Lastrape, news ed.

SUMMARY OF RATES (Card No. 2, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (6-10 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$75.00 | \$50.00 |
| Class B (5-6 p.m., 10-11 p.m., daily) | \$175.00 | \$103.00 | \$72.00 | \$54.00 | \$46.00 | \$35.00 |
| Class C (Sign-on-5 p.m., 11 p.m.-sign-off, daily) | \$122.50 | \$73.50 | \$50.40 | \$37.80 | \$32.20 | \$24.50 |

Above are one-time rates. Frequency discounts allowed.

LAKE CHARLES
(Calcasieu Parish)

KPLC-TV

LICENSEE: Calcasieu Broadcasting Co. Address: 320 Division St. Phone: Hemlock 6-3631. TWX No.: LH 96.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 440 ft.; above ground 474 ft.
OPERATION: Began Sept. 29, 1954.
AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am, KPLC.

BROADCASTING • TELECASTING

America's dynamic new industrial empire...

Baton Rouge - WBRZ area!



Spend more... where there's more to spend!

Twelve oil and chemical plants in Baton Rouge alone provide payrolls over \$100 million annually... per family buying income \$5947



(National Average \$5465)

Baton Rouge is a "must" market... and only one TV station completely covers this great industrial empire.



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingsbery

"Only sunshine reaches more homes in this BILLION DOLLAR MARKET"

THERE'S MORE THAN ONE "Monroe" WITH A TERRIFIC FIGURE!

You've Seen Marilyn's Figure
Now . . . Look at KNOE-TV's

**KNOE-TV
DELIVERS 99⁷/₁₀%**

OF THE TV HOMES
IN OUR VIEWING AREA

For as little as **92^c** Per thousand
Homes

| Time Period | Cost per M homes |
|--------------------|------------------|
| Sign on to 12 noon | \$1.57 |
| 12 noon to 4 p.m. | 1.05 |
| 4 p.m. to 6 p.m. | 1.48 |
| 6 p.m. to 7 p.m. | .93 |
| 7 p.m. to 10 p.m. | .92 |
| 10 p.m. to 11 p.m. | 1.89 |

Based on National one-time spot rate
Sources: March 1957 ARB, 1956 NCS

LOOK AT THIS MARKET AREA

| | |
|------------------------------|------------------------|
| Population | 1,664,500 |
| Families | 476,260 |
| Spendable Income | \$1,591,352,000 |
| Food Stores | \$ 238,625,000 |
| General Merchandise Stores | \$ 154,806,000 |
| Auto Stores | \$ 232,292,000 |
| Service Stations | \$ 55,368,000 |
| Restaurants, Drinks, etc. | \$ 53,985,000 |
| Drug | \$ 35,906,000 |
| Building Materials, Hardware | \$ 96,324,000 |
| TOTAL RETAIL SALES | \$1,063,415,000 |
| Farms, number operated | 143,429 |
| Population Living on Farms | 583,600 |
| Dwelling Units | 148,070 |

KNOE-TV

Paul H. Goldman, Vice President & General Manager

CHANNEL 8—MONROE, LA.

CBS NBC ABC

A James A. Noe Station

H-R Television, Inc.—National Rep.

LOUISIANA

LAKE CHARLES (Cont.)

KPLC-TV (Cont.)

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Robert M. Booth; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: T. E. Lanford and L. M. Sepaugh, both 33¹/₂%; R. M. Dean and Viola Lipe Dean trust, 16% each; See KALB-TV Alexandria, La. for other Lanford interests. Mr. Sepaugh also owns 13.8% of WSLI-WJTV (TV) Jackson, Miss.

EXECUTIVES:

T. E. Lanford, pres. & film buy. Ed Barton, ch. engr.
Pelham Mills Jr., gen. mgr. Gay St. Cyr, prom. mgr.
Art Reuben, com. mgr. Karl von Leuwen, news ed.
A. B. Craft Jr., pgm. dir.

SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; all day Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class B (5-6:30 p.m., daily) | \$175.00 | \$105.00 | \$72.00 | \$54.00 | \$46.00 | \$35.00 |
| Class C (Sign-on-5 p.m., 10:30 p.m.-sign-off, daily) | \$122.50 | \$73.50 | \$50.40 | \$37.80 | \$32.20 | \$24.50 |

Above are one-time rates. Frequency discounts allowed.

KTAG (TV)

LICENSEE: KTAG Associates. Address: 645 15th St. Phone: Hemlock 9-9413. TWX No.: LH 83.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Present Operating Pow.: Visual 20.4 kw, Aural 11 kw. Antenna Height: Above average terrain 330 ft.; above ground 348 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr., 46.5%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7%; and Harold Knox, 10.7%. Mr. Lamar owns WPFA-TV Pensacola, Fla.

EXECUTIVES:

Warren Berwick, pres. Lawrence Vicknair, ch. engr.
Raymond Dorsey, gen. mgr. & film buy. Bob Pardue, prom. mgr.
Harper Clark, com. mgr. Bill Smith, news ed.
Nelda Barker, pgm. dir.

SUMMARY OF RATES (Card No. 2, Aug. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$25.00 |
| Class B (5-6:30 p.m., after 10 p.m., daily; noon-5 p.m., Sun.; noon-6:30 p.m., Sat.) | \$112.50 | \$67.50 | \$45.00 | \$37.50 | \$27.50 | \$18.75 |
| Class C (Noon-5 p.m., Mon.-Fri.) | \$75.00 | \$45.00 | \$30.00 | \$25.00 | \$20.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

MONROE

(Ouachita Parish)

KLSE (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: State Dept. of Education, State of Louisiana. Address: State Capitol Bldg., Baton Rouge.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 320 ft.; above ground 337 ft.

REPRESENTATIVES: Washington Attorney, Lippman, Woods, Tyler & Finley.

EXECUTIVES:

Shelby M. Jackson, State Supt. of Public Education

KNOE-TV

LICENSEE: James A. Noe. Address: P.O. Box 1472. Phone: Fairfax 2-8155. TWX No.: MRO LA 371.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Present Operating Pow.: Visual 229 kw, Aural 115 kw. Antenna Height: Above average terrain 750 ft.; above ground 774 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am. KNOE.

REPRESENTATIVES: Sales, H. R. Television; Washington Attorney, Lippman, Woods, Tyler & Finley; Consulting Engineer, A. E. Cullum Jr.

PRINCIPAL STOCKHOLDER: Mr. Noe, also owns WNOE New Orleans.

EXECUTIVES:

James A. Noe, pres. Harry Arthur, asst. gen. mgr.,
 Paul H. Goldman, vp. & gen. mgr. pgm. dir. & film buy.
 Ray Boyd, vp. & dir., engng. Mae Ward, news ed.
 Jack Ansell Jr., dir., sls. & prom.

SUMMARY OF RATES (Card No. 3, Mar. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$80.00 | \$40.00 |
| Class A (6:30-7 p.m., Mon.-Fri.; 1-7 p.m., Sat., Sun.; 10-11 p.m., daily) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$90.00 | \$60.00 | \$30.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat., Sun.; 11 p.m.-midnight, daily) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$85.00 | \$70.00 | \$50.00 | \$25.00 |
| Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-10 a.m., Sat., Sun.; after midnight, Mon.-Sun.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

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. Antenna Height: Above average terrain 330 ft.; above ground 356 ft.

AFFILIATIONS: Station, Am, WMRV.

REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTrell.

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.

EXECUTIVES:

Lester Kamin, pres. Billy B. Goldberg, sec.-treas.
 Pat Coon, vp.

WDSU-TV

LICENSEE: WDSU Broadcasting Corp. Address: 520 Royal St. Postal Zone: 10. Phone: Tulane 4371. TWX No.: NO 290.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 930 ft.; above ground 975 ft.

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

OPERATION: Began Dec. 18, 1948.

AFFILIATIONS: Tv Networks, NBC, ABC. 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. Swezey, 20%; A. Louis Read, 10%; Lester E. Kabacoff, 3%. Licensee also owns 88.87% of WAFB-AM-FM-TV Baton Rouge, La., and 51% of WDAM-TV Hattiesburg, Miss.

EXECUTIVES:

Edgar B. Stern Jr., pres. Mel Leavitt, pgm. dir.
 Robert D. Swezey, exec. vp. Lindsey Riddle, ch. engr.
 & gen. mgr. Elaine Phillips, film buy.
 A. Louis Read, vp. & com. mgr. Marion Annenberg, prom. mgr.
 Tom Hicks, vp., chg. pgrng. Bill Monroe, news ed.

SUMMARY OF RATES (Card No. 11, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | | | | | | |
| \$1,100.00 | \$600.00 | \$375.00 | \$325.00 | \$275.00 | \$250.00 | \$125.00 |
| Class A (6-7 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$900.00 | \$500.00 | \$310.00 | \$275.00 | \$225.00 | \$170.00 | \$85.00 |
| Class B (5-6 p.m., Mon.-Fri., 10:30-11:30 p.m., daily; 1-6 p.m., Sat.; 3-6 p.m., Sun.) | | | | | | |
| \$700.00 | \$400.00 | \$260.00 | \$230.00 | \$190.00 | \$140.00 | \$70.00 |
| Class C (Noon-5 p.m., Mon.-Fri.; 11:30-sign-off, daily; sign-on-1 p.m., Sat.; 9 a.m.-3 p.m., Sun.) | | | | | | |
| \$500.00 | \$300.00 | \$190.00 | \$175.00 | \$150.00 | \$80.00 | \$40.00 |
| Class D (9 a.m.-noon, Mon.-Fri.; sign-on-9 a.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$150.00 | \$140.00 | \$120.00 | \$70.00 | \$35.00 |
| Class E (Sign-on-9 a.m., Mon.-Fri.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$90.00 | \$75.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WJMR-TV

LICENSEE: Supreme Broadcasting Co. Inc. Address: 1500 Canal St. Phone: Express 3131.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Present Operating Pow.: Visual 1,000 kw, Aural 501 kw. Antenna Height: Above average terrain 420 ft.; above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WJMR; Fm, WRCM (FM).

REPRESENTATIVES: Sales, Weed Tv.; Clarke Brown Co. (South).

PRINCIPAL STOCKHOLDERS: Chester F. Owens and wife, 93%; George A. Mayoral, 5%; Robert E. Jeffers, 2%. Licensee owns 28% of WORA-TV Mayaguez, P. R. Mr. Mayoral owns one third of NEW Ponce, P. R.

EXECUTIVES:

Chester F. Owens, pres. Paul Beville, com. mgr.
 George A. Mayoral, vp., gen. mgr., Tom Abbott, ops. & pgm. mgr.
 & ch. engr. Jack Petrik, ch. engr.
 Robert E. Jeffers, sec.-treas. & film buy.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|---------|---------|---------|
| Class AA (7-9:30 a.m., daily) | | | | | | |
| \$400.00 | \$230.00 | \$145.00 | \$105.00 | \$90.00 | | \$40.00 |
| Class A (6-7 p.m., 9:30-10:30 p.m., Mon.-Sat.; 3-7 p.m., 9:30-10:30 p.m., Sun.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$95.00 | \$85.00 | \$60.00 | \$35.00 |
| Class B (4-6 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 10:30 p.m.-sign-off, daily) | | | | | | |
| \$165.00 | \$100.00 | \$65.00 | \$55.00 | \$50.00 | \$40.00 | \$18.00 |
| Class C (9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.) | | | | | | |
| \$120.00 | \$85.00 | \$50.00 | \$45.00 | \$40.00 | \$20.00 | \$12.00 |
| Class D (6 a.m.-9 a.m., daily) | | | | | | |
| \$85.00 | \$50.00 | \$45.00 | \$40.00 | \$35.00 | \$16.00 | \$8.00 |

Above are one-time rates. Frequency discounts allowed.

WWEZ-TV

(Target Date, Unknown)

LICENSEE: WWEZ Radio Inc. Address: Hotel New Orleans. Phone: Canal 3521.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 126 kw. Antenna Height: Above average terrain 340 ft.; above ground 358 ft.

AFFILIATION: Station, Am, WWEZ.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: A. L. Chilton and wife, 65.8%; A. Earl Cullum Jr., 22%; Joe A. Oswald, 12%. The Chiltons own KSKY Dallas, Tex. Mr. Cullum is a consulting engineer and owns 30% of KCNC Fort Worth and 2.8% of KFDM Beaumont, both Tex.

EXECUTIVES:

A. L. Chilton pres.

WWL-TV

(Target Date, September 1, 1957)

LICENSEE: Loyola University. Address: 1024 N. Rampart St. Phone: Express 4444.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 710 ft.; above ground 750 ft.

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

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey.

EXECUTIVES:

Rev. W. Patrick Donnelly, pres. J. D. Bloom, ch. engr.
 W. H. Summerville, gen. mgr.

WYES (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater New Orleans Educational Television Foundation, Inc. Address: 916 Navarre Ave. Postal Zone: 24.

FACILITIES: Ch. 8. Authorized Eff. Rad Pow.: Visual 50 kw, Aural 28.8 kw. Present Operating Pow.: Visual 50 kw, Aural 28.8 kw. Antenna Height: Above average terrain 400 ft.; above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 1, 1957.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

EXECUTIVES:

Duff Browne, gen. mgr. William Hart, ch. engr.
 Walter Ryan, prod. mgr.

SHREVEPORT
(Caddo Parish)

KSLA-TV

LICENSEE: Shreveport Television Co. Address: Washington-Youree Hotel. Postal Zone: 2. Phone: 3-6151. TWX No.: SH 74.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 1,195 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1954.

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Mrs. E. B. George, 43%; Henry E. Linam, 25%; Ben Beckham Jr., 25%; and Carter Henderson, 7%.

EXECUTIVES:

| | |
|---|---------------------------------|
| Ben Beckham Jr., gen. mgr. | John C. Renshaw, pgm. dir. |
| Winston B. Linam, sta. mgr. | Morris C. Barton Jr., ch. engr. |
| Deane Flett, com. mgr. & nat'l. sls. mgr. | Carol Vinson, prom. mgr. |
| | Don Owen, news dir. |

SUMMARY OF RATES (Card No. 5, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., daily) | | | | | \$125.00 | \$62.50 |
| Class A (Program Units—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. and Announcements—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$165.00 | \$150.00 | \$100.00 |
| Class B (5-6 p.m., Mon.-Sat.; 10-11 p.m., daily; 1-5 p.m., Sun.) | \$375.00 | \$225.00 | \$150.00 | \$124.87 | \$112.50 | \$75.00 |
| Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; noon-1 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$83.25 | \$75.00 | \$50.00 |
| Class D (Midnight-noon, daily) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$45.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

KTBS-TV

LICENSEE: KTBS Inc. Address: 312 E. Kings Highway. Phone: 7-3644. TWX No.: SH92.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Present Operating Pow.: Visual 100 kw, Aural 69.2 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1,151 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 3, 1955.

AFFILIATIONS: Tv Networks, NBC, ABC, Stations, Am, KTBS; Fm, 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. | Claude Scott, ch. engr. |
| Pat J. White, sta. mgr. & film buy. | Ruth August, prom. mgr. |
| Joe B. Foster, com. mgr. | Maury Wayne, news ed. |
| Vlada Dimac, pgm. dir. | |

SUMMARY OF RATES (Card No. 1, Sept. 3, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$100.00 |
| Class B (5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., Sun.) | \$260.00 | \$156.00 | \$104.00 | \$91.00 | \$78.00 | \$52.00 |
| Class C (1-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |
| Class D (Midnight-1 p.m., daily) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

IN SHREVEPORT, LOUISIANA
KTBS-TV CHANNEL 3 OFFERS

The latest NIELSEN SURVEY proves that KTBS-TV CHANNEL 3 offers BONUS COVERAGE in the rich 4-state area—North Louisiana, East Texas, South Oklahoma and South Arkansas.

*316,400 HOMES in the KTBS-TV AREA . . . a BONUS of 31,900 over station B.

*157,980 TELEVISION HOMES in KTBS-TV AREA . . . a BONUS of 13,120 over station B.

*136,860 HOMES REACHED MONTHLY by KTBS-TV . . . a BONUS of 6,740 over station B.

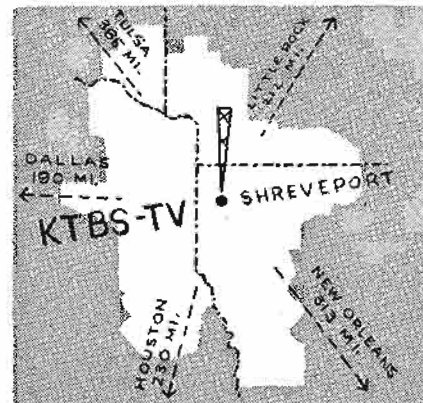
*131,870 HOMES REACHED WEEKLY by KTBS-TV . . . a BONUS of 5,120 over station B.

KTBS-TV with its maximum power is the place to be . . . there's MORE to see on Channel 3 . . . and MORE people see it.

*Latest Nielsen Survey

Bonus Coverage

FROM THE HUB OF THIS 4-STATE AREA



Represented by

Edward Petry & Co., Inc.

E. NEWTON WRAY, President & General Manager **NBC** and **ABC**

MAINE MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|-------------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Androscoggin .. | 24,900 | 84 | 20,970 | 99,670 | 25,716 | 2,028 |
| Aroostook | 24,400 | 37 | 9,120 | 87,022 | 22,004 | 2,482 |
| Cumberland | 51,800 | 77 | 39,890 | 232,559 | 52,575 | 9,128 |
| Franklin | 5,700 | 63 | 3,600 | 15,631 | 4,707 | 470 |
| Hancock | 10,100 | 61 | 6,150 | 34,292 | 9,683 | 701 |
| Kennebec | 23,800 | 81 | 19,370 | 102,894 | 27,720 | 2,544 |
| Knox | 8,600 | 71 | 6,090 | 34,408 | 8,864 | 1,034 |
| Lincoln | 5,300 | 81 | 4,270 | 20,855 | 5,484 | 517 |
| Oxford | 12,100 | 73 | 8,810 | 41,991 | 11,120 | 1,009 |
| Penobscot | 30,000 | 78 | 23,520 | 138,692 | 33,425 | 2,990 |
| Piscataquis | 5,100 | 72 | 3,660 | 16,529 | 4,824 | 534 |
| Sagadahoc | 6,300 | 81 | 5,080 | 18,272 | 4,941 | 419 |
| Somerset | 11,200 | 49 | 5,470 | 35,151 | 10,403 | 1,137 |
| Waldo | 6,200 | 71 | 4,390 | 19,351 | 4,914 | 335 |
| Washington | 9,800 | 57 | 5,610 | 31,843 | 10,112 | 1,015 |
| York | 27,900 | 81 | 22,510 | 99,442 | 30,030 | 2,963 |
| Total | 263,200 | 72% | 188,510 | \$1,028,603 | \$266,682 | \$29,356 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

AUGUSTA

(Kennebec County)

WPTT (TV)

(Target Date, Unknown)

LICENSEE: Pine Tree Telecasting Corp. Address: Park Square, Boston, Mass.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 560 ft.; above ground 497 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDER: Richard S. Robie is sole owner.
EXECUTIVES: Richard S. Robie, ownr.

BANGOR

(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Address: 57 State St. Phone 6446. TWX No.: BG 84.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Present Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Antenna Height: Above average terrain 670 ft.; above ground 120 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 25, 1953.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WABI.
REPRESENTATIVES: Sales, George P. Hollingbery Co., Kettell-Carter (New England); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Owned by Community Bestg. Service (WABI Bangor). Community is 60% owned by Horace Hildredth, 32.4% by WPOR Portland, Me., and 5.7% by WTVL Waterville, Me. WPOR is owned by Mr. Hildredth 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 KMGM-TV Minneapolis. Purchase of WAGM-AM-TV. Presque Isle and WABM Houlton, both Maine, pending FCC approval.
EXECUTIVES: Horace A. Hildredth, pres. Walter L. Dickson, vp. in chg. of ops.
 Leon P. Gorman Jr., cxec. vp. Robert McCausland, loc. sls. mgr. Richard B. Bronson, prod. & prom. mgr.
 Leon H. Nelson, pgm. dir.

SUMMARY OF RATES (Card No. 2, Jan. 2, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|----------------------------------|----------|----------|----------|---------|-----------------|---------|
| Class A (5:59-10:30 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$75.00 | \$60.00 |
| Class B (All other times) | \$150.00 | \$120.00 | \$70.00 | \$60.00 | \$45.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 36.3 kw, Aural 18.6 kw. Present Operating Pow.: Visual 36.3 kw, Aural 18.6 kw. Antenna Height: Above average terrain 640 ft.; above ground 99 ft.
OPERATION: Began Sept. 12, 1954.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Venard, Rintoul, & McConnell, Louis J. Borgatti (Boston); Washington Attorney, Plerson, 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 Robinson, pgm. dir.

SUMMARY OF RATES (Card No. 3, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|------------------------------------|----------|----------|----------|----------|-----------------|---------|
| Class A (6-10:30 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class B (9 a.m.-6 p.m., daily) | \$225.00 | \$135.00 | \$90.00 | \$78.75 | \$56.25 | \$45.00 |
| Class C (10:30-11:15 p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |
| Class D (11:15 p.m.-9 a.m., daily) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

POLAND SPRING

(Androscoggin County)

WMTW (TV)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: Poland 51. TWX No.: Poland 65.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Present Operating Pow.: Visual 105 kw, Aural 52.5 kw. Antenna Height: Above average terrain 3,850 ft.; above ground 93 ft.
OPERATION: Began Sept. 25, 1954.
AFFILIATIONS: Tv Networks, CBS, ABC.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fly, Shucbruk, Blume & Gaguine.
PRINCIPAL STOCKHOLDERS: Peter Anderson, 26%; E. Martin Anderson, 1.6%; Horace Hildredth and family 27%; John W. Guider, 10%; WTVL Waterville, Me.; 6.6%; Henry Oliver Rea and family, 5%; W. H. Rea (and Oliver-Tyrone Corp.), 14%; WPOR Portland, Me., 5.5%, and others. The Hildredths and the Reas own WPOR. The Hildredths, the Reas and WTVL own WAB1-AM-TV Bangor, Me. The Reas have interests in WENS (TV) Pittsburgh, Pa., and KMGM-TV Minneapolis. Mr. Guider owns WMOU Berlin and WJWG Conway, both, N. H., and one-third of Concert Network Inc. (WTMH[FM] Providence, R. I.; WFMQ[FM] Hartford, Conn., and WFMX[FM] New York).
EXECUTIVES: John W. Guider, pres. Parker Vincent, ch. engr.
 John H. Norton Jr., gen. mgr. Brian Higgins, film buy.
 Carter Knight, com. mgr. Richard Gove, prom. mgr.
 John T. Madigan, pgm. dir. & news ed.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 10:30-10:59 p.m., Sun.-Sat.; 1-5 p.m., Sun.) | \$300.00 | \$160.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

PORTLAND

(Cumberland County)

WCSH-TV

LICENSEE: Maine Radio & Television Co. Address: 157 High St. Postal Zone: 3. Phone: Spruce 2-0181. TWX No.: PO 86.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Present Operating Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above average terrain 590 ft.; above ground 380 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1953.
AFFILIATIONS: Tv Network, NBC. Station, Am, WCSH.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Scgal, Smith & Hennessey; Consulting Engineer: A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDER: Adeline B. Rines, 99% (in trust). Mrs. Rines also is principal stockholder in WRDO Augusta and WLBZ Bangor, both Me.
EXECUTIVES: Adeline B. Rines, pres. Charles R. Brown, ch. engr.
 William H. Rines, vp. & mgng. dir. William Kerkos, film buy.
 Jack S. Atwood, sta. mgr. Linwood T. Pitman, prom. mgr.
 Bruce C. McGorill, com. mgr. Philip N. Johnson, news ed.
 Burnell Poole Jr., pgm. dir.

SUMMARY OF RATES (Card No. 5, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 |
| Class A (6:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

MAINE

PORTLAND (Cont.)

WGAN-TV

LICENSEE: Guy Gannett Broadcasting Services. Address: 390 Congress St. Postal Zone: 3. Phone: Spruce 2-4661. TWX No.: PO 196.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 630 ft.; above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1954.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel, all Me.)

EXECUTIVES:

Jean Gannett Williams, pres. Samuel G. Henderson Jr., pgm. dir. & film buy.
 Creighton E. Gatchell, vp. & gen. mgr. Roger W. Hodgkins, ch. engr.
 Richard E. Bates, com. mgr. Geogreg H. Cummings, prom. mgr.
 Nunzi Casavola, news ed.

SUMMARY OF RATES (Card No. 4, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$100.00 |
| Class A (6:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$70.00 |
| Class B (5-6:30 p.m., Sun.-Sat.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

PRESQUE ISLE

(Aroostook County)

WAGM-TV

LICENSEE: Aroostook Broadcasting Corp. Address: 489 Main St. Phone: 9-2461.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.1 kw. Present Operating Pow.: Visual 27.5 kw, Aural 14.1 kw. Antenna Height: Above average terrain 350 ft.; above ground 290 ft.

OPERATION: Began Oct. 13, 1956.

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

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Harold D. Glidden owns 95%. Aroostook also is licensee of WABM Houlton, Me. (Sale to WABI-AM-TV Bangor, Me., pending FCC approval.)

EXECUTIVES:

Harold Glidden, pres. & gen. mgr. Elmer Snow, ch. engr.
 Forrest Craig, com. mgr. Bob Drew, news ed.
 Ted Coffin, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Sept. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$40.00 | \$30.00 |
| Class B (Sign-on-6 p.m., daily) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$35.00 | \$30.00 |
| Class C (11:15 p.m.-sign-off, daily) | \$105.00 | \$63.00 | \$42.00 | \$38.00 | \$30.00 | \$26.25 |

Above are one-time rates. Frequency discounts allowed.

MARYLAND MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|----------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Allegany | 26,500 | 51 | 13,590 | 87,666 | 24,271 | 2,607 |
| Anne Arundel | 40,000 | 85 | 34,080 | 136,575 | 45,532 | 5,368 |
| *Baltimore | 371,300 | 84 | 311,620 | 1,661,392 | 378,029 | 70,808 |
| Calvert | 3,100 | 77 | 2,400 | 10,469 | 2,165 | 33 |
| Caroline | 5,400 | 82 | 4,410 | 24,746 | 3,922 | 663 |
| Carroll | 12,000 | 85 | 10,200 | 55,712 | 11,354 | 1,232 |
| Cecil | 9,800 | 78 | 7,600 | 32,790 | 7,314 | 526 |
| Charles | 6,100 | 77 | 4,720 | 27,814 | 7,602 | 569 |
| Dorchester | 8,000 | 79 | 6,330 | 29,343 | 7,270 | 493 |
| Frederick | 18,500 | 79 | 14,540 | 68,153 | 14,218 | 1,521 |
| Garrett | 5,100 | 42 | 2,140 | 15,034 | 3,235 | 391 |
| Harford | 16,600 | 83 | 13,780 | 69,329 | 16,063 | 2,080 |
| Howard | 6,800 | 81 | 5,470 | 20,695 | 2,699 | 571 |
| Kent | 3,900 | 82 | 3,180 | 16,545 | 3,476 | 283 |
| Montgomery | 71,800 | 88 | 62,940 | 295,439 | 75,100 | 11,652 |
| Prince Georges | 75,000 | 87 | 65,350 | 259,436 | 90,982 | 12,971 |
| Queen Annes | 4,100 | 82 | 3,340 | 12,141 | 2,448 | 251 |
| St. Marys | 8,600 | 77 | 6,640 | 24,801 | 5,940 | 771 |
| Somerset | 5,800 | 37 | 2,160 | 16,379 | 4,921 | 438 |
| Talbot | 6,000 | 79 | 4,740 | 35,164 | 6,233 | 1,207 |

*Independent city of Baltimore combined with Baltimore County.

MARYLAND

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Washington | 23,900 | 68 | 16,250 | 102,954 | 21,439 | 2,821 |
| Wicomico | 12,700 | 75 | 9,550 | 72,607 | 13,621 | 1,813 |
| Worcester | 7,500 | 37 | 2,790 | 40,924 | 6,675 | 1,014 |
| Total | 748,700 | 81% | 607,820 | \$3,116,108 | \$754,509 | \$120,083 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BALTIMORE

(Baltimore County)

WBAL-TV

LICENSEE: Hearst Corp. Address: 2610 N. Charles St. Postal Zone: 18. Phone: Hopkins 7-3000. TWX No.: BA 560.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 540 ft.; above ground 458 ft.

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

OPERATION: Began March 11, 1948.

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

REPRESENTATIVES: Sales, Edward Pety & Co.; Washington Attorney, Deinpsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Hearst Corp., also owns WISN-AM-TV Milwaukee 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:

Charles B. McCabe, vp. & exec. dir. John Wilner, vp. & dir. engrng.
 D. L. Provost, vp. & gen. mgr. William C. Bareham, ch. engr.
 Leslie H. Feard Jr., vp. & sta. mgr. Sidney Barbet, film buy.
 Willis K. Friert, com. mgr. Wall Matthews, prom. mgr.
 J. Sydney King, pgm. dir. John Lewis, news ed.

SUMMARY OF RATES (Card No. 14, Oct. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|-----------|----------|----------|--------|-----------------|----------|
| Class A (8-10:30 p.m., daily) | \$1500.00 | \$900.00 | \$600.00 | | | \$350.00 |
| Class B (10:30-11 p.m., daily) | \$1000.00 | \$600.00 | \$400.00 | | | \$200.00 |
| Class C (7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.) | \$800.00 | \$480.00 | \$320.00 | | | \$150.00 |
| Class D (6-7 p.m., Mon.-Fri.; 11 p.m.-1 a.m., daily; noon-7 p.m., Sat.; noon-6 p.m., Sun.) | \$600.00 | \$360.00 | \$240.00 | | \$150.00 | \$120.00 |
| Class E (Noon-6 p.m., Mon.-Fri.) | \$400.00 | \$240.00 | \$160.00 | | \$100.00 | \$75.00 |
| Class F (All other times) | \$300.00 | \$180.00 | \$120.00 | | \$75.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WITH-TV

(Target Date, Unknown)

LICENSER: WITH-TV Inc. Address: 7 E. Lexington St. Postal Zone: 3. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Antenna 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 STOCKHOLDER: Maryland Broadcasting Co. (WITH Baltimore) 100%; owned by Thomas G. Tinsley Jr. and family, who also own WLEE-AM-FM Richmond, Va., and WXEX-TV Petersburg, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., pres.

WJZ-TV

LICENSEE: Westinghouse Broadcasting Co. Address: Television Hill. Postal Zone: 11. Phone: Mohawk 4-7600. TWX No.: BA 386; BA 53.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 550 ft.; above ground 530 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1948.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv. Attorney, John W. Sleen, New York.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

Donald H. McGannon, pres. James T. Killan, ops. mgr., adv. sls. prom. mgr.
 Larry H. Israel, gen. mgr. Joseph P. Dougherty, sls. mgr. Tommy Dukehart, publicity—pub. rel. mgr.
 Pel Schmidt, loc. sls. mgr. Ben Wolfe, ch. engr.
 Joel Chaseman, pgm. mgr.

(Continued on page 134.)

television audience leadership in baltimore's 3-station market

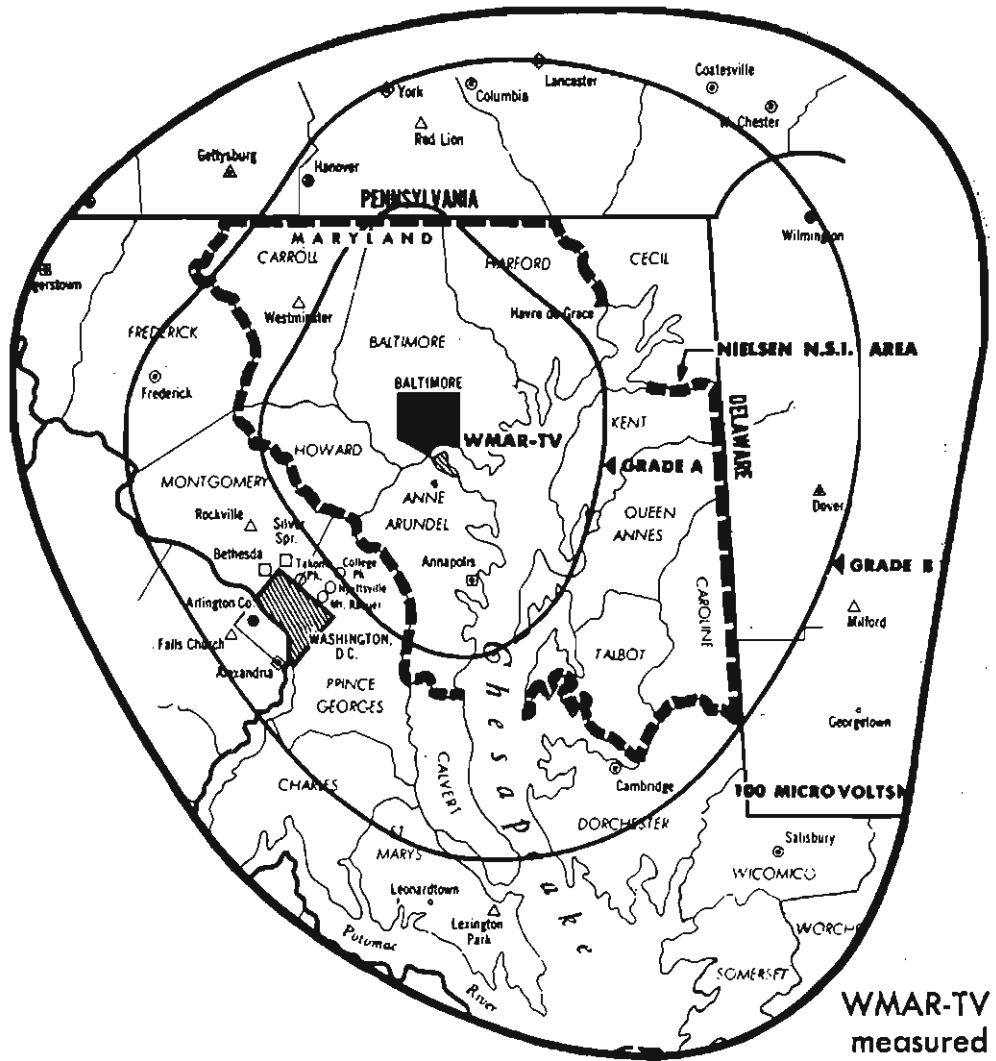
May Nielsen
reports that
WMAR-TV
garners

50.1%

share of
total audience

with all these quarter-hour homes in 1 week*...

NSI area 27,056,600
Beyond NSI area . . 16,877,600
Total 1/4 hr. homes . 43,934,200



WMAR-TV
measured
coverage



*7 AM-Midnight, Sunday thru Saturday

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, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

BALTIMORE (Cont.)

WJZ-TV (Cont.)

SUMMARY OF RATES (Card No. 12, Aug. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. | |
|---|-----------|----------|----------|--------|----------|----------|----------|
| Class AA (Program Units—8-10:30 p.m. Sun.-Sat. Announcements—8-10 p.m., Sun.-Sat.) | \$1400.00 | \$840.00 | \$560.00 | | \$420.00 | \$300.00 | \$150.00 |
| Class A (Program Units—7:30-8 p.m., 10:30-11 p.m., Sun.-Sat. Announcements—7:15-8 p.m., 10-11 p.m., Sun.-Sat.) | \$1100.00 | \$660.00 | \$440.00 | | \$330.00 | \$225.00 | \$112.50 |
| Class B (Program Units—7-7:30 p.m., 11-11:30 p.m., Sun.-Sat. Announcements—5:30-7:15 p.m., 11-11:30 p.m., Sun.-Sat.) | \$800.00 | \$480.00 | \$320.00 | | \$240.00 | \$150.00 | \$75.00 |
| Class C (Program Units—5-7 p.m., 11:30 p.m.-midnight, Sun.-Sat. Announcements—Noon-5:30 p.m., 11:30 p.m.-midnight, Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | | \$180.00 | \$75.00 | \$37.50 |
| Class D (Program Units—Noon-5 p.m., Sun.-Sat. Announcements—Sign-on-noon, midnight-sign-off, Sun.-Sat.) | \$375.00 | \$225.00 | \$150.00 | | \$112.50 | \$40.00 | \$20.00 |
| Class E (Sign-on-noon, midnight-sign-off, Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | | \$75.00 | | |

Above are one-time rates. Frequency discounts allowed.

WMAR-TV

LICENSEE: A. S. Abell Co. Address: Charles & Redwood Sts. Postal Zone: 3. Phone: Mulberry 5-5870. TWX No. BA 167.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 380 ft; above ground 591 ft.

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

OPERATION: Began Oct. 27, 1947.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDER: Licensee publishes Baltimore Sunpapers.

EXECUTIVES:

William F. Schmick Sr., pres.
E. K. Jett, gen. mgr.
E. A. Lang, com. mgr. & prom. mgr.

Robert B. Cochrane, pgm. dir.
Carlton G. Nopper, ch. engr.
David V. Stickle, film buy. & news ed.

SUMMARY OF RATES (Card No. 12A, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|--|-----------|----------|----------|----------|-----------------|----------|----------|
| Class AA (7:59-10:31 p.m., daily) | \$1500.00 | \$900.00 | \$600.00 | \$450.00 | \$400.00 | \$350.00 | \$175.00 |
| Class A (7:31-7:59 p.m., 10:31-11:01 p.m., daily) | \$1150.00 | \$690.00 | \$460.00 | \$345.00 | \$275.00 | \$250.00 | \$125.00 |
| Class B (7:01-7:31 p.m., daily) | \$850.00 | \$510.00 | \$340.00 | \$255.00 | \$191.00 | \$150.00 | \$75.00 |
| Class C (6:01-7:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., Sat., Sun.) | \$650.00 | \$390.00 | \$260.00 | \$195.00 | \$162.00 | \$130.00 | \$65.00 |
| Class D (11:01-11:31 p.m., daily) | \$550.00 | \$330.00 | \$220.00 | \$165.00 | \$137.00 | \$100.00 | \$50.00 |

| | | | | | | | |
|--|----------|----------|----------|----------|---------|---------|---------|
| Class E (11:59 a.m.-6:01 p.m., after 11:31 p.m., Mon.-Fri., 11:59 a.m.-12:59 p.m., after 11:31 p.m., Sat., Sun.) | \$440.00 | \$264.00 | \$176.00 | \$132.00 | \$85.00 | \$75.00 | \$37.50 |
| Class F (9-11:59 a.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.) | \$280.00 | \$168.00 | \$112.00 | \$84.00 | \$62.00 | \$50.00 | \$25.00 |
| Class G (Sign-on-9 a.m., Mon.-Fri.) | \$280.00 | \$168.00 | \$112.00 | \$84.00 | \$62.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WTLF (TV)

(Target Date, Unknown)

LICENSEE: United Broadcasting Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Antenna Height: Above average terrain 480 ft; above ground 801 ft.

AFFILIATION: Station, Am, WSID.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDER: Richard Eaton, who also owns WOOK-AM-TV Washington, D. C.; WARK Hagerstown and WINX Rockville, both Md.; WJMO Cleveland, Ohio, and WANT Richmond and WYOU and WACH-TV Newport News, Va.

EXECUTIVES:

Richard Eaton, pres.

SALISBURY

(Wicomico County)

WBOC-TV

LICENSEE: Peninsula Broadcasting Co. Address: Radio-Tv Park. Phone: Pioneer 9-6131. TWX No.: Salis. 148.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw. Present Operating Pow.: Visual 151 kw, Aural 83.2 kw. Antenna Height: Above average terrain 620 ft; above ground 647 ft.

OPERATION: Began July 15, 1954.

AFFILIATIONS: Tv Network, 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 P. Ward, 6%; Charles J. Truitt, 3%; Edward Webb, 3%, and others.

EXECUTIVES:

John W. Downing, pres.
Charles J. Truitt, vp., gen. mgr., com. mgr. & prom. mgr.
John W. Downing Jr., pgm. dir.
Jack W. Ward, ch. engr.
William Anderson, news ed.

SUMMARY OF RATES (Card No. 2, Nov. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. | |
|---|----------|----------|---------|---------|---------|---------|---------|
| Class A (6:30-10:30 p.m., daily) | \$200.00 | \$125.00 | \$90.00 | \$70.00 | \$55.00 | \$37.50 | \$20.00 |
| Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.) | \$150.00 | \$94.00 | \$67.50 | \$52.50 | \$41.50 | \$28.50 | \$15.50 |
| Class C (Before 5 p.m., after 11 p.m., Mon.-Sat.; before 1 p.m., after 11 p.m., Sun.) | \$100.00 | \$62.00 | \$45.00 | \$38.00 | \$28.00 | \$22.00 | \$14.00 |

Above are one-time rates. Frequency discounts allowed.

A MADE-TO-ORDER URBAN-RURAL TEST MARKET

FOR 39¢ PER THOUSAND ACTUAL "VIEWING" HOMES*

\$400,000,000 RETAIL SALES

BETTER THAN AVERAGE INCOME

EXCLUSIVE ONE-STATION MARKET

ABC AND CBS AFFILIATIONS

TWO HOURS DAILY LOCAL PROGRAMS

MERCHANDISING ASSISTANCE

National Representatives

HEADLEY—REED COMPANY, INC.

ONLY STATION PROVIDING A CONSISTENT TELEVISION SIGNAL FOR THE PROSPEROUS DELAWARE-MARYLAND-VIRGINIA PENINSULA.

WBOC-TV
CHANNEL 16
Salisbury, Md

*Station breaks in peak audience times; 52-time half-hour rate \$2.45 per thousand homes.

MASSACHUSETTS MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Barnstable | 17,700 | 81 | 14,300 | 96,910 | 26,252 | 3,995 |
| Berkshire | 42,500 | 82 | 34,850 | 171,135 | 42,857 | 5,008 |
| Bristol | 124,000 | 82 | 102,340 | 410,829 | 105,900 | 13,362 |
| Dukes | 1,900 | 78 | 1,480 | 12,537 | 5,008 | 544 |
| Essex | 171,900 | 84 | 144,150 | 601,748 | 157,828 | 21,015 |
| Franklin | 17,800 | 70 | 12,470 | 58,266 | 13,053 | 1,832 |
| Hampden | 120,500 | 80 | 96,400 | 514,770 | 112,485 | 17,787 |
| Hampshire | 25,600 | 72 | 18,410 | 87,264 | 20,796 | 2,940 |
| Middlesex | 329,700 | 82 | 270,350 | 1,253,145 | 321,627 | 42,316 |
| Nantucket | 1,100 | 78 | 850 | 7,689 | 2,130 | 281 |
| Norfolk | 132,700 | 83 | 109,740 | 485,240 | 117,339 | 16,887 |
| Plymouth | 85,400 | 85 | 55,590 | 252,450 | 68,390 | 8,796 |
| Suffolk | 249,900 | 84 | 209,920 | 1,544,499 | 369,010 | 44,524 |
| Worcester | 172,700 | 82 | 141,610 | 638,221 | 157,854 | 20,540 |
| Total | 1,474,200 | 82% | 1,212,460 | \$6,112,703 | \$1,520,327 | \$199,627 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ADAMS

(Berkshire County)

WCDC (TV)† (PITTSFIELD) (Satellite of WCDA [TV] Albany, N. Y.)

LICENSEE: Hudson Valley Broadcasting Co. Address: P. O. Box 4100, Albany, N. Y. Phone: Albany 3-2225. Bridge 1-2345 (Troy). TWX No.: Troy 373.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.8 kw. Present Operating Pow.: Visual 115 kw, Aural 87.6 kw. Antenna Height: Above average terrain 2,120 ft.; above ground 251 ft.

OPERATION: Began Feb. 5, 1954.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany, N. Y.

EXECUTIVES:

Frank M. Smith, pres. & dir. William J. Lewis, sls. mgr.
Thomas S. Murphy, gen. mgr. Charles R. Heisler, ch. engr.

SUMMARY OF RATES (Sold in combination with WCDA [TV] Albany, N. Y., and WCDB [TV] Hagaman, N. Y.)

†Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Following sale to present owners resumed as satellite of WCDA (TV) Albany, N. Y. on Feb. 22, 1957.

BOSTON

(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Broadcasting Co. Address: 1170 Soldiers Field Rd. Postal Zone: 34. Phone: Algonquin 4-5670. TWX No.: BRTN 1054.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Present Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Antenna Height: Above average terrain 1,180 ft.; above ground 1,199 ft.

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

OPERATION: Began June 9, 1948.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Attorney, John Steen, New York.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh.

EXECUTIVES:

D. H. McGannon, pres. (New York) W. H. Hauser, ch. engr.
W. C. Swartley, vp. D. H. Edgemon, prom. mgr.
F. A. Tooke, gen. mgr. F. E. Whitmarsh, news ed.
J. E. Allen, sls. mgr.
Herbert Cahan, pgm. mgr. & film buy.

SUMMARY OF RATES (Card No. 11, Dec. 16, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|-----------|-----------|----------|----------|----------|----------|
| Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.) | \$2400.00 | \$1440.00 | \$960.00 | \$840.00 | \$720.00 | \$275.00 |
| Class A (Program Units—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 6-7 p.m., Sun. Announcements—7-7:59 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 6-6:59 p.m., Sun.) | \$2100.00 | \$1260.00 | \$840.00 | \$735.00 | \$630.00 | \$440.00 |
| Class B (Program Units—6-7 p.m., Mon.-Sat.; 11-11:45 p.m., Mon.-Sun.; 1-6 p.m., Sun. Announcements—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.) | \$1600.00 | \$960.00 | \$640.00 | \$560.00 | \$480.00 | \$160.00 |
| Class C (Program Units—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. Announcements—11-11:45 p.m., daily; 3-6 p.m., Sun.) | \$1000.00 | \$600.00 | \$400.00 | \$350.00 | \$300.00 | \$280.00 |
| Class D (Program Units—Sign-on-9 a.m., 11:45 p.m.-sign-off, daily. Announcements—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$240.00 | \$250.00 |
| Class E (Sign-on-9 a.m., 11:45 p.m.-sign-off, daily) | | | | | \$160.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

WGBH-TV*

(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: 84 Massachusetts Ave. Postal Zone: 39. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Present Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Antenna Height: Above average terrain 660 ft.; above ground 233 ft.

OPERATION: Began May, 1955.

AFFILIATION: Station, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

EXECUTIVES:

Ralph Lowell, pres. Robert L. Larsen, pgm. dir.
Hartford N. Gunn Jr., gen. mgr. Frank W. Harvey, dir. engrng.
David Davis, asst. gen. mgr. in chg. tv. Peter Winn, dir. of pub. rel.

WHDH-TV

(Target Date, Unknown)

LICENSEE: WHDH Inc. Address: 6 St. James Ave. Phone: Hancock 6-5500.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 32.4 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1249 ft.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WHDH; Fm, WHDH-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Same ownership as Boston Herald-Traveler.

EXECUTIVES:

Robert B. Choat, pres.

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. Antenna Height: Above average terrain 580 ft.; above ground 539.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Mr. Wrather also owns 38.9% of KFMB-AM-TV San Diego, 38.9% of KERO-TV Bakersfield, both Calif., and 38.9% of KYAT (TV) Yuma, Ariz.

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., (Yankee Div.). Address: 21 Brookline Ave. Postal Zone: 15. Phone: Commonwealth 6-0800. TWX No. BS 89.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 480 ft.; above ground 428 ft.

OPERATION: Began June 21, 1948.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Networks, CBS, ABC. 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 F. O'Neil, chm. of bd. Tom Bateson, sls. & sls. serv. dir.
John Foot, pres. Proctor Jones, asst. sls. & sls. serv. dir.
Norman Knight, exec. vp. & gen. mgr. James Pike, film dir.
George Steffy, vp., tv ops. George Hallberg, sls. prom. dir.
Harry Whittemore, tech. dir. Phyllis Doherty, publicity dir.

SUMMARY OF RATES (Card No. 10, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|-----------|-----------|-----------|-----------|----------|----------|
| Class AAA (8 p.m.-10 p.m., daily) | \$3000.00 | \$1800.00 | \$1200.00 | \$1050.00 | \$750.00 | \$660.00 |
| Class AA (7:30-8 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 6-8 p.m., Sat., Sun.) | \$2600.00 | \$1560.00 | \$1040.00 | \$910.00 | \$650.00 | \$550.00 |
| Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat.; 1-6 p.m., Sun.) | \$2200.00 | \$1320.00 | \$880.00 | \$770.00 | \$550.00 | \$380.00 |
| Class B (5-7 p.m., Mon.-Fri.; 11-11:45 p.m., daily) | \$1600.00 | \$960.00 | \$640.00 | \$560.00 | \$400.00 | \$290.00 |
| Class C (9 a.m.-5 p.m., Mon.-Fri.; 11:45-sign-off, daily; sign-on-5 p.m., Sat.; sign-on-1 p.m., Sun.) | \$1000.00 | \$600.00 | \$400.00 | \$350.00 | \$250.00 | \$220.00 |
| Class D (Sign-on-9 a.m., Mon.-Fri.) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$120.00 |

Above are one-time rates. Frequency discounts allowed.

BOSTON

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Broadcasting Co. Address: 439 Concord Ave., Cambridge. Postal Zone: 38. 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. Antenna Height: Above average terrain 490 ft; above ground 444 ft.
REPRESENTATIVES: Washington Attorney, Martin W. Kramer, New York; Consulting Engineer, Thomas B. Freedman.
PRINCIPAL STOCKHOLDER: Herbert Mayer, 100%. Ajax also is permittee of WPHD(TV) Philadelphia.
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, Mass. Phone: Lafayette 3-8352.
FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Antenna 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%).
EXECUTIVES: Harry E. Frank, pres.

CAMBRIDGE

(Middlesex County)

WTAO-TV† (BOSTON)

LICENSEE: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Postal Zone: 38. Phone: Eliot 4-0500.
FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Antenna Height: Above average terrain 470 ft; above ground 289 ft.
OPERATION: Began Sept. 1, 1953.
AFFILIATIONS: Stations, Am, WTAO; Fm, WXHR (FM)
REPRESENTATIVES: Washington Attorney, Cottone & Schelner; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDER: Frank Lyman Jr., 74.1%, and Harvey Radio Laboratories Inc., Cambridge, 25.9% (of which Mr. Lyman is principal owner).
EXECUTIVES: Frank Lyman Jr., pres. Wallace Dunlap, gen. mgr.
 †WTAO-TV has suspended operation but has not returned its CP.

GREENFIELD

(Franklin County)

WRLP (TV) (Satellite of WWLP [TV], Springfield, Mass.)

LICENSEE: Springfield Television Broadcasting Corp. Address P. O. Box 32, Northfield, Mass. Phone: Northfield 336.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 918 ft.; above ground 666ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 1, 1957.
AFFILIATIONS: Tv Networks, NBC, ABC.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer,
PRINCIPAL STOCKHOLDERS: See WWLP(TV) Springfield, Mass.
EXECUTIVES: Wallace I. Green, sta. mgr. John A. Fergie, ch. engr. Philip J. Renison, sls. mgr.
SUMMARY OF RATES (See WWLP [TV] Springfield)

PITTSFIELD

(Berkshire County)

WCDC (TV) (ADAMS)

LICENSEE: Hudson Valley Broadcasting Co. Address: P. O. Box 4100, Albany, N. Y. Phone: Albany 3-2225 (For full listing see Adams, Mass.)

SPRINGFIELD

(Hampden County)

WHYN-TV

LICENSEE: Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126. TWX No.: SM 566.
FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 72.4 kw. Present Operating Pow.: Visual 141 kw, Aural 72.4 kw. Antenna Height: Above average terrain 990 ft.; above ground 134 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 14, 1953.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WHYN; Fm, WHYN-FM.
REPRESENTATIVES: Sales, The Branham Co., Harry Wheeler & Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Republican Television Inc.; 50%; William R. Dwight and family, 16.6%; Valley Photo Engraving Corp., Holyoke, Mass., 16.6% (voted by Mr. Dwight), and Charles N. DeRose and family, 16.6%. Republican Television is owned by Employees' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own the Holyoke Transcript and Telegram and the Northampton Hampshire Gazette.
EXECUTIVES: Charles N. DeRose, gen. mgr. Harold Schumacher, ch. engr. Patrick J. Montague, com. mgr. Michael C. Horn, prom. mgr. Kendall Smith, pgm. dir. & film buy. Noah LaMountain, news ed.

SUMMARY OF RATES (Card No. 4, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10 p.m., daily) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$140.00 | \$60.00 |
| Class A (7-8 p.m., 10-11 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$100.00 | \$45.00 |
| Class B (5-7 p.m., 11 p.m.-midnight, daily) | \$300.00 | \$180.00 | \$120.00 | \$80.00 | \$70.00 | \$30.00 |
| Class C (1-5 p.m., midnight-sign-off, daily) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |
| Class D (Sign-on-1 p.m., daily) | \$125.00 | \$75.00 | \$50.00 | \$40.00 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

WWLP (TV)

LICENSEE: Springfield Television Broadcasting Corp. Address: P. O. Box 2210, Postal Zone: 1. Phone: State 8-0971. TWX No.: SM 462.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 710 ft.; above ground 369 ft.
EQUIPPED TO COLORCAST network programs, local slides.
OPERATION: Began March 17, 1953.
AFFILIATIONS: Tv Networks, NBC, ABC.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson.
PRINCIPAL STOCKHOLDERS: Roger L. Putnam, 27.25%; William L. Putnam, 5.63%; James F. Fitzgerald, 8.3%; George Vadnais, 8.1%; WSPR Inc. (WSPR Springfield), 8.13%; Joseph Dellso, 5.5%, and others. Licensee owns WRLP (TV) Greenfield, Mass.
EXECUTIVES: Roger L. Putnam, chmn. of bd. Wallace Sawyer, film buy. & asst. to gen. mgr. chg. film pgmng. William L. Putnam, pres., treas. & gen. mgr. Donald C. Shaw, ch. engr. George R. Townsend, vp. in chg. James H. Ferguson Jr., sls. mgr. dev. Wayne Henry Latham, prod. dir. Howard S. Keefe, sta. mgr. Edward Kennedy, sports & news dir. Wallace M. Bradley, pgm. dir. & asst. to gen. mgr. chg. live pgmng.

SUMMARY OF RATES (Card No. 8, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7:59½-10 p.m., daily) | \$700.00 | \$420.00 | \$280.00 | \$220.00 | \$170.00 | \$70.00 |
| Class A (6:59½-7:59½, 10-11 p.m., daily) | \$550.00 | \$330.00 | \$220.00 | \$190.00 | \$160.00 | \$55.00 |
| Class B (4:59½-6:59½ p.m., 11-midnight, daily) | \$400.00 | \$240.00 | \$160.00 | \$130.00 | \$100.00 | \$40.00 |
| Class C (12:59½-4:59½ p.m., midnight-sign-off, daily) | \$250.00 | \$150.00 | \$100.00 | \$90.00 | \$75.00 | \$25.00 |
| Class D (Sign-on-12:59½ p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WORCESTER

(Worcester County)

WWOR-TV†

LICENSEE: Salisbury Broadcasting Co. Address: P. O. Box 609. Phone: Pleasant 7-8374.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Antenna 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%; Kenneth P. Higgins, 9.68%; Milton P. Higgins, 4.9%, and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego pending FCC approval of sale of 46% to Weekly Publications Inc.
EXECUTIVES: John Z. Buckley, pres. Ansel E. Gridley, vp. & gen mgr.
 †WWOR-TV has suspended operation but has not returned its CP.

MICHIGAN MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|--------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Alcona | 1,600 | 61 | 970 | 5,372 | 1,372 | 360 |
| Alger | 2,800 | 38 | 1,000 | 8,757 | 3,083 | 247 |
| Allegan | 15,700 | 83 | 13,080 | 45,738 | 10,805 | 1,006 |
| Alpena | 6,800 | 28 | 1,910 | 28,534 | 7,700 | 1,047 |
| Antrim | 3,600 | 52 | 1,830 | 8,735 | 2,826 | 394 |
| Arenac | 2,800 | 69 | 1,930 | 10,237 | 2,208 | 282 |
| Baraga | 2,300 | 40 | 910 | 4,974 | 1,727 | 275 |
| Barry | 9,100 | 83 | 7,550 | 27,251 | 6,643 | 1,059 |
| Bay | 28,700 | 85 | 24,370 | 113,223 | 26,417 | 4,329 |
| Benzie | 2,500 | 54 | 1,360 | 8,812 | 2,379 | 443 |
| Berrien | 43,100 | 86 | 36,850 | 170,970 | 42,885 | 7,137 |
| Branch | 10,100 | 64 | 6,450 | 35,171 | 7,948 | 1,078 |
| Calhoun | 41,400 | 85 | 35,190 | 154,637 | 39,072 | 6,035 |
| Cass | 10,700 | 80 | 8,530 | 24,092 | 7,210 | 846 |
| Charlevoix | 4,000 | 43 | 1,700 | 15,928 | 3,687 | 449 |
| Cheboygan | 8,800 | 42 | 3,720 | 16,812 | 4,043 | 770 |
| Chippewa | 3,800 | 43 | 1,620 | 33,614 | 9,156 | 663 |
| Clare | 3,500 | 76 | 2,650 | 14,325 | 3,088 | 639 |
| Clinton | 9,700 | 85 | 8,220 | 26,613 | 6,138 | 600 |
| Crawford | 1,300 | 60 | 780 | 5,384 | 1,142 | 202 |
| Delta | 9,500 | 49 | 4,690 | 38,451 | 10,416 | 1,051 |
| Dickinson | 7,600 | 62 | 4,710 | 25,489 | 6,523 | 610 |
| Eaton | 13,700 | 77 | 10,550 | 36,997 | 9,921 | 1,332 |
| Emmet | 4,800 | 43 | 2,040 | 24,318 | 4,915 | 756 |
| Genesee | 99,100 | 79 | 78,590 | 453,255 | 99,202 | 18,111 |
| Gladwin | 2,500 | 76 | 1,900 | 9,854 | 2,457 | 291 |
| Gogebic | 8,200 | 45 | 3,720 | 27,577 | 7,648 | 714 |
| Gr. Traverse | 8,700 | 54 | 4,730 | 53,126 | 10,723 | 1,609 |
| Gratiot | 10,300 | 83 | 8,560 | 39,012 | 8,474 | 999 |
| Hillsdale | 12,200 | 56 | 6,840 | 35,572 | 7,532 | 706 |
| Houghton | 11,300 | 20 | 2,240 | 37,631 | 13,118 | 984 |
| Huron | 9,400 | 82 | 7,740 | 36,988 | 7,078 | 1,180 |
| Ingham | 60,800 | 86 | 52,040 | 286,163 | 58,931 | 9,330 |
| Ionia | 11,500 | 82 | 9,480 | 40,126 | 8,733 | 1,189 |
| Iosco | 3,900 | 60 | 2,890 | 17,505 | 4,489 | 958 |
| Iron | 5,600 | 40 | 2,220 | 16,884 | 4,734 | 554 |
| Isabella | 8,200 | 76 | 6,230 | 31,271 | 6,983 | 768 |
| Jackson | 35,900 | 85 | 30,440 | 150,250 | 33,953 | 5,819 |
| Kalamazoo | 44,600 | 88 | 39,280 | 193,103 | 40,482 | 8,488 |
| Kalkaska | 1,400 | 52 | 730 | 3,771 | 1,096 | 189 |
| Kent | 100,700 | 86 | 88,100 | 444,979 | 99,114 | 21,902 |
| Keweenaw | 700 | 40 | 280 | 1,257 | 642 | |
| Lake | 1,800 | 75 | 1,360 | 3,903 | 1,243 | 182 |

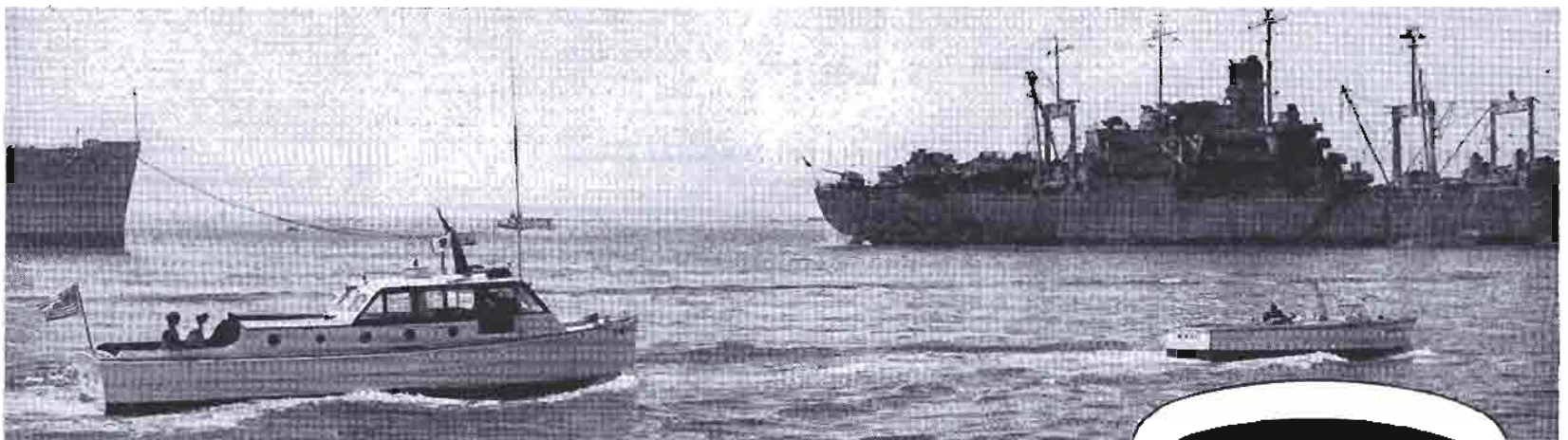
| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|--------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Lapeer | 10,600 | 82 | 8,720 | 36,891 | 7,678 | 1,208 |
| Leelanau | 2,600 | 54 | 1,360 | 5,883 | 1,929 | 249 |
| Lenawee | 22,200 | 84 | 18,870 | 81,650 | 18,348 | 2,468 |
| Livingston | 9,100 | 85 | 7,720 | 36,548 | 8,032 | 909 |
| Luce | 1,600 | 36 | 580 | 6,238 | 1,634 | 418 |
| MacKinnac | 2,600 | 42 | 1,100 | 11,637 | 3,960 | 92 |
| Macomb | 71,800 | 92 | 66,060 | 306,137 | 90,943 | 10,334 |
| Manistee | 6,400 | 57 | 3,640 | 19,424 | 5,110 | 772 |
| Marquette | 15,000 | 34 | 5,120 | 50,782 | 18,064 | 1,029 |
| Mason | 6,600 | 54 | 3,550 | 25,152 | 6,801 | 827 |
| Mecosta | 5,600 | 82 | 4,570 | 16,908 | 4,375 | 687 |
| Menominee | 7,700 | 62 | 4,780 | 21,866 | 5,087 | 268 |
| Midland | 11,900 | 73 | 8,710 | 49,189 | 13,844 | 1,758 |
| Missaukee | 2,100 | 52 | 1,090 | 6,332 | 1,680 | 56 |
| Monroe | 25,600 | 87 | 22,350 | 85,428 | 19,322 | 2,272 |
| Montcalm | 10,700 | 85 | 9,110 | 39,635 | 10,048 | 1,311 |
| Montmorency | 1,200 | 28 | 340 | 5,608 | 1,369 | 334 |
| Muskegon | 42,100 | 89 | 37,550 | 166,096 | 44,698 | 6,665 |
| Newaygo | 7,000 | 75 | 5,270 | 19,875 | 5,084 | 652 |
| Oakland | 158,400 | 89 | 140,400 | 735,302 | 173,327 | 27,082 |
| Oceana | 5,200 | 54 | 2,790 | 16,283 | 4,803 | 493 |
| Ogemaw | 2,800 | 61 | 1,700 | 9,994 | 2,516 | 407 |
| Ontonagon | 2,900 | 45 | 1,310 | 9,297 | 2,739 | 198 |
| Osceola | 4,200 | 82 | 3,420 | 13,017 | 2,952 | 419 |
| Oscoda | 1,000 | 61 | 610 | 3,604 | 820 | 97 |
| Otsego | 1,700 | 60 | 1,020 | 9,985 | 2,245 | 341 |
| Ottawa | 25,300 | 83 | 21,000 | 96,344 | 23,131 | 2,765 |
| Presque Isle | 2,900 | 28 | 820 | 10,585 | 3,221 | 387 |
| Roscommon | 2,600 | 60 | 1,550 | 11,147 | 3,253 | 521 |
| Saginaw | 50,000 | 85 | 42,300 | 206,497 | 40,284 | 7,734 |
| St. Clair | 31,300 | 85 | 26,610 | 118,788 | 32,837 | 3,916 |
| St. Joseph | 12,400 | 84 | 10,440 | 48,386 | 10,516 | 1,760 |
| Sanilac | 9,400 | 72 | 6,810 | 30,179 | 7,110 | 882 |
| Schoolcraft | 2,500 | 36 | 900 | 10,156 | 2,536 | 348 |
| Shiawassee | 15,100 | 85 | 12,850 | 60,754 | 14,228 | 1,580 |
| Tuscola | 11,800 | 80 | 9,400 | 37,576 | 8,726 | 1,116 |
| Van Buren | 14,100 | 83 | 11,750 | 48,656 | 12,519 | 1,668 |
| Washtenaw | 42,300 | 85 | 35,870 | 187,574 | 43,878 | 8,131 |
| Wayne | 799,300 | 92 | 732,000 | 3,717,193 | 828,870 | 105,747 |
| Wexford | 5,900 | 57 | 3,380 | 21,332 | 5,207 | 772 |
| Total | 2,148,000 | 84% | 1,805,000 | \$9,158,397 | \$2,131,748 | \$364,848 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**RATING
POWER
PLUS!**

**ALL YOURS
IN ZIV'S
SPECTACULAR
NEW IMPACT
SERIES!**

- ★ A colorful law enforcement agency never before dramatized for TV!
- ★ Exciting Hollywood star in a dynamic "he-man" role!
- ★ Thrilling action stories to outrate every adventure show on TV!



"HARBOR COMMAND"
starring **WENDELL COREY**



MICHIGAN

ANN ARBOR

(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Broadcasting Co. Inc. Address: Hutzel Bldg. Phone: Normandy 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Present Operating Pow.: Visual 17 kw, Aural 9.55 kw. Antenna Height: Above average terrain 340 ft; above ground 274 ft.

OPERATION: Began April 3, 1953.

AFFILIATION: Station, Am, WPAG.

REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Prince, Taylor, & Crampton; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Edward F. Baughn, 51%; and Mrs. Florence Greene, 49%.

EXECUTIVES:

Edward F. Baughn, pres. & gen. mgr.
Bernard Ressler, ch. engr.
David Pringle, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, April 3, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|--------|-----------------|---------|
| Class A (5:59-11 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.) | \$150.00 | \$90.00 | \$60.00 | | \$45.00 | \$30.00 |
| Class B (All other times) | \$120.00 | \$72.00 | \$48.00 | | \$36.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

WUOM-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Board of Regents, University of Michigan. Address: 504 S. State St. Phone: Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Antenna Height: Above average terrain 1,110 ft; above ground 1,047 ft.

AFFILIATION: Station, Fm, WUOM-FM.

REPRESENTATIVES: Washington Attorney, Edmund A. Cumiskey, 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: Gerity Broadcasting Co. Address: 814 Adams St. Phone: Twinbrook 3-4504. TWX No.: 64.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft; above ground 1,056 ft.

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

OPERATION: Began Feb. 16, 1954.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Berge, Fox & Arent; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac) owned 100% by James Gerity Jr.

EXECUTIVES:

James Gerity Jr., pres. & gen. mgr.
Harry E. Travis, vp. & asst. gen. mgr.
John J. Keenan, sls. mgr.
Thomas Matthews, pgm. dir., film buy. & ops. dir.
Robert L. Beurket, ch. engr.
Frank Benesh, news ed.

SUMMARY OF RATES (Card No. 5, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (8-10:30 p.m., Mon.-Fri., 7-10:30 p.m., Sat., Sun.) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$200.00 | \$160.00 |
| Class A (6-8 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7 p.m., 10:30-11 p.m., Sat., Sun.) | \$680.00 | \$408.00 | \$272.00 | \$238.00 | \$170.00 | \$135.00 |
| Class B (5-6 p.m., Mon.-Fri., 11-11:30 p.m. daily; noon-6 p.m., Sat., Sun.) | \$560.00 | \$336.00 | \$224.00 | \$196.00 | \$140.00 | \$112.00 |
| Class C (Sign-on-5 p.m., Mon.-Fri., sign-on-noon, Sat., Sun., 11:30 p.m.-sign-off, daily) | \$375.00 | \$225.00 | \$150.00 | \$131.25 | \$93.75 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

WKNX-TV (MIDLAND, SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 W. Washington Ave., Saginaw, Mich. Phone: Saginaw 3-4471. (For full listing see Saginaw, Mich.).

CADILLAC

(Wexford County)

WWTV (TV)

LICENSEE: Sparton Broadcasting Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478. TWX No.: CA 325.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,645 ft.; above ground 1,281 ft.

OPERATION: Began Jan. 1, 1954.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Robert F. Jones.

PRINCIPAL STOCKHOLDER: Sparton Corp., 100%.

EXECUTIVES:

John J. Smith, pres.
Gene Ellerman, vp., gen mgr. & film buy.
Daryl Sebastian, asst. gen. mgr. & reg. sls. mgr.
Paul Hill, pgm. supvr.
George A. Wilson, ch. engr.
Marty Whelan, news ed.

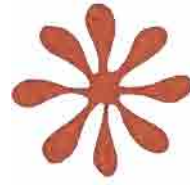
SUMMARY OF RATES (Card No. 4, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min or 20 Sec. | 8 Sec. |
|--|----------|----------|----------|----------|----------------|---------|
| Class A (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.) | \$350.00 | \$210.00 | \$150.00 | \$125.00 | \$105.00 | \$70.00 |
| Class B (5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily) | \$262.50 | \$157.50 | \$112.50 | \$93.75 | \$78.75 | \$52.50 |
| Class C (All other times) | \$175.00 | \$105.00 | \$75.00 | \$62.50 | \$52.50 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.



take a closer look



at **FLINT TV**

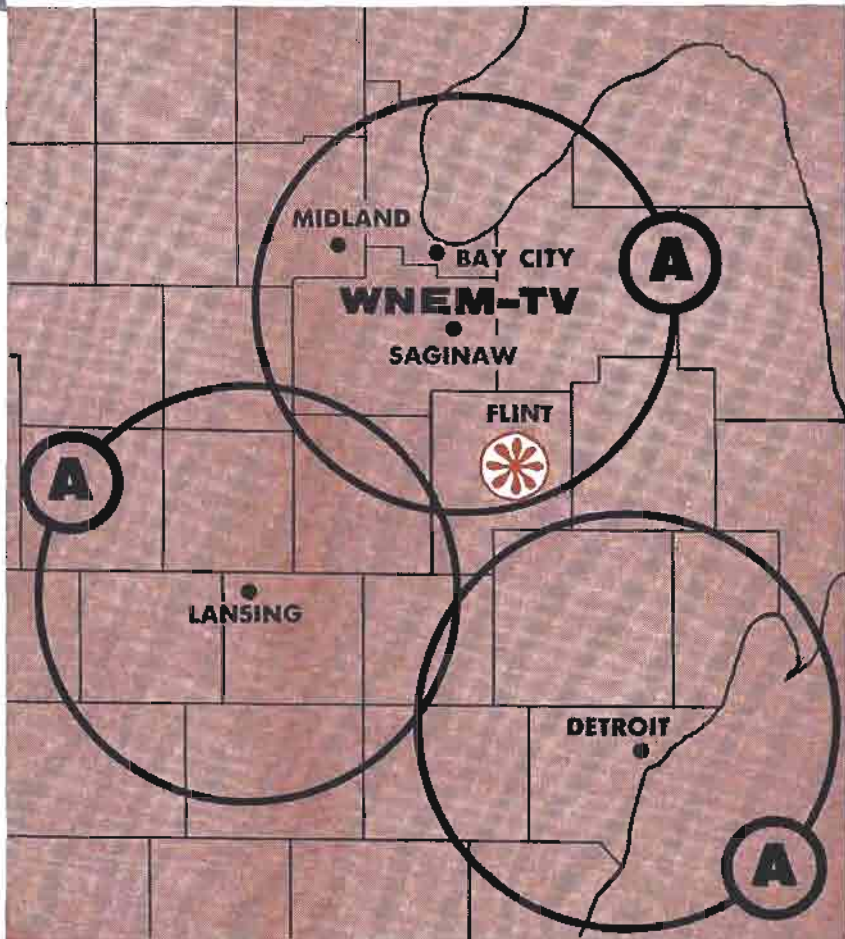
A close look at the enlarged television coverage map of WNEM-TV and stations in adjacent markets reveals the TRUTH of the following:

POSITIVELY... WNEM-TV CHANNEL 5 IS THE ONE AND ONLY TELEVISION STATION COVERING FLINT WITH A GRADE A SIGNAL.

The coverage map speaks for itself, but we welcome any further inquiry you might have regarding television service in this rich market. We'll be glad to supply you with, not claims, but POSITIVE PROOF.*

WNEM-TV also is the only TV station delivering a Grade A signal to the combined market made up of Flint, Saginaw, Bay City and Midland... the heart of Michigan's 2nd Market, the nation's 19th Industrial Market.

**Additional evidence on file in applications at the FCC in Washington.*



See Your Petryman



FLINT OFFICES: 507 DETROIT STREET

DETROIT
(Wayne County)

WBID-TV

(Target Date, Unknown)

LICENSEE: Woodward Broadcasting Co. Address: 520 Bates St.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Antenna Height: Above average terrain 640 ft.; above ground 670 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandiveré, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, 93%; and others. Licensee also owns WTOH-TV Toledo, Ohio. Mr. Osnos also has 9% interest in WITI-TV Whitefish Bay, Milwaukee, Wis.

EXECUTIVES:

Max Osnos, pres.

WJBK-TV

LICENSEE: Storer Broadcasting Co. Address: 7441 Second Blvd. Postal Zone: 2. Phone: Trinity 3-7400. TWX No.: DE 891.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,057 ft.

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

OPERATION: Began Oct. 24, 1948.

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

REPRESENTATIVE: Sales, The Katz Agency; Consulting Engineer, A. Earl Cullum.

PRINCIPAL STOCKHOLDERS: See WCBS-TV Miami, Fla.

EXECUTIVES:

| | |
|---|---|
| George B. Storer Sr., pres. | Joseph B. Haigh, ch. engr. |
| Bill Michaels, vp. & mgr. dir. | Robert Edell, prom. mgr. |
| Keith T. McKenney, loc. sls. mgr. | Charles W. Bergeson, news & sp. events dir. |
| Lewis P. Johnson, nat'l. sls. mgr. (New York) | |
| Ralph R. Rust, pgm. dir. & film buy. | |

SUMMARY OF RATES (Card No. 14, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|-----------|-----------|---------|----------|----------|----------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.) | | | | | | |
| \$2600.00 | \$1500.00 | \$1040.00 | | .. | \$850.00 | \$325.00 |
| Class A (7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7 p.m., Sun.) | | | | | | |
| \$2000.00 | \$1200.00 | \$800.00 | | | \$600.00 | \$220.00 |
| Class B (6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.) | | | | | | |
| \$1500.00 | \$900.00 | \$600.00 | .. | \$480.00 | \$400.00 | \$150.00 |
| Class C (11-11:30 p.m., daily) | | | | | | |
| \$1300.00 | \$780.00 | \$520.00 | .. | \$400.00 | \$340.00 | \$125.00 |
| Class D (9 a.m.-6 p.m., 11:30 p.m.-midnight, Mon.-Sat.; 9 a.m.-4 p.m., 11:30 p.m.-midnight, Sun.) | | | | | | |
| \$1100.00 | \$660.00 | \$440.00 | .. | \$340.00 | \$280.00 | \$95.00 |
| Class E (Midnight-9 a.m., daily) | | | | | | |
| \$700.00 | \$420.00 | \$280.00 | .. | \$220.00 | \$180.00 | \$65.00 |

Above are one-time rates. Frequency discounts allowed.

**THE DETROIT AREA'S
MOST POWERFUL TV STATION**



Young Television Corp.
National Rep.

**CHANNEL 9
CKLW-TV**

J. E. Campeau
President

Guardian Building • Detroit 26



gets you



**Nine billion, that is. Yes, all it takes
is DETROIT'S CHANNEL 2 to tap the
9-BILLION-DOLLAR purchasing power
in WJBK-TV's coverage area...
the nation's fifth market.*

WJBK-TV

CHANNEL



DETROIT

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS



Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

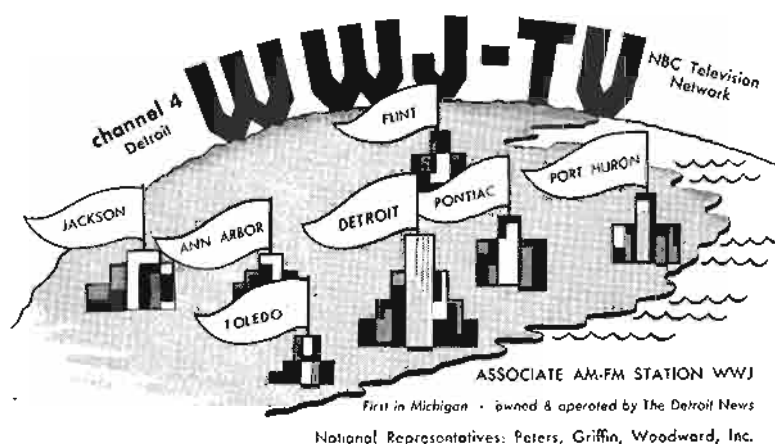
BELIEVABILITY

*...the Priceless Advantage You Get When You Buy **WWJ-TV** in **Detroit***

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—WWJ-TV backs up your advertising with a very special quality of its own. That quality is *believability*.

Detroiters have faith in WWJ-TV, respect its traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ-TV, it *must* be good."

**Put this believability to work for you on Michigan's
First Television Station.**



DETROIT (Cont.)

WXYZ-TV

LICENSEE: WXYZ Inc. Address: 1700 Mutual Bldg. Postal Zone: 26. Phone: Woodward 3-8321. TWX No.: DE 1154.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 460 ft.; above ground 468 ft.

OPERATION: Began Oct. 9, 1948.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WXYZ; Fm, WXYZ-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, McKenna & Wilkin-son; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: American Broadcasting-Paramount Theatres Inc., 100%. See WABC-TV New York.

EXECUTIVES:

| | |
|--|--|
| James G. Riddell, pres. & gen. mgr. | Ralph Dawson, dir., tv. sls. John Lee, studio mgr. |
| John F. Pival vp. in chg. tv. & film buy. | Charles Kocher, ch. engr. |
| Harold S. Christian, vp. in chg. merc. & research. | Page Heldenbrand, prom. mgr. |
| | Richard Femmel, news ed. |

SUMMARY OF RATES (Card No. 12, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|-----------|-----------|----------|--------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$2200.00 | \$1320.00 | \$880.00 | | \$550.00 | \$220.00 |
| Class A (10:30-11 p.m., Sun.-Sat.; 7-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.) | \$1600.00 | \$960.00 | \$640.00 | | \$300.00 | \$150.00 |
| Class B (5-7 p.m., Mon.-Sat.) | \$1250.00 | \$750.00 | \$500.00 | | \$250.00 | \$125.00 |
| Class C (11-11:30 p.m., Sun.-Sat.) | \$850.00 | \$510.00 | \$340.00 | | \$200.00 | \$100.00 |
| Class D (Noon-5 p.m., 11:30 p.m.-Midnight, Sun.-Sat.) | \$750.00 | \$450.00 | \$300.00 | | \$150.00 | \$75.00 |
| Class E (Midnight-noon, Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | | \$100.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

CKLW-TV (WINDSOR, ONT.)

LICENSEE: Western Ontario Broadcasting 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 126 kw, Aural 63.1 kw. Present Operating Pow.: Visual 126 kw, Aural 63.1 kw. Antenna Height: Above average terrain 990 ft.; above ground 1,037 ft.

OPERATION: Began Jan. 15, 1954.

AFFILIATIONS: Stations, Am, WKAR-AM; Fm, WKAR-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson.

EXECUTIVES:

| | |
|-------------------------------|---------------------------------|
| Armand L. Hunter, gen. mgr. | Weldon Johnson, film dir. |
| James D. Davis, ops. mgr. | Patrick J. Callihan, prod. mgr. |
| Charles S. Ruffing, pgm. dir. | David Smith, news ed. |
| Linn P. Towsley, ch. engr. | |

FLINT

(Genesee County)

WJRT (TV)

(Target Date, Unknown)

LICENSEE: WJR, The Goodwill Station Inc. Address: 2302 Lapeer St. Postal Zone 3. Phone: Cedar 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Antenna 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: Mrs. Walton Parker and family are majority stockholders.

EXECUTIVES:

| | |
|---|---------------------------------|
| John F. Patt, pres. | Franklin C. Mitchell, pgm. dir. |
| Worth Kramer, vp. & gen. mgr. | Clarence W. Jones, ch. engr. |
| A. Donovan Faust, ops. mgr. & film buy. | |

GRAND RAPIDS

(Kent County)

WMCN (TV)

(Target Date, Unknown)

LICENSEE: Peninsular Broadcasting Co. Address: 123 Pearl St., N. W.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10.2 kw. Antenna Height: Above average terrain 480 ft.; above ground 439 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp., 50%; John D. Loeks, 33 1/2%; and Howard W. Freck, 16 2/3%. For other Balaban interests see WICS (TV) Springfield.

EXECUTIVES:

| | |
|-----------------------------|-----------------------------|
| John D. Loeks, pres. | Edward A. McCready Jr., vp. |
| Howard W. Freck, vp. & sec. | E. A. McCready, treas. |

WOOD-TV

LICENSEE: Grandwood Broadcasting Co. Address: 120 College Ave. S. E. Postal Zone: 2. Phone: Glendale 9-4125. TWX No.: 281.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 920 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 15, 1949.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDER: Time Inc. See KLZ-TV Denver.

EXECUTIVES:

| | |
|--------------------------------------|-------------------------------|
| Willard Schroeder, pres. & gen. mgr. | Clark Grant, prom. mgr. |
| Arthur M. Swift, gen. sls. mgr. | Dick Cheverton, news dir. |
| Frank Sisson, pgm. dir. & film buy. | Leonard Bridge, controller. |
| Charles Robison, ch. engr. | John H. Clay, sls. serv. mgr. |

SUMMARY OF RATES (Card No. 6, June 1, 1957)

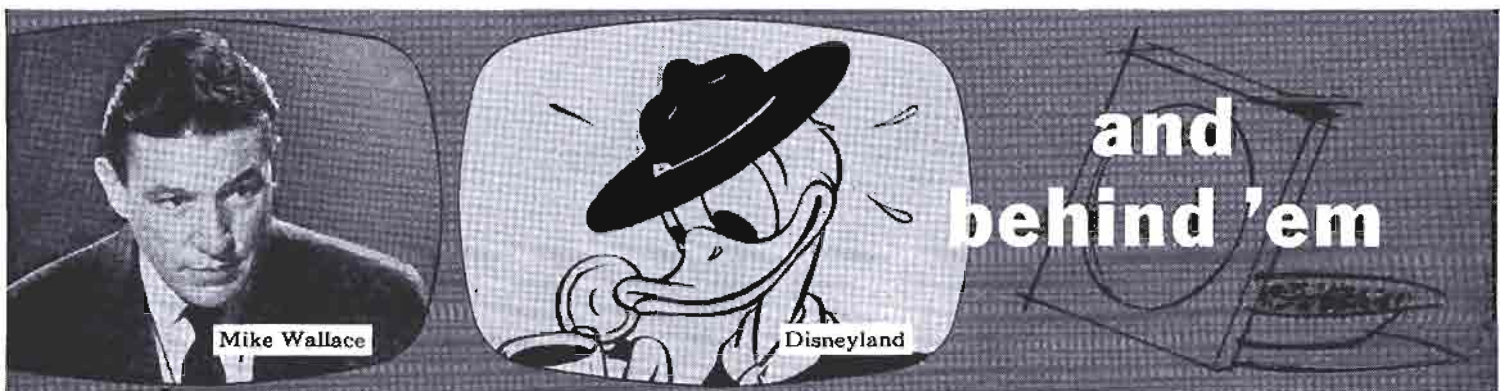
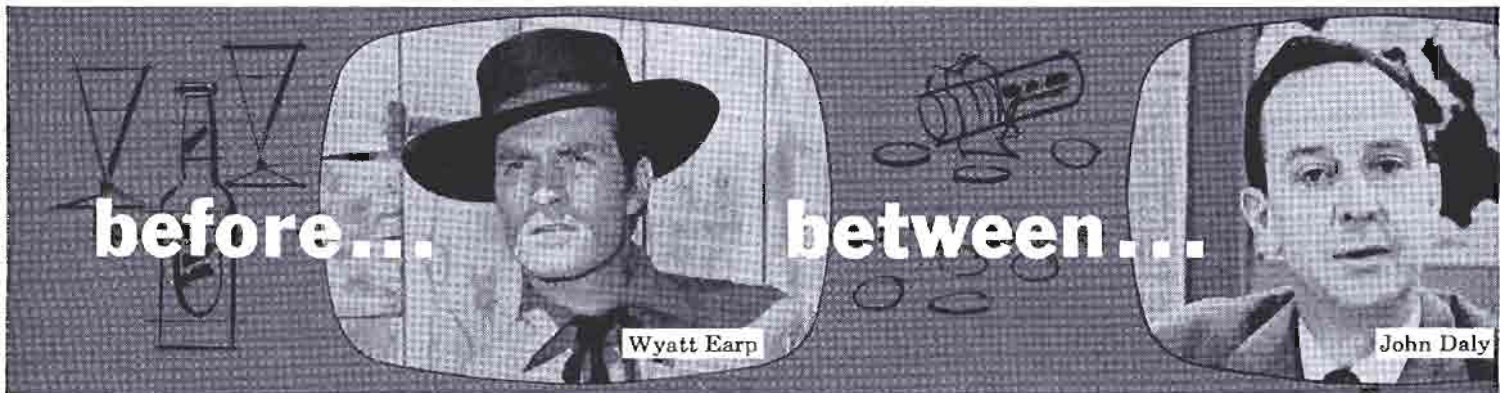
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (8-10:30 p.m., Sun.-Sat.) | \$1,050.00 | \$630.00 | \$420.00 | \$368.00 | \$300.00 | \$250.00 |
| Class A (6:30-8 p.m., 10:30-11 p.m., Mon.-Fri.; 6-8 p.m., 10:30-11 p.m., Sun., Sat.) | \$975.00 | \$585.00 | \$390.00 | \$341.00 | \$244.00 | \$180.00 |
| Class B (5-6:30 p.m., 11-11:30 p.m., Mon.-Fri.; noon-8 p.m., 11-11:30 p.m., Sat., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$175.00 | \$135.00 |
| Class C (All other time) | \$450.00 | \$270.00 | \$180.00 | \$158.00 | \$112.50 | \$85.00 |

Above are one-time rates. Frequency discounts allowed.

LOOK WHAT'S HAPPENING on WXYZ-TV Detroit this autumn...

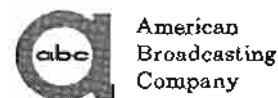


...Smart to get your product



*Check Blair-TV, Inc. for availabilities
... now's the time!*

WXYZ-TV·Detroit
Channel 7



IRONWOOD

(Gogebic County)

WJMS-TV

(Target Date, Unknown)

LICENSEE: Upper Michigan-Wisconsin Broadcasting 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: Washington Attorney, Prince, Taylor & Crampton.

PRINCIPAL STOCKHOLDERS: William J. Johnson and wife, 58.7%; and others. Licensee also owns controlling interest in WIKB Iron River, Mich. Sale to WDMJ-TV Marquette, Mich., pending FCC approval.

EXECUTIVES:

William L. Johnson, pres. & gen. mgr.

KALAMAZOO

(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Broadcasting Co. Address: 124 W. Michigan Ave. Phone: Fireside 5-2101. TWX No.: KZ 33.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 952 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1950.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: John E. Fetzer and wife, 100%. Mr. Fetzer also owns 100% of KOLN-AM-TV Lincoln, Neb., of WJEF-AM-FM Grand Rapids, and holds a minority interest in WMBD Peoria, Ill.

EXECUTIVES:

John E. Fetzer, pres. Arthur E. Covell, eh. engr.
 Carl E. Lee, vp. & Mng. dir. Len Colby, news ed.
 Donald W. DeSmit Jr., sls. mgr.
 Charles T. Lynch, pgm. dir., film buy. & prom. mgr.

SUMMARY OF RATES (Card No. 11, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:59-10:31 p.m., daily) | | | | | | |
| \$1300.00 | \$780.00 | \$520.00 | \$455.00 | \$351.00 | \$270.00 | \$135.00 |
| Class A (5:59-7:59 p.m., Mon.-Sat.; 10:31-11:01 p.m., daily; 11:59 a.m.-7:59 p.m., Sun.) | | | | | | |
| \$1150.00 | \$690.00 | \$460.00 | \$402.00 | \$310.00 | \$230.00 | \$115.00 |
| Class B (4:59-5:59 p.m., 11:01-11:15 p.m., Mon.-Fri.; 11:59 a.m.-5:59 p.m., Sat.; after 11:01 p.m., Sat., Sun.) | | | | | | |
| \$865.00 | \$519.00 | \$346.00 | \$303.00 | \$234.00 | \$176.00 | \$88.00 |
| Class C (Sign-on-4:59 p.m., after 11:15 p.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.) | | | | | | |
| \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$135.00 | \$90.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

LANSING

(Ingham County)

WJIM-TV

LICENSEE: Gross Telecasting Inc. Address: 2820 E. Saginaw St. Postal Zone: 4. Phone: Ivanhoe 2-1333. TWX No.: LG 72.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 1, 1950.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Station, Am, WJIM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Harold F. Gross and family, 51.35%, and others.

EXECUTIVES:

Harold F. Gross, pres. & gen. mgr. Carleton Musson, ch. engr.
 Howard Finch, vp. & sta. mgr. Philip E. Sherck, film buy.
 Gar Meadowcroft, com. mgr. William C. Fyffe, news ed.

SUMMARY OF RATES (Card No. 8, Nov. 1, 1956.)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.) | | | | | | |
| \$1000.00 | \$600.00 | \$400.00 | \$350.00 | \$250.00 | \$200.00 | \$100.00 |
| Class A (6-7 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat., Sun.) | | | | | | |
| \$900.00 | \$540.00 | \$360.00 | \$315.00 | \$225.00 | \$180.00 | \$90.00 |
| Class B (5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily) | | | | | | |
| \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$175.00 | \$125.00 | \$62.50 |
| Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; midnight-sign-off, daily) | | | | | | |
| \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$75.00 | \$37.50 |

Above are one-time rates. Frequency discounts allowed.

WTOM-TV

LICENSEE: Inland Broadcasting Co. Address: c/o John L. Mayer, receiver, 3311 W. McNicols Road, Detroit, Mich.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Antenna Height: Above average terrain 360 ft.; above ground 378 ft.

OPERATION: Began October, 1953.

PRINCIPAL STOCKHOLDERS: John L. Mayer, temporary receiver.

WTOM-TV has suspended operation but has not returned its CP.

MARQUETTE

(Marquette County)

WDMJ-TV

LICENSEE: Lake Superior Broadcasting Co. Address: 249 W. Washington St. Phone: Canal 6-3524.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 80.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna 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 Rhineland Publishing Co. (Rhineland News), which owns 8% of WSAU-AM-TV Wausau, Wis.

EXECUTIVES:

Frank J. Russell Jr., pres. Ted Hansen, ops. supvr. & pgm. dir.
 W. H. Treloar, vp. & gen. mgr. Paul Anick, ch. engr.
 Robert J. Luke, sta. & sls. mgr.

SUMMARY OF RATES (Card No. 2, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (8:59-10:30 p.m., Sun.-Sat.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$48.00 | \$40.00 | \$20.00 |
| Class B (5-7 p.m., 10:30-11 p.m., Sun.-Sat.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$36.00 | \$30.00 | \$15.00 |
| Class C (Sign-on-5 p.m., 11 p.m.-midnight, Sun.-Sat.) | | | | | | |
| \$112.50 | \$67.50 | \$45.00 | \$30.00 | \$24.00 | \$22.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

MIDLAND

(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave., Saginaw, Mich. Phone: 3-4471. For full listing see Saginaw, Mich.)

WNEM-TV (BAY CITY, SAGINAW)

LICENSEE: Gerity Broadcasting Co. Address: 814 Adams St., Bay City, Mich. Phone: Twinbrook 3-4504. (For full listing see Bay City, Mich.)

PORT HURON

(Saint Clair County)

WHLS-TV

(Target Date, Unknown)

LICENSEE: Stevens-Wismer Broadcasting Co. Address: 932 Military St.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.3 kw. Antenna Height: Above average terrain 30 ft.; above ground 82 ft.

AFFILIATION: Station, Am, WHLS.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Harmon L. Stevens and John F. Wismer have 50% each and also own WLEW Bad Axe, both Mich.

EXECUTIVES:

Harmon LeRoy Stevens, co-own.
 John F. Wismer, co-own.



YOU MIGHT PITCH A PERFECT WORLD SERIES GAME* —

BUT... NIELSEN PROVES YOU NEED WKZO-TV

TO STRIKE THEM OUT IN

KALAMAZOO-GRAND RAPIDS!

**NIELSEN NCS NO. 2
NOVEMBER, 1956**

| Station | No. of TV Homes In Area | DAYTIME | | NIGHTTIME | |
|------------------|-------------------------|------------------|-----------------|------------------|-----------------|
| | | Weekly NCS Circ. | Daily NCS Circ. | Weekly NCS Circ. | Daily NCS Circ. |
| WKZO-TV | 633,120 | 421,820 | 292,720 | 464,530 | 378,080 |
| STATION B | 512,980 | 310,720 | 203,170 | 348,140 | 278,660 |

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America's top-20 television markets. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER



The Fetzer 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

* Don Larsen of the Yankees did it on October 8, 1956

SAGINAW
(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: Pleasant 3-4471. TWX No. 61.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 95.5 kw. Present Operating Pow.: Visual 174 kw, Aural 95.5 kw. Antenna Height: Above average terrain 460 ft; above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 5, 1953.

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

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: William J. Edwards, 33 1/4%; Howard H. Wolfe, 33 1/4%, and Rep. Alvin M. Bentley (R. Mich.), 33 1/4%.

EXECUTIVES:

| | |
|---|-----------------------------|
| William J. Edwards, pres. & gen. mgr. | Vincent Picard, prom. mgr. |
| Howard H. Wolfe, sta. mgr. | Sally Hinds, traff. mgr. |
| Robert M. Chandler, com. mgr. | Otto Allen, film ed. |
| Robert A. Oliver, pgm. dir. & film buy. | Jay Otto, prod. coord. |
| Max W. Thomas, ch. engr. | Ernest Whitmire, prod. mgr. |
| | Don Potter, news ed. |

SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (5:59-11:01 p.m., Mon.-Fri.; 11:59 a.m.-11:01 p.m., Sat., Sun.) | | | | | | |
| \$375.00 | \$225.00 | \$150.00 | \$131.25 | \$93.75 | \$75.00 | \$37.50 |
| Class B (4:59-5:59 p.m., Mon.-Fri.; 11:01 p.m.-sign-off, daily) | | | | | | |
| \$280.00 | \$168.00 | \$112.00 | \$98.00 | \$70.00 | \$56.00 | \$28.00 |
| Class C (Sign-on to 4:59 p.m., Mon.-Fri.; sign-on to 11:59 a.m., Sat., Sun.) | | | | | | |
| \$187.50 | \$112.50 | \$75.00 | \$65.60 | \$47.00 | \$37.50 | \$18.75 |

Above are one-time rates. Frequency discounts allowed.

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Gerily Broaeasting Co. Address: 814 Adams St., Bay City, Mich. Phone: Twinbrook 3-4504. (For full listing see Bay City.)

TRAVERSE CITY
(Grand Traverse County)

WPBN-TV

LICENSEE: Midwestern Broadcasting Co. Address: Paul Bunyan Bldg. Phone: Windsor 7-7675.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Present Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Antenna Height: Above average terrain 760 ft.; above ground 462 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 13, 1954.

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 Beiderman, 30%; Edward Beiderman, 22.5%; Drew McClay, 15%; William Kiker, 16.25%; Fred Zierle, 16.25%. Licensee owns WATT Cadillac, WATZ Alpena, WMBN Petoskey, and WATC Gaylord, all Mich.

EXECUTIVES:

| | |
|--------------------------------------|--------------------------------|
| Les Biederman, pres. | Robert E. Detwiler, comm. mgr. |
| John Anderson, gen. mgr. & pgm. dir. | William H. Kiker, ch. engr. |

SUMMARY OF RATES (Card No. 3, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class AA (7:29-10:31 p.m., Mon.-Fri.; 6:59-11:01 p.m., Sat.; 6:59-10:31 p.m., Sun.) | | | | | | |
| \$144.00 | \$104.50 | \$69.00 | \$55.00 | \$43.00 | \$26.50 | \$14.50 |
| Class A (4:59-7:29, 10:31 p.m.-midnight, Mon.-Fri.; 4:59-6:59, 11:01 p.m.-midnight, Sat.; 4:59-6:59, 10:31 p.m.-midnight, Sun.) | | | | | | |
| \$120.00 | \$72.00 | \$48.00 | \$38.50 | \$30.00 | \$18.00 | \$12.00 |
| Class B (Before 4:49 p.m., after midnight, daily) | | | | | | |
| \$90.00 | \$54.00 | \$36.00 | \$29.00 | \$21.50 | \$14.50 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

... 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

PRIMARY CBS-TV AFFILIATE



LOWEST COST PER THOUSAND

REPRESENTED BY: GILL-PERNA, INC.

WKNX-TV

LAKE HURON BROADCASTING CORPORATION
SAGINAW MICHIGAN

207,000 WATTS ERP

CHANNEL 57

MINNESOTA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|---------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Aitkin | 3,800 | 57 | 2,160 | 10,082 | 2,621 | 232 |
| Anoka | 14,400 | 88 | 12,640 | 30,955 | 9,847 | 1,097 |
| Becker | 6,800 | 49 | 3,320 | 21,570 | 4,229 | 422 |
| Beltrami | 7,100 | 21 | 1,510 | 25,015 | 5,201 | 816 |
| Benton | 4,100 | 45 | 1,850 | 16,057 | 3,680 | 377 |
| Big Stone | 2,500 | 35 | 880 | 9,401 | 1,824 | 224 |
| Blue Earth | 11,600 | 88 | 10,160 | 62,749 | 11,335 | 1,599 |
| Brown | 7,600 | 68 | 5,190 | 34,246 | 5,589 | 1,159 |
| Carlton | 6,800 | 56 | 3,800 | 24,432 | 6,880 | 607 |
| Carver | 5,100 | 84 | 4,300 | 18,351 | 3,485 | 452 |
| Cass | 5,500 | 24 | 1,300 | 13,887 | 3,724 | 381 |
| Chippewa | 4,800 | 37 | 1,770 | 22,015 | 3,559 | 440 |
| Chisago | 3,900 | 83 | 3,230 | 12,672 | 2,527 | 303 |
| Clay | 9,900 | 78 | 7,730 | 30,188 | 5,370 | 694 |
| Clearwater | 2,600 | 21 | 560 | 7,576 | 1,079 | 175 |
| Cook | 900 | 51 | 460 | 4,435 | 1,348 | 158 |
| Cottonwood | 4,600 | 52 | 2,400 | 19,506 | 2,117 | 420 |
| Crow Wing | 9,500 | 35 | 3,280 | 34,012 | 8,622 | 764 |
| Dakota | 15,800 | 86 | 13,600 | 56,368 | 10,567 | 1,263 |
| Dodge | 3,600 | 68 | 2,460 | 12,552 | 2,104 | 388 |
| Douglas | 6,300 | 30 | 1,900 | 23,346 | 3,672 | 407 |
| Faribault | 7,100 | 53 | 3,760 | 39,282 | 5,999 | 694 |
| Fillmore | 7,300 | 56 | 4,080 | 24,094 | 4,480 | 511 |
| Freeborn | 10,600 | 78 | 8,000 | 37,445 | 5,244 | 795 |
| Goodhue | 10,100 | 83 | 8,390 | 39,532 | 7,054 | 947 |
| Grant | 2,700 | 35 | 950 | 10,704 | 1,415 | 198 |
| Hennepin | 234,200 | 88 | 205,100 | 1,071,301 | 214,815 | 37,379 |
| Houston | 4,200 | 56 | 2,340 | 12,186 | 2,529 | 262 |
| Hubbard | 3,200 | 24 | 760 | 9,531 | 2,498 | 205 |
| Isanti | 2,700 | 83 | 2,230 | 12,372 | 2,051 | 384 |
| Itasca | 11,900 | 50 | 5,950 | 37,080 | 8,937 | 1,076 |
| Jackson | 4,600 | 70 | 3,210 | 16,829 | 3,408 | 431 |
| Kanabec | 2,400 | 57 | 1,360 | 6,663 | 1,201 | 174 |
| Kandiyohi | 3,300 | 63 | 5,260 | 35,971 | 5,642 | 666 |
| Kittson | 2,500 | 33 | 830 | 10,083 | 952 | 178 |
| Koochiching | 5,000 | 24 | 1,190 | 17,777 | 4,707 | 468 |
| Lac Qui Parle | 3,900 | 37 | 1,440 | 12,513 | 2,356 | 269 |
| Lake | 3,900 | 51 | 1,980 | 11,793 | 2,646 | 279 |
| Lake of Woods | 1,200 | 24 | 290 | 4,231 | 733 | 157 |
| Le Sueur | 5,900 | 65 | 3,860 | 23,376 | 4,075 | 473 |
| Lincoln | 2,900 | 44 | 1,270 | 9,460 | 1,279 | 381 |
| Lyon | 6,600 | 44 | 2,890 | 30,510 | 5,269 | 745 |
| McLeod | 7,000 | 76 | 5,310 | 31,428 | 4,930 | 744 |
| Mahnomen | 1,500 | 49 | 730 | 4,968 | 973 | 156 |
| Marshall | 4,200 | 33 | 1,380 | 12,614 | 1,764 | 175 |
| Martin | 7,900 | 53 | 4,180 | 37,937 | 6,733 | 927 |
| Meeker | 5,400 | 63 | 3,430 | 18,880 | 2,839 | 511 |
| Millie Lacs | 4,900 | 45 | 2,210 | 15,302 | 2,584 | 308 |
| Morrison | 6,900 | 38 | 2,480 | 22,403 | 3,760 | 710 |
| Mower | 12,800 | 76 | 9,730 | 51,400 | 8,765 | 1,313 |
| Murray | 4,500 | 61 | 2,730 | 13,691 | 2,472 | 248 |
| Nicollet | 5,500 | 68 | 3,760 | 14,899 | 3,251 | 653 |
| Nobles | 6,600 | 70 | 4,610 | 35,310 | 6,270 | 483 |
| Norman | 3,200 | 49 | 1,560 | 11,027 | 1,959 | 199 |
| Olmsted | 13,800 | 84 | 11,620 | 74,028 | 9,695 | 3,512 |
| Otter Tail | 13,500 | 39 | 5,210 | 43,834 | 7,457 | 1,308 |
| Pennington | 3,700 | 43 | 1,580 | 16,304 | 2,882 | 603 |
| Pine | 3,500 | 30 | 1,050 | 14,507 | 2,482 | 284 |
| Pipestone | 4,900 | 56 | 2,730 | 20,770 | 3,467 | 322 |
| Polk | 4,300 | 61 | 2,600 | 38,471 | 7,948 | 936 |
| Pope | 10,400 | 40 | 4,150 | 8,367 | 1,904 | 206 |
| Ramsey | 119,400 | 86 | 103,160 | 514,137 | 114,087 | 18,605 |

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|-------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Red Lake | 1,600 | 43 | 690 | 6,030 | 979 | |
| Redwood | 6,400 | 58 | 3,700 | 28,793 | 3,925 | 596 |
| Renville | 6,800 | 58 | 3,930 | 29,002 | 4,217 | 530 |
| Rice | 9,600 | 83 | 7,970 | 32,228 | 6,410 | 936 |
| Rock | 2,800 | 61 | 1,690 | 14,042 | 1,790 | 182 |
| Roseau | 3,900 | 33 | 1,290 | 11,294 | 2,000 | 263 |
| St. Louis | 68,200 | 75 | 51,150 | 260,069 | 62,892 | 7,425 |
| Scott | 4,500 | 84 | 3,800 | 20,272 | 3,085 | 363 |
| Sherburne | 2,400 | 75 | 1,790 | 9,597 | 1,580 | 230 |
| Sibley | 3,900 | 76 | 2,960 | 15,539 | 2,052 | 414 |
| Stearns | 18,900 | 72 | 13,630 | 80,297 | 11,996 | 2,841 |
| Steele | 5,900 | 68 | 4,030 | 28,056 | 5,156 | 681 |
| Stevens | 3,100 | 35 | 1,080 | 12,393 | 2,037 | 269 |
| Swift | 4,400 | 37 | 1,620 | 19,529 | 3,040 | 320 |
| Todd | 6,800 | 36 | 2,450 | 18,678 | 3,640 | 442 |
| Traverse | 2,100 | 35 | 740 | 9,941 | 1,535 | 198 |
| Wabasha | 4,900 | 75 | 3,870 | 17,873 | 3,611 | 324 |
| Wadena | 3,500 | 24 | 830 | 18,945 | 2,592 | 318 |
| Waseca | 4,900 | 65 | 3,200 | 16,675 | 2,930 | 366 |
| Washington | 11,300 | 85 | 9,610 | 32,717 | 8,280 | 946 |
| Watsonwan | 4,100 | 52 | 2,130 | 17,209 | 3,185 | 478 |
| Wilton | 2,400 | 78 | 1,880 | 9,114 | 2,062 | 284 |
| Winona | 11,800 | 48 | 5,690 | 41,258 | 7,724 | 1,050 |
| Wright | 8,000 | 75 | 5,970 | 27,575 | 5,348 | 572 |
| Yellow Med. | 4,700 | 44 | 2,060 | 15,207 | 3,180 | 412 |
| Total | 929,200 | 71% | 661,450 | \$3,754,444 | \$738,358 | \$11,713 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

AUSTIN

(Mower County)

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Address: Hwy 105 South. Phone: Hemlock 3-8836. TWX No.: 369.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Present Operating Pow.: Visual 14.8 kw, Aural 7.41 kw. Antenna Height: Above average terrain 420 ft.; above ground 445 ft.

OPERATION: Began July 27, 1953.

AFFILIATIONS: TV Network, ABC. Station, Am. KAUS.

REPRESENTATIVES: Sales, Avery-Knode; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank McIntosh.

PRINCIPAL STOCKHOLDERS: Chester A. Weseman, George Wilson, Martin Bustad, Harold C. Westby and Albert W. Smith, each 20%. Sale to Black Hawk Broadcasting Co. (KWVL-AM-TV Waterloo, Iowa) pending FCC approval.

EXECUTIVES:

Chester A. Weseman, pres. Don Jones, com. mgr.
Gene P. Loffler, gen. mgr. Leo Chenier, ch. engr.

(SUMMARY OF RATES (Card No. 2, Feb. 1, 1955))

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (5:59-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$30.00 |
| Class B (4:59-5:59, Mon.-Fri.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$25.50 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WIN BIG RATINGS .. BIG RESULTS
with Ziv's spectacular new IMPACT series!

"HARBOR COMMAND"
starring WENDELL COREY
at the helm of each half-hour adventure.



DULUTH

(St. Louis County)

KDAL-TV (SUPERIOR, WIS.)

LICENSEE: Red River Broadcasting Co. Address: Bradley Bldg. Phone: Randolph 2-4466. TWX No.: DU 7019.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 990 ft.; above ground 818½ ft.

OPERATION: Began March 17, 1954.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Estate of Dalton LeMasurier, 70%; Robert A. Dettman, 10%; Odin S. Ramsland, 10%, and Charles LeMasurier, 10%.

EXECUTIVES:

Odin Hamsland, vp. & gen. mgr.
Robert Dettman, exec. vp. & ch. engr.
Earl Henton, pgm. dir. & film buy.
Dale Cowle, prom. mgr.
Dick Anthony, news ed.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (6:59-10 p.m., Mon.-Sun.) | \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$101.25 |
| Class A (6:30-6:59 p.m., 10-10:30 p.m., Mon.-Sun.; 6-6:59 p.m., Sun.) | \$300.00 | \$175.00 | \$130.00 | \$113.75 | \$81.25 | \$72.00 |
| Class B (6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-5:59 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class C (All other times) | \$162.50 | \$97.50 | \$65.00 | \$56.75 | \$40.50 | \$32.50 |

Above are one-time rates. Frequency discounts allowed.

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: 4 W. 58th St., New York, N. Y. Postal Zone: 19.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.6 kw. Antenna 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 50% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, pres.

†WFTV (TV) has suspended operation but has not returned its CP.

MINNEAPOLIS-ST. PAUL

(Hennepin & Ramsey Counties)

KMGH-TV

LICENSEE: United Television Inc. Address: Foshay Tower, Minneapolis. Postal Zone: 2. Phone: Federal 9-8811. TWX No.: MP 470.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 450 ft.; above ground 601 ft.

OPERATION: Began Jan. 9, 1955.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, 22.2%; Seymour Weintraub, 15.88%; Loew's Inc., 25%; Larry H. Israel, 3.75%; George W. Eby, 3.75%; William F. Adler, 7.93%; Lott Co. (Donald C. Lott), 7.93%; Lewis S. Greenberg, 6.36%; Oliver Tyrone Corp., 3.98%; Henry Oliver Rea, 1.59%; Monroe H. Long, 1.59%; Messrs. Johnson and Lott and Oliver Tyrone Corp. have varying interests in WENS (TV) Pittsburgh, Pa. Mr. Weintraub controls Flamingo Films Co. 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 Spring, WPOR Portland, WABI-AM-TV Bangor, all Maine. Loew's Inc. owns 25% of KTTV (TV) Los Angeles, Calif., and holds option to purchase 25% of KTRV (TV) Denver, Colo.

EXECUTIVES:

Thomas P. Johnson, ehmn. of bd.
Seymour Weintraub, pres.
George W. Eby, sec.-treas.
Larry H. Israel, gen. mgr.
David Murray, pgm. dir.
Gordon Benson, ch. engr.
Robert M. Stone, prom. mgr.

SUMMARY OF RATES (Card No. 4, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|--|-----------|----------|----------|--------|-----------------|----------|
| Class AA (7-11 p.m., daily) | \$1500.00 | \$900.00 | \$540.00 | | \$337.50 | \$225.00 |
| Class A (8-7 p.m., daily) | \$600.00 | \$360.00 | \$216.00 | | \$180.00 | \$120.00 |
| Class B (5-6 p.m., daily) | \$400.00 | \$240.00 | \$144.00 | | \$105.00 | \$70.00 |
| Class C (3:30-5 p.m., 11 p.m.-sign-off, daily) | \$350.00 | \$210.00 | \$126.00 | | \$90.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KSTP-TV

LICENSEE: KSTP Inc. Address: 3415 University Ave., St. Paul. Postal Zone: 14. Phone: Midway 5-2724. TWX No.: STP 140.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Present Operating Pow.: Visual 100 kw, Aural 58.9 kw. Antenna Height: Above average terrain 580 ft.; above ground 583 ft.

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

OPERATION: Began April 1948.

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%. KSTP Inc. also owns KOB-AM-TV Albuquerque, N. M., and 23% of KWK-AM-TV St. Louis, Mo. (which in turn owns WGTO Haines City, Fla.).

EXECUTIVES:

Stanley E. Hubbard, pres. & gen. mgr.
K. M. Hance, exec. vp. & treas.
Marvin L. Rosene, vp. in chg. sls.
Stanley S. Hubbard, vp. chg. research & development.
James E. Blake, natl. tv sls. mgr.
William S. Sadler, ch. engr.
Del Franklin, pgm. mgr. & film dir.
Kenn R. Barry, prod. dir.
William F. Davey, prom. & publicity dir.
Julian Hoshal, news dir.
Dick Nesbitt, sports dir.

SUMMARY OF RATES (Card No. 18, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|-----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.) | \$1850.00 | \$970.00 | \$650.00 | \$570.00 | \$490.00 | \$360.00 |
| Class A (6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 5:30-6 p.m., Sun.) | \$1000.00 | \$600.00 | \$400.00 | \$350.00 | \$300.00 | \$250.00 |
| Class B (6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-5:30 p.m., Sun.) | \$800.00 | \$500.00 | \$350.00 | \$300.00 | \$250.00 | \$160.00 |
| Class C (1-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-5 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$160.00 | \$150.00 | \$100.00 |
| Class D (Sign-on-1 p.m., daily; midnight-sign-off, daily) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$110.00 | \$80.00 |

Above are one-time rates. Frequency discounts allowed.

KTCA-TV*

(*Non-Commercial Educational)
(Target Date, Sept. 2, 1957)

LICENSEE: Twin City Area Educational Television Corp. Address: 2070 Rose-lawn Ave., St. Paul. Phone: Midway 6-4616. TWX No.: 283.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 601 ft.

EQUIPPED TO COLORCAST local films, local slides.

REPRESENTATIVES: Consulting Engineer, Jansky & Bailey.

EXECUTIVES:

Loring M. Staples, pres.
John C. Schwarzwald, gen. mgr.
Paul H. Owen, pgm. dir.
Berten A. Holmberg, ch. engr.
Harold O. Berkman, prom. mgr.

WCCO-TV

LICENSEE: Midwest Radio-Television Inc. Address: 50 South 9th St., Minneapolis. Postal Zone: 2. Phone: Federal 8-0552. TWX No.: MP 2.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 601 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began July 1, 1949.

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

REPRESENTATIVES: Sales, Peters, Grfflin, 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 (KILQ), 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 Star) is a Cowles newspaper. For Cowles broadcast and newspaper interests, see KRNT-TV Des Moines, Iowa.

EXECUTIVES:

William J. McNally, chmn. of bd.
Robert B. Ridder, pres.
F. Van Konynenburg, exec. vp.
Sherman K. Headley, asst. mgr. for tv.
Robert N. Ekstrum, sls. mgr.
Gwen Harvey, pgm. dir.
John M. Sherman, ch. engr.
Harry Jones, film buy.
Gene Godt, prom. mgr.
Robert Hanson, merc. dir.
Rollie Johnson, news ed.

SUMMARY OF RATES (Card No. 10, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|-----------|----------|----------|----------|-----------------|----------|
| Class AA (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.) | \$1800.00 | \$960.00 | \$640.00 | \$560.00 | \$480.00 | \$400.00 |
| Class A (6:29-6:59 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.; 4:59-5:59 p.m., Sun.) | \$1000.00 | \$600.00 | \$400.00 | \$350.00 | \$300.00 | \$250.00 |
| Class B (5:59-6:29 p.m., Mon.-Fri.; 1-6:29 p.m., Sat.; 1-4:59 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.) | \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$240.00 | \$160.00 |
| Class C (6:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Mon.-Sun.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$100.00 |
| Class D (Sign-on-6:59 a.m., Mon.-Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$109.00 | \$80.00 |

Above are one-time rates. Frequency discounts allowed.

First Again...

KDAL TV

HERE ARE THE REASONS:

COVERAGE

29 counties in Northern Minnesota, Wisconsin and Michigan utilizing Minnesota's highest tower (816½ feet above ground, 2049 feet above sea level) and serving 144,700* TV HOMES.

FACILITIES

100,000 watts on Minnesota's finest Channel—Channel 3—Networks—CBS - ABC.

AUDIENCE

First in every survey—(ARB, NCS, Pulse) taken in Duluth-Superior market. 16 of the top 17 network shows in March 1957, ARB.

PROMOTION AND MERCHANDISING

KDAL-TV offers one of the most complete promotion and merchandising programs in the nation. Proof is four FIRST PLACE Billboard Magazine promotion awards in Audience and Sales Promotion!

*CBS Research

For more details on an amazing market story, see . . .

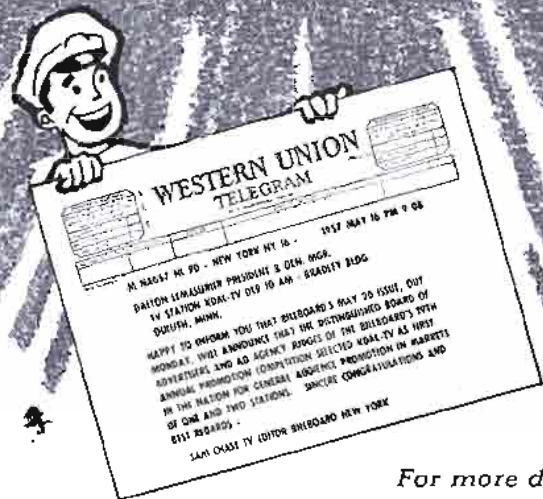
AVERY-KNODEL, National Representatives — HARRY HYETT, Minneapolis — W. E. McCLENAHAN, Milwaukee

FIRST IN THE NATION

KDAL-TV

FIRST IN THE TWIN PORTS

CHANNEL 3—DULUTH, MINNESOTA



MINNEAPOLIS-ST. PAUL (Cont.)

WTCN-TV

LICENSEE: Twin State Broadcasting Inc. Address: West Lake St. at Dean Blvd., Minneapolis. Postal Zone: 16. Phone: Walnut 7-8881. TWX No.: MP 540.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Present Operating Pow.: Visual 316 kw, Aural 191 kw. Antenna Height: Above average terrain 470 ft; above ground 601 ft.
OPERATION: Began Sept. 1, 1953.
AFFILIATIONS: Tv Network, ABC. Station, Am, WTCN.
REPRESENTATIVES: Sales, The Katz Agency; Andy McDermott (Canada); Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Time Inc., see KLZ-TV Denver, Colo.
EXECUTIVES:
 Wayne Coy, pres. Fred Kaufman, pgm. dir.
 Phil Hoffman, vp. & gen. mgr. George J. Lord, prom. dir.
 Leonard C. Nachbar, asst. sec.-treas. Sheldon W. Peterson, news dir.
 Gene Wecker, film dir.
 Joseph Kahnke, ch. engr.
 Warren Fritze, asst. ch. engr.
 Miller C. Robertson, sta. mgr.
 James R. Hoch, gen. sls. mgr.
 William E. Daley, loc. sls. mgr.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-9:30 p.m., daily) | | | | | | |
| \$1200.00 | \$720.00 | \$480.00 | \$420.00 | \$320.00 | \$250.00 | \$100.00 |
| Class A (6:30-7 p.m., 9:30-10 p.m., daily) | | | | | | |
| \$900.00 | \$540.00 | \$360.00 | \$315.00 | \$243.00 | \$170.00 | \$70.00 |
| Class B (5-6:30 p.m., 10-11 p.m., daily) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$162.00 | \$110.00 | \$55.00 |
| Class C (4-5 p.m., 11 p.m.-sign-off, daily) | | | | | | |
| \$350.00 | \$210.00 | \$140.00 | \$123.00 | \$95.00 | \$60.00 | \$30.00 |
| Class D (Sign-on-4 p.m., daily) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$61.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

ROCHESTER (Olmsted County)

KROC-TV

LICENSEE: Southern Minnesota Broadcasting Co. Address: 100 First Ave. Bldg. Phone: 3924.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Present Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Antenna Height: Above average terrain 630 ft; above ground 575 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 14, 1953.
AFFILIATIONS: Tv Network, NBC. Station, Am, KROC.
REPRESENTATIVES: Sales, Meeker Tv.; Washington Attorney, Loucks, Zias, Young & Jansky.
PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling and family.
EXECUTIVES:
 Mrs. G. P. Gentling, pres. Donald Perry, pgm. dir. & film buy.
 G. David Gentling, gen. mgr. Robert Cross, ch. engr.
 Willard Lampman, sta. mgr. John Miller, prom. mgr.
 Will Jackson, com. mgr. Ray Thompson, news ed.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6:59-10:15 p.m., Mon.-Sat.; 5:59-10:15 p.m., Sun.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 | \$25.00 |
| Class B (4-6:59 p.m., 10:15-11 p.m., Sun.-Sat.; 1-5:59 p.m., Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 | \$20.00 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$80.00 | \$52.50 | \$37.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

MISSISSIPPI

MISSISSIPPI MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|-----------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Adams | 9,400 | 30 | 2,850 | 37,196 | 7,940 | 1,425 |
| Alcorn | 7,500 | 34 | 2,530 | 22,364 | 3,720 | 764 |
| Amite | 4,300 | 26 | 1,080 | 7,830 | 1,160 | 149 |
| Attala | 6,000 | 37 | 2,220 | 14,438 | 3,678 | 368 |
| Benton | 2,000 | 35 | 690 | 1,000 | 192 | 45 |
| Bolivar | 15,800 | 24 | 3,730 | 36,408 | 8,181 | 1,140 |
| Calhoun | 4,100 | 18 | 730 | 7,049 | 1,243 | 327 |
| Carroll | 3,100 | 27 | 820 | 2,328 | 919 | 70 |
| Chickasaw | 4,300 | 18 | 770 | 8,015 | 2,130 | 288 |
| Choctaw | 2,500 | 22 | 560 | 2,872 | 438 | 68 |
| Clalborne | 2,700 | 39 | 1,050 | 6,477 | 1,565 | 197 |
| Clarke | 4,400 | 39 | 1,700 | 8,152 | 1,925 | 232 |
| Clay | 4,000 | 22 | 890 | 9,700 | 2,514 | 437 |
| Coahoma | 14,400 | 27 | 3,840 | 34,183 | 9,694 | 920 |
| Copiah | 7,300 | 34 | 2,450 | 14,935 | 4,320 | 701 |
| Covington | 3,400 | 36 | 1,230 | 5,790 | 1,208 | 272 |
| De Soto | 5,500 | 50 | 2,760 | 7,743 | 1,947 | 107 |
| Forrest | 14,000 | 30 | 4,200 | 54,511 | 9,112 | 1,499 |
| Franklin | 2,500 | 39 | 970 | 4,082 | 1,151 | 215 |
| George | 2,500 | 34 | 850 | 7,783 | 1,768 | 190 |
| Greene | 1,800 | 34 | 620 | 2,565 | 841 | 127 |
| Grenada | 4,800 | 27 | 1,250 | 11,711 | 2,839 | 513 |
| Hancock | 2,900 | 65 | 1,870 | 8,437 | 2,622 | 302 |
| Harrison | 30,400 | 50 | 15,200 | 100,096 | 23,206 | 3,176 |
| Hinds | 44,000 | 63 | 27,760 | 183,056 | 38,202 | 6,233 |
| Holmes | 7,300 | 34 | 2,490 | 15,536 | 3,661 | 523 |
| Humphreys | 5,000 | 40 | 2,020 | 9,763 | 2,484 | 358 |
| Issaquena | 1,100 | 40 | 440 | 612 | 384 | 50 |
| Itawamba | 4,000 | 32 | 1,260 | 5,417 | 891 | 123 |
| Jackson | 10,900 | 71 | 7,730 | 33,807 | 10,520 | 1,295 |
| Jasper | 4,100 | 49 | 2,000 | 7,317 | 1,330 | 260 |
| Jefferson | 2,500 | 39 | 970 | 4,630 | 902 | 155 |
| Jefferson Davis | 3,600 | 36 | 1,310 | 6,077 | 1,332 | 223 |

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|--------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Jones | 16,900 | 43 | 7,200 | 40,566 | 9,003 | 1,479 |
| Kemper | 3,000 | 36 | 1,070 | 3,470 | 596 | 150 |
| Lafayette | 5,100 | 27 | 1,390 | 9,586 | 2,070 | 395 |
| Lamar | 3,300 | 32 | 1,040 | 4,300 | 1,477 | 351 |
| Lauderdale | 19,400 | 54 | 10,530 | 66,556 | 14,911 | 1,993 |
| Lawrence | 2,700 | 36 | 980 | 5,136 | 900 | 261 |
| Leake | 4,900 | 37 | 1,810 | 8,006 | 1,191 | 263 |
| Lee | 10,900 | 45 | 4,870 | 39,978 | 8,359 | 1,827 |
| Leflore | 12,800 | 22 | 2,830 | 44,331 | 8,207 | 1,111 |
| Lincoln | 7,400 | 38 | 2,780 | 21,233 | 5,566 | 809 |
| Lowndes | 10,300 | 13 | 1,360 | 27,337 | 6,039 | 678 |
| Madison | 7,300 | 38 | 2,790 | 18,638 | 3,295 | 345 |
| Marion | 6,000 | 32 | 1,890 | 18,524 | 3,192 | 600 |
| Marshall | 5,400 | 35 | 1,870 | 8,959 | 2,634 | 291 |
| Monroe | 9,300 | 26 | 2,430 | 19,316 | 5,640 | 550 |
| Montgomery | 3,500 | 27 | 930 | 8,285 | 2,049 | 90 |
| Neshoba | 6,000 | 37 | 2,130 | 9,474 | 2,067 | 384 |
| Newton | 5,300 | 49 | 2,580 | 12,075 | 2,491 | 376 |
| Noxubee | 4,000 | 30 | 1,220 | 7,963 | 1,589 | 294 |
| Oktibbeha | 6,000 | 22 | 1,340 | 12,761 | 3,270 | 474 |
| Panola | 7,100 | 50 | 3,520 | 16,948 | 4,579 | 513 |
| Pearl River | 5,500 | 65 | 3,560 | 17,710 | 3,442 | 584 |
| Perry | 2,100 | 28 | 590 | 3,746 | 555 | 94 |
| Pike | 9,100 | 32 | 2,890 | 30,983 | 7,343 | 1,007 |
| Pontotoc | 4,800 | 29 | 1,370 | 8,834 | 1,331 | 345 |
| Prentiss | 4,800 | 32 | 1,520 | 8,860 | 1,486 | 476 |
| Quitman | 6,000 | 40 | 2,390 | 10,050 | 2,809 | 310 |
| Rankin | 5,800 | 37 | 2,120 | 9,575 | 1,969 | 257 |
| Scott | 5,000 | 37 | 1,830 | 20,799 | 1,818 | 454 |
| Sharkey | 2,700 | 40 | 1,090 | 7,959 | 1,056 | 142 |
| Simpson | 5,100 | 37 | 1,870 | 11,354 | 1,363 | 275 |
| Smith | 3,500 | 37 | 1,280 | 4,210 | 658 | 252 |
| Stone | 1,500 | 28 | 420 | 6,280 | 1,717 | 224 |
| Sunflower | 12,600 | 14 | 1,760 | 28,739 | 5,408 | 936 |
| Tallahatchie | 7,000 | 29 | 2,000 | 9,392 | 2,255 | 312 |
| Tate | 4,000 | 50 | 2,010 | 12,284 | 2,522 | 242 |
| Tippah | 3,900 | 35 | 1,350 | 6,250 | 1,263 | 204 |
| Tishomingo | 3,800 | 34 | 1,280 | 6,917 | 1,535 | 270 |
| Tunica | 5,100 | 40 | 2,040 | 10,263 | 2,746 | 220 |
| Union | 5,300 | 29 | 1,520 | 11,826 | 2,597 | 403 |
| Walthall | 3,200 | 32 | 1,010 | 8,187 | 1,384 | 288 |
| Warren | 12,700 | 45 | 5,880 | 41,585 | 10,095 | 855 |
| Washington | 20,600 | 30 | 6,140 | 63,006 | 15,067 | 1,583 |
| Wayne | 3,600 | 39 | 1,400 | 10,997 | 1,817 | 350 |
| Webster | 2,500 | 27 | 670 | 8,802 | 1,219 | 248 |
| Wilkinson | 3,000 | 25 | 750 | 5,914 | 1,647 | 258 |
| Winston | 5,100 | 30 | 1,550 | 11,103 | 2,963 | 406 |
| Yalobusha | 3,500 | 27 | 950 | 6,410 | 1,721 | 276 |
| Yazoo | 8,500 | 40 | 3,380 | 19,494 | 4,205 | 735 |
| Total | 558,600 | 38% | 211,320 | \$1,480,713 | \$327,134 | \$47,940 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BILOXI (Harrison County)

(Target Date, Unknown)

LICENSEE: Radio Associates Inc. Address: P. O. Box 152.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 3 kw, Aural .25 kw. Antenna Height: Above average terrain 303 ft; above ground 237 ft.
AFFILIATION: Station, Am, WVMI.
REPRESENTATIVES: Washington Attorney, Barnes & Neilson; Consulting Engineer Odes E. Robinson Jr.
PRINCIPAL STOCKHOLDERS: Odes E. Robinson, 62.8%; James H. McKee, 30.4%, and others.

COLUMBUS (Lowndes County)

WCBI-TV

LICENSEE: Birney Imes Jr. Address: Gilmer Hotel. Phone: Fairfax 8-5631.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Present Operating Pow.: Visual 20 kw, Aural 10 kw. Antenna Height: Above average terrain 450 ft; above ground 500 ft.
OPERATION: Began July 13, 1956.
AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, WCBI.
REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDER: Mr. Imes also owns WELO Tupelo, WNAC Grenada and WMOX Meridian, all Miss. Eunice T. Imes, mother of Mr. Imes, owns WROX Clarksdale, Miss. Mr. Imes is owner-publisher of Columbus Commercial Dispatch.
EXECUTIVES:
 Birney Imes Jr., pres. Chris Everson, sls. mgr.
 Bob McRaney, gen. mgr. Tom McFerrin, ch. engr.
 P. B. Hinman, sta. mgr. & film buy. Martha Puckett, prom. mgr.
 Mac Miller, news ed.

SUMMARY OF RATES (Card No. 2, Aug. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|---------|---------|---------|---------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10 p.m., Sunday) | | | | | | |
| \$180.00 | \$90.00 | \$65.00 | \$55.00 | \$45.00 | \$35.00 | \$15.00 |
| Class B (All other times) | | | | | | |
| \$90.00 | \$65.00 | \$55.00 | \$45.00 | \$35.00 | \$15.00 | \$7.50 |

Above are one-time rates. Frequency discounts allowed.

GULFPORT (Harrison County)

(Target Date, Unknown)

LICENSEE: State Telecasting Co. Address: 960 East River Oaks Dr., Baton Rouge 6, La.
FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.47 kw, Aural 11.59 kw. Antenna Height: Above average terrain 320 ft; above ground 340 ft.
REPRESENTATIVES: Attorney, D'Amico & Curet, Baton Rouge, La.
PRINCIPAL STOCKHOLDER: I. K. Corkern Jr., 100%.

HATTIESBURG

(Forrest County)

WDAM-TV

LICENSEE: Lion Television Corp. Address: P. O. Box 1649. Phone: Juniper 4-8441. TWX No.: HSEB 592.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Present Operating Pow.: Visual 55 kw, Aural 33.1 kw. Antenna Height: Above average terrain 490 ft.; above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 8, 1956.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Pearson Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmidt.

PRINCIPAL STOCKHOLDERS: WDSU Bcstg. Corp. (WDSU-AM-FM-TV New Orleans), 51%; Dave A. Matison Jr., Harold M. Matison, Milton J. Fine and Alvin H. Fine, each 12.5%. Each of Matisons holds 28.35% interest in WAML Laurel and WABO Waynesboro, both Miss., and Dave Matison owns WXXX Hattiesburg, Miss.

EXECUTIVES:

Marvin Reuben, gen. mgr. & film buy. John A. Carroll, ch. engr.
 Jerry Keith, com. mgr. Jeannin Broome, prom. mgr.
 Keith S. Glatzer, mgr., sta. ops. Dave L. Waite, news ed.

SUMMARY OF RATES (Card No. 1, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6:30-10 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.) | \$175.00 | \$105.00 | \$70.00 | \$60.00 | \$52.50 | \$35.00 |
| Class B (All other times) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

JACKSON

(Hinds County)

WJTV (TV)

LICENSEE: Capitol Broadcasting Co. Address: P. O. Box 8187. Phone: 4-2512.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 700 ft.; above ground 666 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 27, 1954.

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

REPRESENTATIVES: Sales, The Katz Agency; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp. (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-AM-FM Alexandria, La.; 51% of KALB-TV; 85% of KRMD-AM-FM Shreveport, La.; 33.3% of KPLC-AM-TV Lake Charles, La., and 98% of KRRV Sherman, Tex. Mr. Sepaugh also has 33.3% 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, gen. mgr. L. M. Sepaugh Jr., film buy.
 Owens Alexander, sta. mgr. Sandy McMillan, prom. mgr.
 Bill Carlier, com. mgr. Bob Neblitt, news ed.

SUMMARY OF RATES (Card No. 4, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | \$360.00 | \$216.00 | \$144.00 | \$126.00 | \$108.00 | \$80.00 |
| Class A (6-7 p.m., Mon.-Sun.; 10-10:30 p.m., Mon.-Sun.) | \$250.00 | \$150.00 | \$100.00 | \$88.00 | \$75.00 | \$50.00 |
| Class B (5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |
| Class C (Noon-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 11 p.m.-sign-off, Sat., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$53.00 | \$45.00 | \$30.00 |
| Class D (Sign-on-noon, Mon.-Sun.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WLBT (TV)

LICENSEE: Lamar Life Broadcasting Co. Address: 715 S. Jefferson St. Phone: 2-2691. TWX No.: JN 82.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 680 ft.; above ground 589 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 28, 1953.

AFFILIATIONS: Tv Networks, NBC, ABC. Stations, Am, WJDX; Fm, WJDX-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: P. K. Lutken, 40%; William Calvin Wells III, 20%; Maurice Thompson, 20%; and Fred L. Beard, 20%. Interlocking ownership with KWAT Watertown, S. D.

EXECUTIVES:

P. K. Lutken, pres. Robert R. Smathers, ch. engr.
 Fred L. Beard, gen. mgr. Charles H. Allen, prom. mgr.
 Frank Gentry, com. mgr. Richard R. Sanders, news ed.
 Maurice Thompson, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 5, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:01-10 p.m., Sun.-Sat.) | \$360.00 | \$216.00 | \$144.00 | \$126.00 | \$108.00 | \$80.00 |
| Class A (6-7 p.m., 10:01-10:30 p.m., Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | \$88.00 | \$75.00 | \$50.00 |
| Class B (Noon-6 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |
| Class C (Noon-6 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$53.00 | \$45.00 | \$30.00 |
| Class D (6 a.m.-noon, Sun.-Sat.; 11 p.m. to sign-off, Sun.-Sat.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

LAUREL

(Jones County)

WTLM (TV)

(Target Date, Unknown)

LICENSEE: Laurel Television Co. Address: Rosenbaum Bldg., Meridian, Miss.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Antenna Height: Above average terrain 754 ft.; above ground 473 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: William S. Smylie, 25%; Jack Rose, 16.67%; D. B. Marcus, 16.67%; T. M. Gibbons, 16.67%; and W. S. Smylie III, 25%. Mr. Marcus and Mr. Gibbons each owns 11.8% of WAML Laurel. Mr. Gibbons is publisher of Laurel Leader-Call.

EXECUTIVES:

William S. Smylie, pres. D. B. Marcus, sec.-treas.
 Jack Rose, vp.

MERIDIAN

(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Broadcasting Co. Address: Threefoot Bldg.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw. Antenna Height: Above average terrain 560 ft.; above ground 319 ft.

OPERATION: Began Dec., 1953.

AFFILIATION: Station, Am, WCOC.

REPRESENTATIVE: Washington Attorney, Harry J. Daly.

PRINCIPAL STOCKHOLDERS: D. Withers Gavin and Mrs. R. S. Gavin, 100%. The Gavins also own WJQS Jackson, Miss., and Clarke County Tribune (Quitman, Miss.) and Meridian Record, both weeklies.

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. TWX No.: Merid 281.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 560 ft.; above ground 315 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC. Station, Am, W TOK.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Robert F. Wright, 25.5%; W. B. Crooks, 12%; James H. Skewes, 6.6%; Thomas Y. Minniece, 7%; H. M. Minniece, 6.6%; Cecil Germany, 4%; S. A. Rosenbaum, 11.5%; H. K. Griffin, 3%; Ike Alfred Rosenbaum, 11.5%; and others. Mr. Skewes is president-publisher of the Meridian Star, and president of the Laurel (Miss.) Leader-Call.

EXECUTIVES:

Robert F. Wright, pres., gen. mgr. Joe Saxon, ch. engr.
 & film buy. George Shannon, news ed. & prod. dir.
 W. B. Crooks Jr., com. mgr.
 Cecil Germany, pgm. mgr. & prom. mgr.

SUMMARY OF RATES (Card No. 3, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.) | \$275.00 | \$185.00 | \$110.00 | \$96.25 | \$68.75 | \$55.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily) | \$206.25 | \$123.75 | \$82.50 | \$72.19 | \$51.56 | \$41.25 |
| Class C (All other times) | \$137.50 | \$82.50 | \$55.00 | \$48.13 | \$34.38 | \$27.50 |

Above are one-time rates. Frequency discounts allowed.

MISSISSIPPI

TUPELO
(Lee County)

WTWV (TV)

LICENSEE: Tupelo Citizen's Television Co. Address: Beach Springs Rd. Phone: Vinewood 2-7620.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Present Operating Pow.: Visual 26.9 kw, Aural 13.5 kw. Antenna Height: Above average terrain 510 ft.; above ground 529 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 18, 1957.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Jack Masla & Co.; Washington Attorney, Haley, Wollenberg & Kenehan.

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, pres. & gen. mgr. Joseph G. Petit, ch. engr.
Walter D. Spain, com. mgr. Perrin Purvis, prom. mgr.
Robert D. Gordon, pgn. dir. & film James D. Kingsley, news ed.
buy.

SUMMARY OF RATES (Card No. 1, March, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---------|---------|---------|---------|---------|---------|
| Class A (5:45-10:15 p.m., Mon.-Sat.; 2-10:15 p.m., Sun.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$30.00 | \$18.00 |
| Class B (5-5:45 p.m., Mon.-Fri.; 2-5:45 p.m., Sat.; 10:15-11 p.m., Mon.-Sun.) | | | | | | |
| \$120.00 | \$72.00 | \$48.00 | \$36.00 | \$32.00 | \$25.00 | \$15.00 |
| Class C (All other times) | | | | | | |
| \$90.00 | \$54.00 | \$36.00 | \$27.00 | \$24.00 | \$20.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

MISSOURI

MISSOURI MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$'000) | Food Sales 1956 (\$'000) | Drug Sales 1956 (\$'000) |
|----------------|------------------|--------------|----------------|----------------------------|--------------------------|--------------------------|
| Adair | 6,800 | 45 | 3,070 | 17,844 | 3,979 | 489 |
| Andrew | 3,900 | 65 | 2,520 | 7,876 | 1,590 | 116 |
| Atchison | 3,400 | 50 | 1,680 | 10,449 | 1,656 | 289 |
| Audrain | 8,400 | 56 | 4,680 | 31,843 | 6,369 | 932 |
| Barry | 6,600 | 47 | 3,130 | 20,121 | 3,702 | 588 |
| Barton | 4,300 | 47 | 2,010 | 11,528 | 2,215 | 305 |
| Bates | 6,200 | 51 | 3,180 | 14,461 | 3,065 | 328 |
| Benton | 2,500 | 59 | 1,480 | 6,756 | 865 | 183 |
| Bollinger | 3,000 | 53 | 1,600 | 5,518 | 977 | 29 |
| Boone | 14,400 | 58 | 8,310 | 45,933 | 9,664 | 1,698 |
| Buchanan | 32,700 | 78 | 25,380 | 114,492 | 24,944 | 5,553 |
| Butler | 12,000 | 42 | 5,020 | 32,684 | 6,625 | 854 |
| Caldwell | 3,500 | 65 | 2,260 | 8,647 | 1,497 | 107 |
| Callaway | 6,500 | 56 | 3,620 | 15,463 | 2,738 | 477 |
| Camden | 2,400 | 54 | 1,300 | 7,339 | 1,807 | 117 |
| Cape Girardeau | 12,300 | 60 | 7,390 | 52,334 | 10,281 | 1,553 |
| Carroll | 5,100 | 55 | 2,810 | 13,051 | 2,712 | 310 |
| Carter | 1,400 | 32 | 450 | 2,211 | 406 | 56 |
| Cass | 6,600 | 61 | 4,050 | 20,950 | 4,558 | 945 |
| Cedar | 3,700 | 47 | 1,720 | 9,800 | 1,744 | 155 |
| Chariton | 4,800 | 40 | 1,930 | 11,911 | 2,226 | 257 |
| Christian | 3,900 | 50 | 1,960 | 7,230 | 857 | 186 |
| Clark | 2,800 | 61 | 1,700 | 6,798 | 1,206 | 109 |
| Clay | 19,700 | 89 | 17,590 | 126,428 | 17,960 | 5,484 |
| Clinton | 3,900 | 78 | 3,060 | 16,938 | 3,632 | 507 |
| Cole | 10,300 | 69 | 7,110 | 45,293 | 9,536 | 1,463 |
| Cooper | 5,200 | 53 | 2,750 | 12,903 | 2,366 | 495 |
| Crawford | 3,500 | 41 | 1,420 | 9,041 | 2,025 | 313 |
| Dade | 2,900 | 47 | 1,350 | 6,619 | 806 | 191 |
| Dallas | 3,100 | 54 | 1,670 | 8,230 | 1,160 | 216 |
| Davless | 3,700 | 65 | 2,390 | 7,150 | 1,138 | 224 |
| De Kalb | 2,800 | 65 | 1,810 | 5,857 | 1,189 | 132 |
| Dent | 3,200 | 50 | 1,590 | 8,934 | 2,846 | 210 |
| Douglas | 3,600 | 44 | 1,590 | 6,220 | 818 | 257 |
| Dunklin | 13,000 | 50 | 6,480 | 38,320 | 7,202 | 971 |
| Franklin | 11,800 | 59 | 7,000 | 40,246 | 9,494 | 1,192 |
| Gasconade | 4,100 | 53 | 2,160 | 12,484 | 2,518 | 495 |
| Gentry | 3,400 | 54 | 1,830 | 9,001 | 1,727 | 291 |
| Greene | 39,800 | 83 | 32,990 | 133,351 | 26,284 | 5,681 |
| Grundy | 4,500 | 61 | 2,730 | 14,981 | 2,448 | 451 |
| Harrison | 4,400 | 54 | 2,360 | 15,103 | 2,161 | 311 |
| Henry | 6,700 | 59 | 3,960 | ... | ... | ... |
| Hickory | 1,800 | 59 | 1,070 | 2,439 | 401 | 84 |
| Holt | 3,000 | 50 | 1,490 | 9,146 | 1,300 | 305 |
| Howard | 3,600 | 51 | 1,850 | 7,422 | 1,750 | 454 |
| Howell | 7,200 | 27 | 1,930 | 22,261 | 3,692 | 632 |
| Iron | 2,400 | 41 | 970 | 4,774 | 1,193 | 210 |
| Jackson | 201,000 | 88 | 177,690 | 988,968 | 160,906 | 51,477 |
| Jasper | 29,100 | 70 | 20,360 | 101,626 | 21,761 | 2,797 |
| Jefferson | 12,800 | 82 | 10,530 | 38,485 | 10,980 | 917 |
| Johnson | 7,800 | 61 | 4,790 | 18,614 | 4,132 | 753 |
| Knox | 2,500 | 61 | 1,520 | 5,171 | 938 | 134 |
| Laclede | 6,200 | 54 | 3,370 | 21,332 | 3,168 | 549 |
| Lafayette | 7,900 | 68 | 5,370 | 23,944 | 4,419 | 1,080 |
| Lawrence | 7,800 | 47 | 3,700 | 17,227 | 2,715 | 603 |
| Lewis | 3,600 | 61 | 2,200 | 8,916 | 1,252 | 122 |
| Lincoln | 4,900 | 73 | 3,560 | 14,894 | 2,114 | 107 |
| Linn | 6,600 | 40 | 2,650 | 17,610 | 3,968 | 672 |

MISSOURI

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$'000) | Food Sales 1956 (\$'000) | Drug Sales 1956 (\$'000) |
|----------------|------------------|--------------|----------------|----------------------------|--------------------------|--------------------------|
| Livingston | 5,300 | 61 | 3,220 | 20,534 | 3,487 | 695 |
| McDonald | 4,300 | 53 | 2,300 | 13,724 | 1,690 | 234 |
| Macon | 6,000 | 56 | 3,370 | 14,921 | 2,526 | 485 |
| Madison | 3,200 | 53 | 1,700 | 8,872 | 2,027 | 239 |
| Marion | 2,000 | 53 | 1,050 | 3,726 | 465 | 93 |
| Mercer | 10,300 | 84 | 8,650 | 33,158 | 7,865 | 1,038 |
| Miller | 2,400 | 54 | 1,290 | 5,043 | 873 | 87 |
| Mississippi | 4,200 | 53 | 2,210 | 12,126 | 2,450 | 205 |
| Moniteau | 6,200 | 45 | 2,760 | 16,137 | 3,981 | 497 |
| Monroe | 3,500 | 53 | 1,850 | 8,401 | 1,580 | 147 |
| Montgomery | 3,800 | 65 | 2,490 | 9,550 | 1,777 | 185 |
| Morgan | 3,900 | 73 | 2,830 | 10,879 | 1,673 | 392 |
| New Madrid | 3,000 | 53 | 1,590 | 9,022 | 2,456 | 131 |
| Newton | 10,600 | 46 | 4,830 | 21,004 | 4,547 | 618 |
| Nodaway | 9,100 | 53 | 4,860 | 26,342 | 3,864 | 577 |
| Oregon | 7,600 | 50 | 3,760 | 20,602 | 3,521 | 540 |
| Osage | 3,400 | 23 | 780 | 7,352 | 1,816 | 269 |
| Ozark | 2,900 | 53 | 1,520 | 7,290 | 1,012 | 55 |
| Perry | 2,300 | 44 | 1,020 | 3,685 | 513 | 115 |
| Pettis | 12,500 | 52 | 6,530 | 28,800 | 6,738 | 751 |
| Pike | 4,200 | 64 | 2,690 | 11,649 | 1,634 | 252 |
| Platte | 11,900 | 59 | 6,960 | 40,200 | 7,975 | 1,185 |
| Polk | 7,400 | 50 | 3,680 | 26,221 | 5,830 | 769 |
| Pulaski | 5,900 | 65 | 3,850 | 17,311 | 2,813 | 539 |
| Putnam | 5,200 | 78 | 4,070 | 22,608 | 4,473 | 121 |
| Ralls | 5,200 | 54 | 2,810 | 13,605 | 1,565 | 262 |
| Randolph | 3,200 | 54 | 1,740 | 16,198 | 3,386 | 879 |
| Ray | 2,600 | 45 | 1,270 | 5,645 | 949 | 226 |
| Reynolds | 2,500 | 65 | 1,640 | 4,009 | 965 | 154 |
| Ripley | 8,200 | 51 | 4,210 | 25,645 | 4,774 | 712 |
| St. Charles | 5,500 | 68 | 3,740 | 11,951 | 2,394 | 543 |
| St. Clair | 1,600 | 32 | 510 | 3,116 | 520 | 22 |
| St. Francois | 3,600 | 32 | 1,150 | 6,726 | 2,073 | 223 |
| *St. Louis | 9,800 | 82 | 8,020 | 41,634 | 8,227 | 1,072 |
| Ste. Genevieve | 3,400 | 59 | 2,010 | 5,628 | 741 | 178 |
| Saline | 10,700 | 65 | 6,960 | 32,659 | 10,524 | 936 |
| Schuyler | 436,500 | 88 | 382,120 | 1,779,526 | 417,779 | 66,307 |
| Scotland | 3,000 | 64 | 1,930 | 9,010 | 1,898 | 73 |
| Scott | 8,300 | 55 | 4,560 | 25,661 | 4,322 | 728 |
| Shannon | 1,800 | 45 | 820 | 6,904 | 1,482 | 294 |
| Shelby | 2,400 | 61 | 1,460 | 5,769 | 1,058 | 225 |
| Stoddard | 10,300 | 52 | 5,300 | 33,611 | 7,520 | 757 |
| Stone | 2,100 | 23 | 480 | 3,097 | 872 | 76 |
| Sullivan | 3,600 | 56 | 2,020 | 8,652 | 1,566 | 187 |
| Taney | 9,500 | 52 | 4,960 | 21,568 | 4,413 | 369 |
| Texas | 2,700 | 50 | 1,360 | 4,771 | 745 | 62 |
| Vernon | 3,500 | 45 | 1,590 | 6,843 | 1,178 | 236 |
| Warren | 3,000 | 50 | 1,510 | 8,801 | 1,489 | 300 |
| Washington | 5,900 | 27 | 1,580 | 12,482 | 2,909 | 341 |
| Wayne | 6,900 | 51 | 3,540 | 17,812 | 3,899 | 549 |
| Webster | 2,500 | 73 | 1,810 | 7,019 | 1,372 | 134 |
| Worth | 4,100 | 41 | 1,660 | 8,480 | 2,123 | 117 |
| Wright | 2,700 | 53 | 1,440 | 4,532 | 1,047 | 98 |
| Total | 4,600 | 54 | 2,490 | 11,064 | 1,682 | 282 |
| | 1,600 | 54 | 860 | 3,815 | 471 | 69 |
| | 4,900 | 44 | 2,160 | 12,900 | 1,769 | 269 |
| Total | 1,332,500 | 73% | 973,720 | \$4,873,955 | \$993,276 | \$183,256 |

*Independent city of St. Louis combined with St. Louis County.
Note: Food, drug and retail sales copyright 1957 by Salcs Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

CAPE GIRARDEAU
(Cape Girardeau County)

KFVS-TV

LICENSEE: Hirsch Broadcasting Co. Address: 324 Broadway. Phone: 5-5511. TWX No.: 968.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 990 ft.; above ground 882 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1954.

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

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Sutton & Daubin.

PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch & wife, 99.33%. Mr. Hirsch also owns KFMO Flat River and has a minority interest in KS1M Sikeston, both Mo., and WKRO Cairo and WHCO Sparta, both Ill.

EXECUTIVES:

Oscar C. Hirsch, pres. & gen. mgr. Robert O. Hirsch, mgr., tv ops.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-9:30 p.m., daily) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$192.00 | \$150.00 | \$120.00 | \$60.00 |
| Class A (6-7 p.m., Mon.-Sat.; 9:30-11 p.m., daily; 5-7 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$128.00 | \$100.00 | \$80.00 | \$40.00 |
| Class B (5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$96.00 | \$75.00 | \$60.00 | \$30.00 |
| Class C (All other times) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$64.00 | \$50.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

NOW AT LAST!

YOU BUY THE ST. LOUIS MARKET 100% COMPLETE WHEN YOU BUY

KTVI

2

CHANNEL

ST. LOUIS

EXCLUSIVE **ABC** NETWORK COVERAGE

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"Mike Wallace"

"Wyatt Earp"

"Cheyenne/Sugarfoot"

"Maverick"

"Pat Boone"

"Frank Sinatra"

"Lawrence Welk"



television network

Represented nationally
by



KTVI CHANNEL **2** ST. LOUIS

COLUMBIA

(Boone County)

KOMU-TV

LICENSEE: Curators, University of Missouri. Address: Hwy 63, South. Phone: Gibson 2-1122. TWX No.: Clba. MO. 597.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Present Operating Pow.: Visual 251 kw, Aural 126 kw. Antenna Height: Above average terrain 790 ft.; above ground 774 ft.

OPERATION: Began Dec. 21, 1953.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.

EXECUTIVES:

Edward C. Lambert, gen. mgr. William Reagan, ch. engr.
John O. Conwell, com. mgr. Milton E. Cross, prom. mgr.
Allen H. ScoDay, pgm. dir. & film Philip Berk, news ed.
buy.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class AA (8-9 p.m., Sun.-Sat.) | \$250.00 | \$150.00 | | | \$50.00 | \$25.00 |
| Class A (6-30-8 p.m., Mon.-Fri.; 9-10 p.m., Sun.-Sat.; 6-8 p.m., Sat., Sun.; 10-11 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |
| Class B (5-6 p.m., Sun.-Sat.; 6-6:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; noon-1 p.m., Mon.-Sat.; 7 a.m.-5 p.m., Sun.; 11 p.m. to sign-off, Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |
| Class C (7 a.m.-noon, Mon.-Sat.; 1-5 p.m., Mon.-Sat.; 11 p.m. to sign-off, Mon.-Sat.) | \$100.00 | \$60.00 | \$40.00 | \$32.50 | \$25.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

HANNIBAL

(Marion County)

KHQA-TV (QUINCY, ILL.)

LICENSEE: Lee Broadcasting Inc. Address: 510 Maine St. Phone: Hannibal 2762. TWX No.: 93.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Present Operating Pow.: Visual 269 kw, Aural 135 kw. Antenna Height: Above average terrain 890 ft.; above ground 804 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 21, 1953.

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

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Elliot C. Lovett; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Lee Radio Inc., 51.4%; Hannibal Courier Post, 20%, and others. For Lee broadcasting and newspaper holdings see KGLO-TV Mason City, Iowa.

EXECUTIVES:

Lee P. Loomis, pres. J. E. Gray, ch. engr.
Walter Rothschild, gen. mgr. & Charles Lotz Jr., film buy & ed.
nat'l. sls. mgr. Richard Moore, prom. mgr.
Paul Milten, asst. nat'l. sls. mgr. Gene Terry, news ed.
Merritt Milligan, pgm. dir. & asst. mgr.

SUMMARY OF RATES (Card No. 4, Nov. 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$123.00 | \$88.00 | \$70.00 |
| Class B (4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., Sun.-Sat.) | \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$56.00 | \$45.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$53.00 | \$38.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Broadcasting Co. Address: Quincy Hotel. Phone: Baldwin 2-6840 (For full listing see Quincy, Ill.)

JEFFERSON CITY

(Cole County)

KRCC (TV)

LICENSEE: Jefferson Television Co. Address: Callaway Hills Farm. Phone: 6-6188. TWX No.: JFS CY 641.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Present Operating Pow.: Visual 214 kw, Aural 107 kw. Antenna Height: Above average terrain 660 ft.; above ground 573 ft.

OPERATION: Began Feb. 13, 1955

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, Blair Tv Assoc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Mrs. William H. Weldon (former name was Mrs. Betty G. Handy), 97.6%. Mrs. Weldon also is stockholder of KWOS Jefferson City, which is largely owned by her mother, Mrs. Lenore R. Goshorn, president of News Tribune Co. (Jefferson City Capital News and Post-Tribune).

EXECUTIVES:

Mrs. W. H. Weldon, pres. A. Laney Lee, pgm. dir.
Robert Blosser, gen. mgr. Edward J. Schuelein, ch. engr.
Ron Maxwell, sls. mgr.

SUMMARY OF RATES (Card No. 2, March 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:59-9:01 p.m., Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | \$88.00 | \$63.00 | \$50.00 |
| Class A (6-7:59 p.m., 9:01-10 p.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |
| Class B (5-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10-11 p.m., Mon.-Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$32.50 | \$25.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

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. TWX No.: Tv City, Kan. 8195. (For full listing see Pittsburg.)

KODE-TV

LICENSEE: WSTV Inc. Address: 1928 West 13th. Phone: Mayfair 3-7260. TWX No.: 8255.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 129 kw. Present Operating Pow.: Visual 229 kw, Aural 129 kw. Antenna Height: Above average terrain 680 ft.; above ground 626 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1954.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Cohn & Marks; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: See WSTV-TV Steubenville, Ohio.

EXECUTIVES:

Jack Berkman, pres.
Harry D. Burke, gen. mgr. & film buy.
D. T. Knight, com. mgr.
Ron Robson, pgm. dir.
Jack Langford, ch. engr.
William Harned, prom. mgr.
Kenneth Crowe, news ed.

SUMMARY OF RATES (Card No. 4, Dec. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|---------|---------|---------|
| Class A (8-10:30 p.m., daily) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$67.50 | \$30.00 |
| Class B (5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$78.00 | \$56.00 | \$50.65 | \$23.00 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$37.00 | \$33.75 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KANSAS CITY
(Jackson County)

KCMO-TV

LICENSEE: Meredith Engineering Co. Address: 125 E. 31st St. Postal Zone: 8. Phone: Jefferson 1-6789. TWX No.: KC 165.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,042 ft.

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

OPERATION: Began Sept. 27, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Meredith Publishing Co., 100%. Firm publishes Better Homes & Gardens, Successful Farming. Meredith also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KHPO-AM-TV Phoenix, Ariz.

EXECUTIVES:

E. T. Meredith, pres.
E. K. Hartenbower, gen. mgr.
C. E. Breazel, asst. mgr.
S. E. Tremble, com. mgr.
Kenneth W. Heady, pgm. dir.
Karl Troeglen, ch. engr.
T. R. Thompson, film buy.
F. C. Strawn, prom. mgr.
Jim Monore, news ed.

SUMMARY OF RATES (Card No. 5, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min, or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Mon.-Sat.; 8-10 p.m., Sun.) | | | | | | |
| \$1,350.00 | \$810.00 | \$540.00 | \$473.00 | \$338.00 | \$300.00 | \$150.00 |
| Class A (10-10:30 p.m., Sun.-Sat.) | | | | | | |
| \$1,150.00 | \$690.00 | \$460.00 | \$403.00 | \$288.00 | \$250.00 | \$125.00 |
| Class B (6:30-7 p.m., Mon.-Sat.) | | | | | | |
| \$1,000.00 | \$600.00 | \$400.00 | \$350.00 | \$250.00 | \$200.00 | \$100.00 |
| Class C (6-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11 p.m., Sun.) | | | | | | |
| \$750.00 | \$450.00 | \$300.00 | \$245.00 | \$175.00 | \$150.00 | \$75.00 |
| Class D (9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-12:30 a.m., Sun.-Sat.) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$120.00 | \$60.00 |
| Class E (Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class F (After 12:30 a.m., Sun.-Sat., 50% of Class E rates) | | | | | | |

Above are one-time rates. Frequency discounts allowed.

a great new Joplin MARKET

created for you by KODE-TV

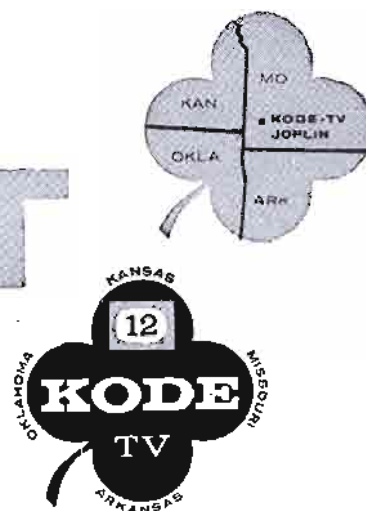
136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER—HIGHEST IN 4-STATE COVERAGE AREA


*NOW 29% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA

*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

*Television Magazine Set Count, July, 1957



You'll have more luck with
KODE-TV—JOPLIN, MO.



316,000 WATTS Designed Power
101 Miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V.P. & Gen'l Mgr. Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville
WPAR, Parkersburg • WBOY, WBOY-TV, Clarksburg • WPIT, Pittsburgh

KANSAS CITY (Cont.)

KMBC-TV

LICENSEE: KMBC Broadcasting Co. Address: 11th & Central Sts. Postal Zone: 5. Phone: Harrison 1-2550. TWX No.: KC 181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,070 ft.; above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1953.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KMBC; KFRM Concordia, Kan.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Cook Paint & Varnish Co., 100%.

EXECUTIVES:

Donald D. Davis, pres., com. mgr. & prom. mgr. Mori Greiner, sta. mgr. & film buy.
 John T. Schulling exec. vp. & gen. mgr. Henry Goldenberg, ch. engr.
 George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.

SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-9:30 p.m., Mon.-Sun.) | | | | | | |
| | \$660.00 | \$440.00 | \$330.00 | \$275.00 | \$250.00 | \$125.00 |
| Class A (6:30-7 p.m., 9:30-10:30 p.m., Mon.-Sun.) | | | | | | |
| | \$480.00 | \$320.00 | \$240.00 | \$200.00 | \$160.00 | \$80.00 |
| Class B (5-6:30 p.m., 10:30-sign-off, Mon.-Sun.) | | | | | | |
| | \$400.00 | \$267.00 | \$200.00 | \$167.00 | \$120.00 | \$60.00 |
| Class C (Sign-on-5 p.m., Mon.-Sun.) | | | | | | |
| | \$300.00 | \$200.00 | \$150.00 | \$125.00 | \$100.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

WDAF-TV

LICENSEE: Kansas City Star Co. Address: 3030 Summit St. Postal Zone: 8. Phone: Harrison 1-1200. TWX No.: 259.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 750 ft.; above ground 724 ft.

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

OPERATION: Began Oct. 16, 1949.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, mgng.dir. James P. Schmidt, ch. engr.
 William A. Bates, sta. mgr. Randall S. Jessee, dir. news. & sp. events.
 E. Manne Russo, com. mgr.
 Jev Barrington, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 10, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (7-10 p.m., daily) | | | | | | |
| \$1,060.00 | \$636.00 | \$424.00 | \$371.00 | \$265.00 | \$212.00 | \$106.00 |
| Class B (6:30-7 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$960.00 | \$576.00 | \$384.00 | \$336.00 | \$240.00 | \$192.00 | \$96.00 |
| Class C (5:30-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., 1-6:30 p.m., Sun.) | | | | | | |
| \$640.00 | \$384.00 | \$256.00 | \$224.00 | \$160.00 | \$128.00 | \$64.00 |
| Class D (Sign-on-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily) | | | | | | |
| \$440.00 | \$264.00 | \$176.00 | \$154.00 | \$110.00 | \$88.00 | \$44.00 |
| Class E (11:30 p.m.-sign-off, daily; sign-on-1 p.m., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KIRKSVILLE

(Adair County)

KTVO (TV) (OTTUMWA, IOWA)

LICENSEE: KBIZ Inc. Address: 209 E. Second St., Ottumwa, Iowa. Phone: Murray 2-4535. TWX No.: OTUM 463.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,080 ft.; above ground 1,101 ft.

OPERATION: Began Nov. 21, 1955.

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

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James J. Conroy, 66.16%; Raymond E. Russell, 33.33%; and others. Licensee owns KBIZ Ottumwa, Iowa.

EXECUTIVES:

James J. Conroy, pres. James Riley, ch. engr.
 Berg Allison, gen. mgr. Monty Monierieff, prom. mgr.
 Elmer Smith, com. mgr.
 James Bolen, pgm. dir., film buy. & news ed.

SUMMARY OF RATES (Card No. 1, April 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (5:59-10 p.m., daily) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$90.00 | \$60.00 | \$30.00 |
| Class B (4:59-5:59 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$78.75 | \$67.50 | \$45.00 | \$22.50 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$45.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

ST. JOSEPH

(Buchanan County)

KFEQ-TV

LICENSEE: Midland Broadcasting Co. Address: 40th & Faraon Sts. Phone: 3-2528. TWX No.: ZJ 8396.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 810 ft.; above ground 750 ft.

OPERATION: Began Sept. 27, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC, NTA. Station, Am, KFEQ.

REPRESENTATIVES: Sales, Blair Tv Assoc.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Kenyon Brown, 25%; Harry L. (Bing) Crosby Jr., 25%; George L. Coleman, 25%; and Joseph Thomas, 25%. Same four have purchased KCOP (TV) Los Angeles subject to FCC approval. 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.

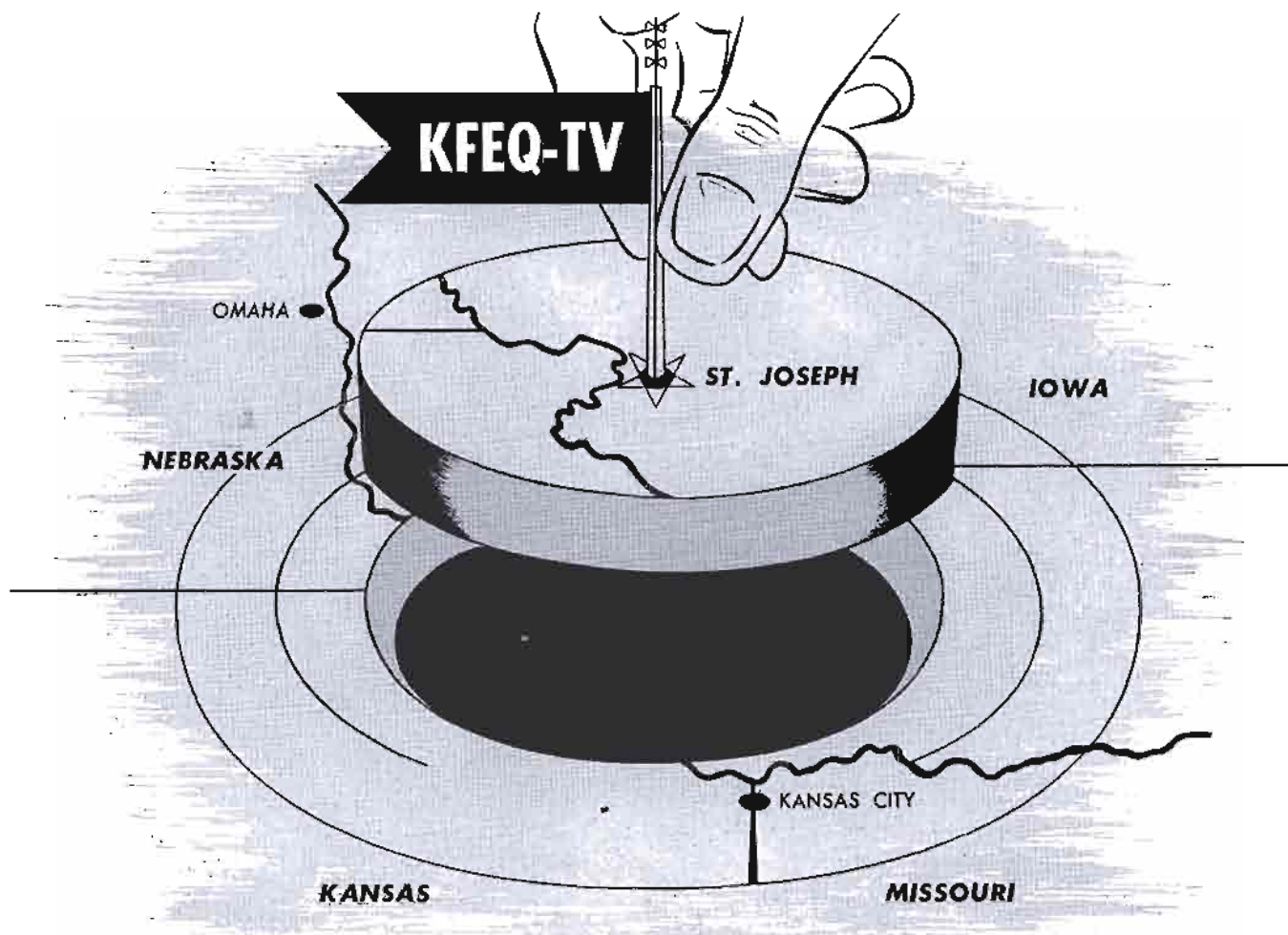
EXECUTIVES:

Kenyon Brown, pres. J. Wesley Koch, ch. engr.
 Glenn G. Griswold, gen. mgr. Alleen Hartigan, prom. mgr.
 A. Wayne Beavers, com. mgr. Lufe Williams, news ed.
 Gene Milstien, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 5, Jan. 1, 1957.)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-9:30 p.m., Mon.-Fri.; 6:30-9:30 p.m., Sat., Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$133.00 | \$100.00 | \$80.00 | \$40.00 |
| Class A (6:30-7 p.m., 9:30-10:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., Sun.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$90.00 | \$60.00 | \$30.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6:30 p.m., Sun.) | | | | | | |
| \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$75.00 | \$50.00 | \$25.00 |
| Class C (Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; sign-on-1 p.m., Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.



PLUG THAT COVERAGE HOLE

37 County Coverage Area in One
of Nation's Largest Markets

NOW TELECASTING ON FULL POWER
100,000 WATTS

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV

ST. JOSEPH, MISSOURI
A KENYON BROWN STATION

2

Blair Television Associates, Rep.

ST. LOUIS
(Independent City)

KETC (TV)*

(*Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Address: 6996 Millbrook Blvd. Postal Zone: 5. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Present Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Antenna Height: Above average terrain 560 ft.; above ground 600 ft.

OPERATION: Began Sept. 20, 1954.

EXECUTIVES:

Henry F. Chadeayne, exec. dir. Dan Lovins, film supvr.
George Arms, ops. mgr. Louis T. Iglehart, dir., pub. rel.
Jack A. Chenoweth, ch. engr.

KMOX-TV

(Target Date, December 1957)

LICENSEE: Columbia Broadcasting System. Address: Ninth & Sidney Sts. Postal Zone: 4.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Antenna Height: Above average terrain 1,100 ft.; above ground 1,159 ft.

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

REPRESENTATIVES: Sales, CBS Spot Sales; Washington Attorney, Rosenman, Goldmark, Cohn & Kaye, New York; Julius F. Brauner, New York. Consulting Engineer, William B. Lodge (CBS).

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS Inc. Eugene Wilkey, gen. mgr.
Merle S. Jones, pres., CBS Tv.

KSD-TV

LICENSEE: Pulitzer Publishing Co. Address: 1111 Olive St. Postal Zone: 1. Phone: Main 1-1111. TWX No.: SL 480.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 510 ft.; above ground 544 ft.

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

OPERATION: Began Feb. 8, 1947.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Licensee publishes St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer Jr., pres. J. E. Risk, ch. engr.
George M. Burbach, gen. mgr. Keith Gunther, film buy.
Guy E. Yeldell, sls. mgr. Fred Mueller, prom. mgr.
Harold Grams, pgm. dir. Austin Bridgman, news ed.

SUMMARY OF RATES (Card No. 12, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|---|------------|----------|----------|----------|-----------------|----------|----------|
| Class AA (6:45-10:30 p.m., daily) | \$1,200.00 | \$720.00 | \$480.00 | \$400.00 | \$318.00 | \$300.00 | \$150.00 |
| Class A (6-6:45 p.m., 10:30-11 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$333.00 | \$265.00 | \$200.00 | \$100.00 |
| Class B (9 a.m.-6 p.m., daily; 11 p.m.-midnight, daily) | \$600.00 | \$360.00 | \$240.00 | \$200.00 | \$159.00 | \$105.00 | \$52.50 |
| Class C (Midnight-9 a.m. daily) | \$333.00 | \$200.00 | \$133.00 | \$111.00 | \$88.00 | \$58.00 | \$29.00 |

Above are one-time rates. Frequency discounts allowed.

KTVI (TV)

LICENSEE: Signal Hill Telecasting Corp. Address: 5915 Berthold Ave. Postal Zone: 10. Phone: Mission 7-3600. TWX No.: SL 410.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 592 ft.

OPERATION: Began Aug. 1953 as UHF; changed April 15, 1957 to VHF.

AFFILIATIONS: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Sher, Oppenheimer & Harris; Consulting Engineer; George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason, 49.959% and Harry Tenenbaum, 49.959%.

EXECUTIVES:

Paul E. Peltason, pres. Richard J. Trompeter, ch. engr.
J. Joseph Bernard, vp. & gen mgr. John Traxler, film buy.
John I. Hyatt, com. mgr. Don B. Curran, prom. mgr.
Frederick S. Buschmeyer Jr., pgm. dir.

SUMMARY OF RATES (Card No. 4, April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|--|------------|----------|----------|--------|-----------------|----------|----------|
| Class AA (7-10 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | | \$300.00 | \$250.00 | \$125.00 |
| Class A (6:30-7 p.m., 10-10:30 p.m., daily) | \$800.00 | \$500.00 | \$350.00 | | \$250.00 | \$200.00 | \$100.00 |
| Class B (6-6:30 p.m., 10:30-11 p.m., daily) | \$650.00 | \$400.00 | \$275.00 | | \$200.00 | \$160.00 | \$80.00 |
| Class C (9 a.m.-6 p.m.; 11 p.m.-midnight, daily) | \$400.00 | \$240.00 | \$160.00 | | \$100.00 | \$80.00 | \$40.00 |
| Class D (Midnight-sign-off, daily) | \$285.00 | \$180.00 | \$106.00 | | \$75.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

KWK-TV

LICENSEE: KWK Inc. Address: 1215 Cole St. Postal Zone: 6. Phone: Main 1-9100. TWX No.: SL 281.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 520 ft.; above ground 563 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 8, 1954.

AFFILIATIONS: Tv Network, 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 interests), 23%; 800 N. 12th Inc. (Elzey Roberts), 23%; KSTP Inc., 23%, and the remaining 3% by approximately 20 St. Louis citizens. Licensee also owns WGTO Haines City, Fla. For Newhouse interests see WSYR-TV Syracuse, N. Y.; for KSTP Inc. interests see KSTP-TV Minneapolis- St. Paul, Minn.

EXECUTIVES:

Robert T. Convey, pres. & gen. mgr. John W. Tinnea, exec. pgm. dir. & film buy.
Ray E. Dady, vp. & sta. dlr. Dick Kimball, prod. coord.
V. E. Carmichael, vp. & sls. dlr. N. J. Kehr, ch. engr.
James E. Goldsmith, sls. mgr. Jack Griffin, news ed.
Jerry Danford, eastern sls. mgr.
James M. Henneberry, sls. prom. mgr.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|--|------------|----------|----------|----------|-----------------|----------|----------|
| Class AA (7-10 p.m., daily) | \$1,500.00 | \$900.00 | \$600.00 | \$500.00 | \$375.00 | \$330.00 | \$165.00 |
| Class A (6:30-7 p.m., 10-11 p.m., Mon.-Sat.; 6-7 p.m., 10-11 p.m., Sun.) | \$1,000.00 | \$600.00 | \$400.00 | \$335.00 | \$250.00 | \$240.00 | \$120.00 |
| Class B (4-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.) | \$750.00 | \$450.00 | \$300.00 | \$250.00 | \$188.00 | \$165.00 | \$82.50 |
| Class C (11 pm.-midnight, daily; 9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m. Sun.) | \$500.00 | \$300.00 | \$200.00 | \$167.00 | \$125.00 | \$110.00 | \$55.00 |
| Class D (Midnight-9 a.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$75.00 | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

SEDALIA

(Pettis County)

KDRO-TV

LICENSEE: KDRO-TV Inc. Address 2100 W. Broadway. Phone: 4004-5.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Present Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Antenna Height: Above average terrain 360 ft.; above ground 321 ft.

OPERATION: Began July 8, 1954.

AFFILIATION: Station, Am, KDRO.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James F. Glenn, Herbert W. Brandes and Bruce M. Hinlein, each 33 1/3%.

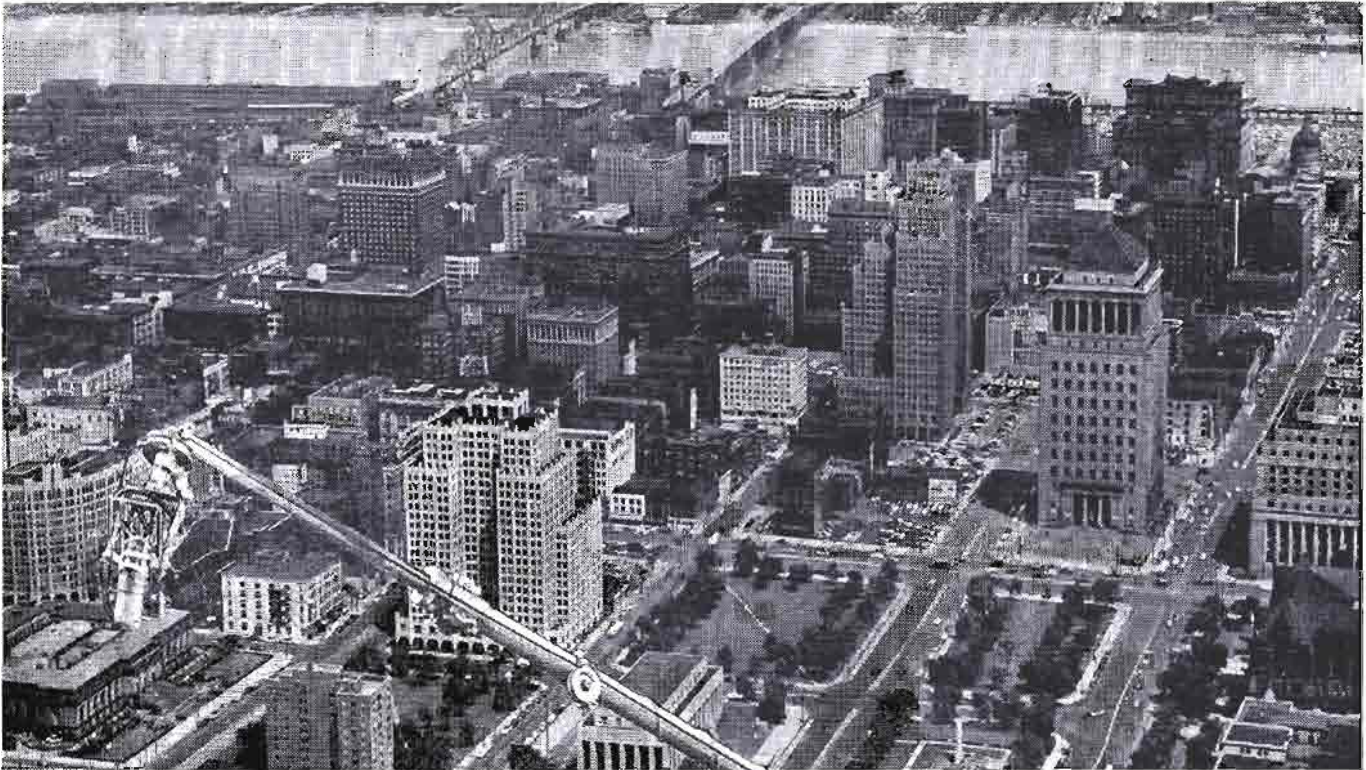
EXECUTIVES:

Milton J. Hinlein, pres. & own. Harry Trotman, com. mgr.
Miss Le Chapman, gen. mgr., film buy. & prom. mgr. Dick Younger, pgm. dir.
Bob Klein, ch. engr.

SUMMARY OF RATES (Card. No. 1, Jan. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|----------|----------|---------|---------|---------|---------|---------|
| \$200.00 | \$114.00 | \$62.00 | \$46.00 | \$35.00 | \$30.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.



10 PROVEN years in St. Louis...

Advertisers naturally look for performance! In St. Louis they have found that KSD-TV produces results—consistent results year after year!

During 1956, Channel 5 carried more national spot advertisers than any other television station in St. Louis. In addition, KSD-TV carried the advertising of more national spot accounts than did any station in the New York, Chicago, Detroit or San Francisco markets.* In fact, KSD-TV (in America's 9th market) ranked FIFTH among television stations in the nation's TEN TOP markets.

In 1957, KSD-TV continues to be the preference of national spot advertisers seeking to sell the St. Louis market.*

Through the years—and now, too—experience of national spot advertisers has repeatedly proven they can rely on KSD-TV's stability of PERFORMANCE—a performance that is based on permanence and continuity of good programming.

Your nearest NBC Spot Sales Office will give you the facts on KSD-TV's pioneering television experience and continued effective performance.

*Rorabaugh Reports, 1956 and 1957

*KSD-TV, channel 5, went on the air February 8, 1947



THE ST. LOUIS POST-DISPATCH STATION



SPOT SALES
National Representative

BASIC AFFILIATE



MISSOURI

SPRINGFIELD

(Greene County)

KTTS-TV

LICENSEE: Independent Broadcasting Co. Address: P. O. Box 1716 SSS. Postal Zone: 4. Phone: 2-7474. TWX No.: SO 8581.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 144 kw. Present Operating Pow.: Visual 240 kw, Aural 144 kw. Antenna Height: Above average terrain 710 ft.; above ground 664 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 14, 1953.

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.
G. Pearson Ward, vp., gen. mgr., film buy. & prom mgr.
Bob Burke, nat'l. sls. mgr.
Kevin McAndrews, pgm. dir.
William F. Curry, ch. engr.
Bill Bowers, news ed.

SUMMARY OF RATES (Card No. 4, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7:20-9:30 p.m., daily) | | | | | \$81.25 | \$40.65 |
| Class A (Program Units-6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. Announcements 5:59-7:29 p.m., 9:30-11 p.m., Mon.-Sat.; 4:59-7:29 p.m., 9:30-11 p.m., Sun.) | \$325.00 | \$195.00 | \$130.00 | \$113.75 | \$95.00 | \$65.00 |
| Class B (Program Units-5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun. Announcements-4:59-5:59 p.m., Mon.-Fri.; sign-on-5:59 p.m., Sat.; sign-on-4:59 p.m., Sun.) | \$243.75 | \$146.25 | \$97.50 | \$85.00 | \$73.00 | \$48.75 |
| Class C (11 p.m.-sign-off; all other times not above.) | \$162.50 | \$97.50 | \$65.00 | \$56.75 | \$47.50 | \$32.50 |

Above are one-time rates. Frequency discounts allowed.

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766. TWX No.: SO 8560.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 520 ft.; above ground 550 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall and Tams Bixby Jr., president and vice president, respectively) 49.6%; Lester L. Cox, 24.96%; and others. Springfield Newspapers publish Springfield News and Leader and Press. Mr. Bixby also 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.

SUMMARY OF RATES (Card No. 6, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7:29-9:30 p.m., Sun.-Sat.) | | | | | \$81.25 | \$40.65 |
| Class A (Program Units-6-11 p.m., Mon.-Sat.; 11 a.m.-11 p.m., Sun. Announcements-6-7:29 p.m., 9:30-11 p.m., Mon.-Sat.; 11 a.m.-7:29 p.m., 9:30-11 p.m., Sun.) | \$325.00 | \$195.00 | \$130.00 | \$113.75 | \$97.50 | \$81.25 |
| Class B (Noon-1 p.m., 4-6 p.m. Mon.-Fri.; sign-on-6 p.m., Sat.) | \$243.75 | \$146.25 | \$97.50 | \$85.31 | \$73.13 | \$48.75 |
| Class C (Program Units-11 p.m.-sign-off, Sun.-Sat.; 7 a.m.-noon, Mon.-Fri.; sign-on-11 a.m., Sun. Announcements-11 p.m.-sign-off, Sun.-Sat.; 7 a.m.-noon, 1-4 p.m., Mon.-Fri.; sign-on-11 a.m., Sun.) | \$162.50 | \$97.50 | \$65.00 | \$56.88 | \$48.75 | \$32.50 |

Above are one-time rates. Frequency discounts allowed.

MONTANA

MONTANA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Beaverhead | 2,400 | 23 | 550 | 10,441 | 1,591 | 105 |
| Big Horn | 2,500 | 18 | 450 | 8,491 | 1,948 | 177 |
| Blaine | 2,400 | 18 | 430 | 9,767 | 1,949 | 142 |
| Broadwater | 900 | 23 | 200 | 2,616 | 459 | 93 |
| Carbon | 3,200 | 28 | 900 | 6,987 | 1,476 | 300 |
| Carter | 600 | 8 | 50 | 1,767 | 310 | 42 |
| Cascade | 20,000 | 49 | 9,750 | 92,481 | 16,620 | 2,749 |

MONTANA

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$000) | Food Sales 1956(\$000) | Drug Sales 1956(\$000) |
|---------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Chouteau | 2,300 | 39 | 890 | 10,807 | 1,256 | 303 |
| Custer | 4,000 | 8 | 330 | 17,656 | 2,969 | 695 |
| Daniels | 1,000 | 9 | 90 | 6,429 | 956 | 194 |
| Dawson | 2,900 | 9 | 270 | 15,402 | 2,509 | 294 |
| Deer Lodge | 5,100 | 22 | 1,100 | 16,570 | 4,967 | 405 |
| Fallon | 1,000 | 8 | 80 | 4,107 | 814 | 224 |
| Fergus | 4,600 | 22 | 1,010 | 18,558 | 3,393 | 622 |
| Flathead | 10,800 | 32 | 3,410 | 42,654 | 9,488 | 1,195 |
| Gallatin | 7,300 | 17 | 1,220 | 28,599 | 5,779 | 868 |
| Garfield | 700 | 9 | 60 | 1,248 | 387 | 41 |
| Glacier | 2,800 | 19 | 540 | 14,157 | 2,972 | 116 |
| Golden Valley | 400 | 23 | 90 | 1,419 | 144 | |
| Granite | 1,000 | 22 | 220 | 5,450 | 735 | 131 |
| Hill | 5,000 | 18 | 890 | 29,819 | 5,167 | 648 |
| Jefferson | 1,000 | 17 | 170 | 3,457 | 528 | 109 |
| Judith Basin | 900 | 22 | 200 | 2,260 | 444 | 108 |
| Lake | 3,700 | 25 | 940 | 10,896 | 2,198 | 239 |
| Lewis & Clark | 8,800 | 23 | 1,980 | 33,396 | 7,939 | 866 |
| Liberty | 400 | 18 | 70 | 4,101 | 476 | 75 |
| Lincoln | 3,100 | 22 | 680 | 9,295 | 2,195 | 247 |
| McCone | 2,100 | 9 | 190 | 3,351 | 492 | 46 |
| Madison | 1,400 | 17 | 240 | 4,783 | 1,232 | 176 |
| Meagher | 800 | 23 | 180 | 2,080 | 403 | 43 |
| Mineral | 600 | 22 | 130 | 2,333 | 672 | 39 |
| Missoula | 13,200 | 35 | 4,640 | 51,068 | 10,185 | 1,467 |
| Musselshell | 1,800 | 23 | 410 | 5,459 | 1,222 | 234 |
| Park | 4,100 | 28 | 1,150 | 13,580 | 3,291 | 396 |
| Petroleum | 300 | 23 | 70 | 284 | 54 | |
| Phillips | 2,000 | 9 | 180 | 9,776 | 1,540 | 279 |
| Pondera | 1,700 | 38 | 640 | 12,273 | 1,790 | 230 |
| Powder River | 1,000 | 8 | 80 | 1,322 | 322 | |
| Powell | 1,700 | 22 | 370 | 7,205 | 1,882 | 297 |
| Prairie | 800 | 9 | 70 | 2,330 | 513 | 42 |
| Ravalli | 4,200 | 23 | 950 | 10,249 | 2,404 | 313 |
| Richland | 3,100 | 11 | 350 | 13,014 | 2,033 | 390 |
| Roosevelt | 2,900 | 11 | 330 | 20,366 | 3,149 | 673 |
| Rosebud | 1,700 | 18 | 300 | 5,156 | 1,027 | 78 |
| Sanders | 2,400 | 22 | 530 | 5,609 | 674 | 205 |
| Sheridan | 1,700 | 11 | 190 | 9,500 | 1,200 | 389 |
| Silver Bow | 19,600 | 59 | 11,560 | 70,854 | 17,405 | 1,640 |
| Stillwater | 1,500 | 28 | 420 | 4,855 | 1,041 | 243 |
| Sweet Grass | 1,100 | 28 | 310 | 3,488 | 607 | 175 |
| Teton | 2,400 | 38 | 910 | 9,514 | 1,579 | 302 |
| Toole | 2,000 | 19 | 380 | 13,791 | 2,203 | 214 |
| Treasure | 400 | 18 | 70 | 1,065 | 245 | 102 |
| Valley | 3,100 | 9 | 270 | 18,493 | 3,001 | 486 |
| Wheatland | 1,110 | 23 | 250 | 4,524 | 991 | 71 |
| Wibaux | 400 | 9 | 40 | 1,916 | 343 | 49 |
| Yellowstone | 22,500 | 51 | 11,480 | 103,857 | 19,376 | 3,280 |
| Total | 200,400 | 32% | 63,260 | \$820,826 | \$160,805 | \$22,827 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BILLINGS

(Yellowstone County)

KGHL-TV

(Target Date, Unknown)

LICENSEE: Midland Empire Broadcasting Co. Address: Fifth Ave. & N. Broadway. Phone: 2-2222.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Antenna Height: Above average terrain 570 ft.; above ground 330 ft.

AFFILIATIONS: Station, Am, KGHL.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

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

PRINCIPAL STOCKHOLDERS: P. N. Fortin, 50%; Warren J. Hancock, 25%; Kenneth L. Hancock, 25%.

EXECUTIVES:

P. N. Fortin, pres. W. J. Hancock, vp. & sec.-treas.

KOOK-TV

LICENSEE: The Montana Network. Address: P. O. Box 2557. Phone: 2-5611. TWX No.: BL 488.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 670 ft.; above ground 383 ft.

OPERATION: Began Nov. 9, 1953.

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

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, John H. Midlen; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Joseph S. Sample and family, 99%.

EXECUTIVES:

Joseph S. Sample, pres. Grant French, ch. engr.
V. V. Clark, gen. mgr. Conna G. May, prom. mgr.
John Conner, com. mgr. Francis Welsh, news ed.
Edmund Peiss, pgm. dir.

SUMMARY OF RATES (Card No. 2, Jan. 20, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (6:30-10:29 p.m., Mon.-Fri.; 5-10:29 p.m., Sat.; sign-on-10:29 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$45.00 |
| Class B (6-6:29 p.m., Mon.-Fri.; 10:30-midnight, Mon.-Sun.) | \$160.00 | \$96.00 | \$64.00 | \$56.00 | \$48.00 | \$36.00 |
| Class C (Sign-on-5:59 p.m., Mon.-Fri.; sign-on-4:59 p.m., Sat.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$22.50 |

Above are one-time rates. Frequency discounts allowed.

BUTTE

(Silver Bow County)

KXLF-TV (Parent Station of KXYJ-TV, Helena, Mont.)

LICENSEE: Television Montana. Address: 1003 S. Montana. Phone: 2-9111.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 60.3 kw, Aural 30.2 kw. Present Operating Pow.: Visual 60.3 kw, Aural 30.2 kw. Antenna Height: Above average terrain 1,890 ft.; above ground 202 ft.
OPERATION: Began Aug. 14, 1953.
AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am, KXLF.
REPRESENTATIVES: Sales, The Walker Co.; Pacific Northwest Broadcasters (Western); Washington Attorney, Wheeler & Wheeler; Fanny Litvin; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: KXLF Butte, 61%; KXLJ Helena, 18%; KXLQ Bozeman, 4%; KXLL Missoula, 8%; KXLK Great Falls, 2%, all Mont. (Z Net). Ed Craney is president-44% owner of Z Net which is holding firm of all five. Barclay Craighead owns 7.5% of Z Net and Pat M. Goodover 3.19%.
EXECUTIVES:
 E. B. Craney, pres. & gen. mgr. Lloyd Scott, ch. engr.
 Arne Anzjon, com. mgr. Jim Manning, prom. mgr.
 George Oechsli, pgn. dlr. & news ed.

SUMMARY OF RATES (Card No. 5, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (6:29-11 p.m., Mon.-Sat., 3:59-11 p.m., Sun.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$20.00 |
| Class B (All other times) | \$50.00 | \$30.00 | \$20.00 | \$17.50 | \$15.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

GLENDIVE

(Dawson County)

KXGN-TV

(Target Date, Fall 1957)

LICENSEE: Glendive Broadcasting Corp. Address: 122 S. Merrill Ave. Phone: Empire 5-3377.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 4.57 kw, Aural 2.63 kw. Antenna Height: Above average terrain -90 ft.; above ground 125 ft.
REPRESENTATIVES: Sales, Grant Webb; Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDER: Lewis Moore and family, 100%.
EXECUTIVES:
 Lewis W. Moore, pres. & film buy. Donald J. Powers, ch. engr.
 Daniel C. Palen, gen. mgr. & news ed.

GREAT FALLS

(Cascade County)

KCTL (TV)

(Target Date, Unknown)

LICENSEE: Cascade Broadcasting Co. Address: 1951 Skyline Vista Drive, La Habra, Calif.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual .118 kw, Aural .071 kw. Antenna Height: Above average terrain 230 ft.; above ground 138 ft.
REPRESENTATIVES: Attorney, Robert P. Lawton, La Habra.
PRINCIPAL STOCKHOLDERS: Jointly owned by Francis N. Laird and Robert R. Laird.
EXECUTIVES:
 Francis N. Laird, ptrn. Robert R. Laird, ptrn.

KFBB-TV

LICENSEE: Wilkin's Broadcasting Inc. Address: P. O. Box 1139. Phone: 4-4377.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Present Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Antenna Height: Above average terrain 240 ft.; above ground 440 ft.
OPERATION: Began March 21, 1954.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KFBB.
REPRESENTATIVES: Sales, Blair Tv Assoc.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, L. H. Carr & Assoc.
PRINCIPAL STOCKHOLDERS: J. P. Wilkins, 50.4%; Fairmont Corp. (subsidiary of Anaconda Copper Co.), 27%, and others. Fairmont publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helent Independent Record, Billings Gazette and weekly Libby Western News, all Mont.
EXECUTIVES:
 J. P. Wilkins, pres., gen. mgr. & film buy. W. E. Spahr, asst. sta. mgr., prom. mgr. & film buy.
 W. C. Blanchette, sta. & com. mgr. Pen Brown, pgn. dlr.
 & film buy. Anthony Lopuch, ch. engr.

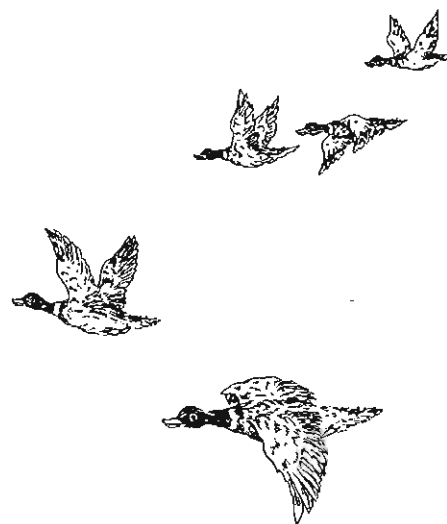
SUMMARY OF RATES (Card No. 3, March 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., dally) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$40.00 |
| Class A (6-7:30 p.m., 10-10:30 p.m., Mon.-Sat.; all other Sunday time) | \$175.00 | \$105.00 | \$75.00 | \$65.00 | \$55.00 | \$35.00 |
| Class B (4-6 p.m., 10:30-11 p.m., Mon.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$45.00 | \$30.00 |
| Class C (All other times) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

See pages 101, 175

From a mile and a half in the sky KXLF-TV4, MONTANA serves most of the Nation's 3rd Largest State.



THERE'S ONLY ONE LEADER...
KXLF-TV4 MONTANA
 THE CONTINENTAL DIVIDE STATION, BUTTE

Represented: East—The Walker Co.
 West—Pacific Northwest Broadcasters

HELENA

(Lewis & Clark County)

KABL-TV

(Target Date, Unknown)

LICENSEE: Helena Tv Inc. Address: 428 N. Main St.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 415 kw, Aural 208 kw. Antenna Height: Above average terrain -110 ft.; above ground 47.5 ft.

REPRESENTATIVES: Attorney, J. Miller Smith, Helena; Consulting Engineer, Archer S. Taylor.

PRINCIPAL STOCKHOLDERS: W. L. Piehl, 35.44%; E. E. Palmquist, 6.1%; James J. Kitto, 7%; Oscar M. Carlson, 5%; Bruce Hamilton, 5%; E. J. Palmquist, 6.1%; Charles Phillip Crehan, 7.8%, and others.

EXECUTIVES:

W. L. Piehl, pres. Oscar M. Carlson, treas.
E. E. Palmquist, vp. Bruce Hamilton, gen. mgr.
James J. Kitto, sec.

KXLJ-TV (Satellite of KXLF-TV Butte, Mont.)

(Target Date, Unknown)

LICENSEE: Peoples' Forum of the Air. Address: 1306 11th Ave.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: 257 kw, Aural 127 kw. Antenna Height: Above average terrain -150 ft.; above ground 183 ft.

AFFILIATION: Station, Am, KXLJ.

REPRESENTATIVES: Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Robert W. Sillman & Assoc.

PRINCIPAL STOCKHOLDER: Z Net, 100% (see KXLF-TV Butte).

EXECUTIVES:

A. T. Hibbard, pres. Barclay Craighead, treas.
Carl Anderson, vp.

KALISPELL

(Flathead County)

KGEZ-TV

LICENSEE: KGEZ-TV Inc. Address: P. O. Box 439. Phone: Skyline 6-7445.

FACILITIES: Ch. 9. Authorized Eff. Rad. Uow.: Visual 14.68 kw, Aural 8.71 kw. Present Operating Pow.: Visual 14.68 kw, Aural 8.71 kw. Antenna Height: Above average terrain 220 ft.; above ground 322.1 ft.

OPERATION: Began July 9, 1957.

EQUIPPED TO COLORCAST network programs.

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

REPRESENTATIVES: Sales, Donald Cooke; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: KGEZ Inc., 56%; Copper City Broadcasting Co., 9.9%; Northwest Video, 31.4%. KGEZ Inc. is 88% owned by Copper City Broadcasting Co. Frank Reardon is 89% owner of Copper City Broadcasting Co. (KBOW Butte, Mont.). Northwest Video owns a community tv system in Kalispell; it is owned by John R. and G. Norman Penswell, Bruce Hamilton, Merritt Warden, Archer S. Taylor (consulting engineer) and others. Messrs. Fenwell own substantial minority interest in KBMN Bozeman, Mont. Mr. Hamilton has minority interests in KBTK Missoula and KABL-TV Helena, both Mont.

EXECUTIVES:

Frank Reardon, pres. Martin Tallberg, pgm. dir.
Richard V. Vlck, gen. mgr. Wilbur Myhre, ch. engr.
Robert S. Bennett, com. mgr.

MISSOULA

(Missoula County)

KMSO-TV

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Postal Zone: 1. Phone: 9-7668.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 95.5 kw. Present Operating Pow.: Visual 191 kw, Aural 95.5 kw. Antenna Height: Above average terrain 2,030 ft.; above ground 274 ft.

OPERATION: Began July 1, 1954.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC. Station, Am, KGVO.

REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer S. Taylor.

PRINCIPAL STOCKHOLDERS: A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

EXECUTIVES:

A. J. Mosby, pres. Amos Hargrave, ch. engr.
S. John Schile, gen. mgr. Laura Eichhol, prom. mgr.
Bob Rollison, com. mgr. Jo Haines, publicity mgr.
Bob Howard, pgm. dir. Don Weston, news ed.
Jerry Grisham, prod. mgr.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---------|---------|---------|---------|-----------------|---------|
| Class A (5:59-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$45.00 | \$30.00 | \$15.00 |
| Class B (Sign-on-5:59 p.m., Mon.-Fri.; 1-4:59 p.m., Sat.) | | | | | | |
| \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$24.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

NEBRASKA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|--------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Adams | 9,500 | 72 | 6,810 | 40,697 | 8,011 | 1,189 |
| Antelope | 3,400 | 49 | 1,650 | 12,762 | 1,712 | 228 |
| Arthur | 200 | 20 | 40 | 350 | | |
| Banner | 500 | 34 | 170 | 17 | | |
| Blaine | 200 | 33 | 70 | 1,748 | 597 | |
| Boone | 3,200 | 42 | 1,330 | 9,008 | 1,494 | 310 |
| Box Butte | 3,900 | 17 | 670 | 17,470 | 3,372 | 620 |
| Boyd | 1,500 | 21 | 320 | 5,732 | 793 | 99 |
| Brown | 1,400 | 21 | 300 | 5,062 | 1,008 | 172 |
| Buffalo | 8,300 | 64 | 5,310 | 33,201 | 4,353 | 1,045 |
| Burt | 3,400 | 72 | 2,480 | 14,801 | 2,550 | 291 |
| Butler | 3,900 | 64 | 2,500 | 9,526 | 1,998 | 266 |
| Cass | 5,600 | 84 | 4,700 | 15,061 | 3,979 | 492 |
| Cedar | 3,700 | 84 | 3,110 | 11,825 | 2,133 | 360 |
| Chase | 1,500 | 23 | 350 | 5,506 | 1,006 | 261 |
| Cherry | 2,900 | 16 | 450 | 11,252 | 1,791 | 355 |
| Cheyenne | 5,000 | 28 | 1,420 | 21,395 | 4,157 | 534 |
| Clay | 3,100 | 56 | 1,720 | 7,560 | 1,045 | 134 |
| Colfax | 3,400 | 64 | 2,180 | 15,177 | 2,392 | 273 |
| Cuming | 3,700 | 72 | 2,680 | 14,868 | 2,038 | 445 |
| Custer | 5,900 | 41 | 2,420 | 16,440 | 3,356 | 601 |
| Dakota | 3,400 | 84 | 2,860 | 11,866 | 3,590 | 299 |
| Dawes | 2,700 | 17 | 460 | 11,322 | 2,524 | 350 |
| Dawson | 6,800 | 64 | 4,230 | 28,140 | 4,231 | 891 |
| Deuel | 1,000 | 28 | 280 | 5,406 | 758 | 130 |
| Dixon | 2,800 | 84 | 2,350 | 7,695 | 1,099 | 264 |
| Dodge | 9,400 | 87 | 8,190 | 45,842 | 7,515 | 760 |
| Douglas | 96,500 | 87 | 84,150 | 426,206 | 80,655 | 15,047 |
| Dundy | 1,200 | 23 | 280 | 4,096 | 989 | 165 |
| Fillmore | 3,000 | 56 | 1,660 | 10,803 | 1,587 | 458 |
| Franklin | 2,300 | 67 | 1,550 | 6,012 | 1,163 | 164 |
| Frontier | 1,400 | 35 | 480 | 3,504 | 253 | 128 |
| Furnas | 3,400 | 67 | 2,280 | 11,579 | 1,709 | 388 |
| Gage | 8,400 | 73 | 6,090 | 31,436 | 6,010 | 910 |
| Garden | 1,000 | 28 | 280 | 3,784 | 543 | 122 |
| Garfield | 800 | 33 | 260 | 3,620 | 682 | 92 |
| Gosper | 800 | 67 | 540 | 998 | 210 | 39 |
| Grant | 200 | 20 | 40 | 1,338 | 291 | 44 |
| Greeley | 1,600 | 45 | 710 | 5,336 | 743 | 212 |
| Hall | 11,800 | 70 | 8,280 | 47,432 | 8,794 | 2,103 |
| Hamilton | 2,900 | 68 | 1,970 | 9,556 | 1,760 | 135 |
| Harlan | 1,900 | 67 | 1,280 | 3,720 | 765 | 102 |
| Hayes | 700 | 35 | 240 | 648 | 153 | |
| Hitchcock | 1,800 | 23 | 410 | 5,136 | 801 | 128 |
| Holt | 4,300 | 21 | 910 | 13,218 | 2,364 | 458 |
| Hooker | 300 | 20 | 60 | 2,014 | 90 | 90 |
| Howard | 2,300 | 45 | 1,030 | 6,226 | 826 | 91 |
| Jefferson | 4,200 | 60 | 2,510 | 14,193 | 2,823 | 411 |
| Johnson | 2,200 | 73 | 1,600 | 6,568 | 1,002 | 291 |
| Kearney | 2,000 | 67 | 1,350 | 5,577 | 1,591 | 194 |
| Keith | 2,600 | 34 | 880 | 12,904 | 2,593 | 243 |
| Keya Paha | 400 | 21 | 90 | 869 | 192 | |
| Kimball | 1,300 | 34 | 440 | 7,318 | 1,737 | 164 |
| Knox | 4,300 | 49 | 2,090 | 14,041 | 2,552 | 428 |
| Lancaster | 43,500 | 81 | 35,410 | 167,323 | 27,207 | 6,349 |
| Lincoln | 9,200 | 34 | 3,090 | 35,936 | 6,438 | 1,350 |
| Logan | 400 | 20 | 80 | 832 | 153 | |
| Loup | 400 | 33 | 130 | 421 | 28 | 40 |
| McPherson | 200 | 20 | 40 | 108 | 18 | |
| Madison | 7,800 | 79 | 6,140 | 39,545 | 6,704 | 758 |
| Merrick | 2,700 | 42 | 1,130 | 9,969 | 1,700 | 237 |
| Morrill | 2,300 | 34 | 790 | 7,651 | 1,853 | 214 |
| Nance | 1,900 | 42 | 790 | 5,064 | 813 | 166 |
| Nemaha | 3,600 | 64 | 2,290 | 9,702 | 1,655 | 382 |
| Nuckolls | 2,900 | 56 | 1,610 | 10,215 | 2,067 | 287 |
| Otoe | 5,400 | 84 | 4,530 | 21,935 | 4,299 | 489 |
| Pawnee | 2,000 | 64 | 1,270 | 3,747 | 1,040 | 182 |
| Perkins | 1,300 | 34 | 440 | 4,417 | 866 | 216 |
| Phelps | 3,200 | 67 | 2,150 | 19,317 | 2,771 | 428 |
| Pierce | 2,700 | 49 | 1,310 | 7,847 | 1,244 | 120 |
| Platte | 6,300 | 79 | 4,960 | 29,423 | 5,992 | 767 |
| Polk | 2,600 | 68 | 1,760 | 8,402 | 1,224 | 263 |
| Redwillow | 4,100 | 35 | 1,420 | 20,017 | 3,997 | 538 |
| Richardson | 5,000 | 64 | 3,180 | 17,002 | 3,093 | 502 |
| Rock | 900 | 21 | 190 | 3,376 | 412 | 43 |
| Saline | 4,500 | 60 | 2,690 | 15,557 | 2,745 | 533 |
| Sarpy | 6,300 | 85 | 5,340 | 9,864 | 2,676 | 336 |
| Saunders | 5,600 | 90 | 5,030 | 19,259 | 4,534 | 485 |
| Scotts Bluff | 10,300 | 35 | 3,620 | 48,292 | 9,029 | 1,314 |
| Seward | 4,200 | 60 | 2,510 | 13,211 | 2,751 | 389 |
| Sheridan | 2,800 | 17 | 480 | 12,011 | 1,992 | 387 |
| Sherman | 1,800 | 41 | 740 | 4,871 | 1,006 | 87 |
| Sioux | 900 | 17 | 150 | 618 | 45 | 39 |
| Stanton | 1,800 | 64 | 1,160 | 3,412 | 894 | 186 |
| Thayer | 3,400 | 56 | 1,890 | 9,591 | 1,659 | 258 |
| Thomas | 400 | 20 | 80 | 857 | 139 | 134 |
| Thurston | 2,500 | 72 | 1,810 | 7,211 | 1,105 | 114 |
| Valley | 2,300 | 41 | 950 | 7,573 | 1,474 | 264 |
| Washington | 3,700 | 87 | 3,230 | 10,374 | 2,539 | 201 |
| Wayne | 2,900 | 84 | 2,440 | 9,831 | 1,877 | 207 |
| Webster | 2,300 | 72 | 1,650 | 8,066 | 1,881 | 163 |
| Wheeler | 500 | 33 | 170 | 557 | 122 | |
| York | 4,800 | 68 | 3,250 | 17,576 | 2,116 | 375 |
| Total | 433,100 | 67% | 290,390 | \$1,658,659 | \$302,336 | \$51,779 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

HASTINGS
(Adams County)

KHAS-TV
LICENSEE: Nebraska Television Corp. Address: P. O. Box 476. Phone: 3-1321. TWX No.: 82063.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 730 ft.; above ground 767 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 1, 1956.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh.
PRINCIPAL STOCKHOLDERS: Seaton Publishing Co. (Fred A. Seaton, Secretary of Interior), 51.67%; J. M. McDonald Jr., 3.55%; Morrison-Quirk Grain Corp., 3.55%; D. H. Meves, 3.26%, and approximately 50 others. Seaton controls KCCF Coffeyville, Kan.; KMAN Manhattan, Kan., and publishes Hastings Tribune, Manhattan Mercury, Coffeyville Journal, Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and Western Farm Life magazine (Denver).
EXECUTIVES:
 Fred A. Seaton, pres.
 Duane L. Watts, gen. mgr.
 Harry H. Packard, sls. & ops. mgr., film buy.
 Duane B. Allison, ch. engr.
 Karl MacKinnon, prom. mgr.
 Ted Kennedy, news ed.

SUMMARY OF RATES (Card No. 2, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|----------|----------|----------|---------|---------|---------|
| Class A (7-10 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$43.75 |
| Class B (5-7 p.m., daily) | \$206.25 | \$114.75 | \$82.50 | \$72.19 | \$52.19 | \$36.10 |
| Class C (Sign-on-5 p.m., 10 p.m.-sign-off, daily) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$26.25 |

Above are one-time rates. Frequency discounts allowed.

HAY SPRINGS
(Sheridan County)

(Target Date, Unknown)

LICENSEE: Duhamel Enterprises Inc. Address: 1819 W. St. Joe St., Rapid City, S. D.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 649 ft.; above ground 583 ft.
REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
PRINCIPAL STOCKHOLDER: Mrs. Helen S. Duhamel, 91% and others.

HAYES CENTER
(Hayes Center County)

KHPL-TV (Satellite of KHOL-TV Kearney, Neb.)
LICENSEE: Bi-States Co. Address: 414 East Ave., Holdredge, Neb. Phone: Sherwood 3-4541.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 710 ft.; above ground 583 ft.
OPERATION: Began Feb. 9, 1956.
AFFILIATIONS: Tv Networks, CBS, ABC, NTA.
REPRESENTATIVES: Sales, Meeker Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDER: See KHOL-TV Kearney-Holdredge, Neb.
EXECUTIVES:
 Jack Gilbert, mgr. (KHOL-TV)
SUMMARY OF RATES (Sold in combination with KHOL-TV. Rates apply to simultaneous telecasts on both stations.)

KEARNEY
(Kearney County)

KHOL-TV (HOLDREDGE) (Parent Station of Satellite KHPL-TV, Hayes Center, Neb.)
LICENSEE: Bi-States Co. Address: 414 East Ave., Holdredge, Neb. Phone: Wyman 5-5952. TWX No.: Axtell 8220.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Present Operating Pow.: Visual 204 kw, Aural 110 kw. Antenna Height: Above average terrain 550 ft.; above ground 581 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 24, 1953.
AFFILIATIONS: Tv Networks, CBS, ABC, NTA.
REPRESENTATIVES: Sales, Meeker Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: F. Wayne Brewster, 55.5%; C. E. Freas Jr., 13.9%; Willard F. Anderson, 10%; Donald E. Brewster, 11.1%, and Harold J. Hamilton, 5.6%. Licensee also owns KHPL-TV Hayes Center, Neb.
EXECUTIVES:
 Dr. F. Wayne Brewster, pres.
 Harold J. Hamilton, sec.-treas.
 Jack Gilbert, sta. mgr., com. mgr. & film buy.
 Moe Milliken, prod. mgr.
 W. M. Greely, dir. of engr.
 George Jelinek, ch. engr.
 Tom Nuss, prom. mgr. & farm dir.
 Art Eckdahl, news ed.
 Jerry Granger, sports dir.
 Ed Strasburger, traff. dir.

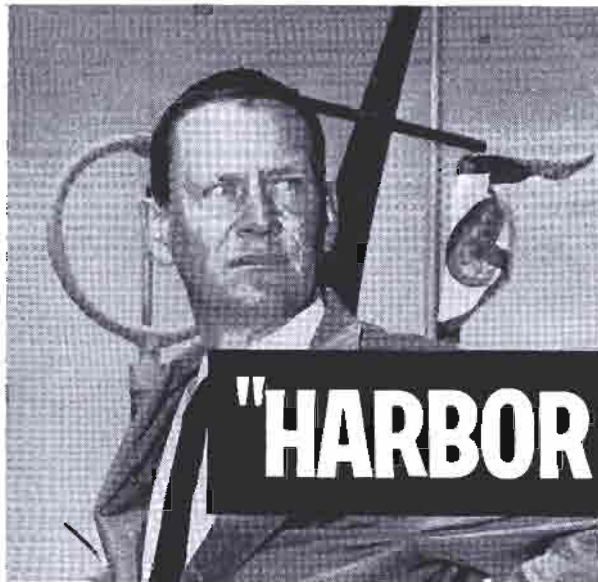
SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-9:30 p.m.) | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$75.00 | \$60.00 |
| Class A (6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 9:30-10 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$85.00 | \$62.50 | \$50.00 |
| Class B (Noon-1 p.m., Mon.-Fri.; 5-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 1-5 p.m., Sun.) | \$187.50 | \$112.50 | \$75.00 | \$65.00 | \$47.00 | \$37.50 |
| Class C (All other times) | \$125.00 | \$75.00 | \$50.00 | \$42.50 | \$31.25 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

LINCOLN
(Lancaster County)

KOLN-TV
LICENSEE: Cornhusker Television Corp. Address: 40th & W Sts. Postal Zone: 3. Phone: 6-2367. TWX No.: LI 8134.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 999 ft.
OPERATION: Began Feb. 18, 1953.
AFFILIATIONS: Tv Networks, CBS, ABC.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: John E. Fetzer, 100%. For other Fetzer holdings, see WKZO-TV Kalamazoo, Mich.
EXECUTIVES:
 John E. Fetzer, pres. & own.
 A. James Ebel, vp. & gen. mgr.
 Lester C. Rau, sls. mgr.
 Bob Johnson, pgn. dir. & film buy.
 D. Ray Taylor, ch. engr.
 James L. Barker, prom. mgr.
 Byron Krasne, news ed.



ALL THE
SEETHING DRAMA
 OF OUR SEAPORTS

... to captivate large and loyal audiences!

"HARBOR COMMAND"

starring
WENDELL COREY



ZIV'S SPECTACULAR NEW IMPACT SERIES!

LINCOLN (Cont.)

KOLN-TV (Cont.)

SUMMARY OF RATES (Card No. 5, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (6:59-9:31 p.m., Sun.-Sat.) | | | | | | |
| \$450.00 | \$270.00 | \$180.00 | \$135.00 | \$112.50 | \$90.00 | \$45.00 |
| Class A (6:29-6:59 p.m., 9:31-10:31 p.m., Mon.-Sat.; 5:59-6:59 p.m., 9:31-10:31 p.m., Sun.) | | | | | | |
| \$350.00 | \$210.00 | \$140.00 | \$105.00 | \$87.50 | \$70.00 | \$35.00 |
| Class B (4:59-6:29 p.m., Mon.-Sat.; 10:31-11:01 p.m., Sun.-Sat.; 12:59-5:59 p.m., Sun.) | | | | | | |
| \$275.00 | \$165.00 | \$110.00 | \$82.50 | \$68.75 | \$55.00 | \$27.50 |
| Class C (All other times) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$37.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KUON-TV*

(*Non-Commercial Educational)

LICENSEE: University of Nebraska. Address: 12th & R Sts. Postal Zone 8; Phone: 2-7631.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Present Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Antenna Height: Above average terrain 360 ft.; above ground 403 ft.

OPERATION: Began Nov. 1, 1954.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson.

EXECUTIVES:
 Jack G. McBride, gen. mgr. & pgm. dir.
 Adolph R. Dvorak, ch. engr.
 Boyd Rooney, film buy.
 Robert Sehlater, prom. mgr. & news ed.

NORTH PLATTE

(Lincoln County)

(Target Date, Unknown)

LICENSEE: Goldenrod Tele-Radio Co. Address: 400 E. Fourth St., Pueblo, Colo.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 2.8 kw, Aural 1.7 kw. Antenna Height: Above average terrain 85 ft.; above ground 202 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Ray J. Williams, Franklin R. Stewart, Alvin E. Larsen Jr., 33 1/3% each.

EXECUTIVES:
 Ray J. Williams, pres.
 Franklin R. Stewart, vp.
 Alvin E. Larsen Jr., sec.-treas.

OMAHA

(Douglas County)

KETV (TV)

(Target Date, Sept. 1957)

LICENSEE: Herald Corp. Address: 27th & Douglas Sts. Postal Zone: 31. Phone Harney 4848.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 10 kw, Aural 50 kw. Antenna Height: Above average terrain 630 ft.; above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv network, ABC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDER: World Publishing Corp. (Omaha World-Herald), 100%.

EXECUTIVES:
 Ben H. Cowdery, pres.
 Eugene S. Thomas, vp. & gen. mgr.
 Robert O. Paxson, com. mgr.
 J. S. Petrik, ch. engr.
 John Q. Quigley, pgm. mgr.

KMTV (TV)

LICENSEE: May Broadcasting Co. Address: 2615 Farnam St. Postal Zone: 31. Phone: Harney 3333. TWX No.: OM 176.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 550 ft.

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

OPERATION: Began Sept. 1, 1949.

AFFILIATIONS: Tv Network, NBC. Station, Am KMA Shenandoa, Iowa.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: May Seed & Nursery Co., 75%, and Central Broadcasting Co., 25%. May owns KMA Shenandoah, Iowa; Central owns WOC-AM-TV Davenport and WHO-AM-TV Des Moines, both Iowa.

EXECUTIVES:
 Edward W. May, pres.
 Owen Saddler, exec. vp. & gen. mgr.
 Arden Swisher, sls. mgr.
 Lew Jeffrey, pgm. mgr.
 R. J. Schroeder, ch. engr.
 Jack Katz, film buy.
 Amos Eastridge, prom. mgr.
 Floyd Kalber, news ed.

SUMMARY OF RATES (Card No. 10, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., daily) | | | | | | |
| \$900.00 | \$540.00 | \$360.00 | | | \$225.00 | \$115.00 |
| Class A (6-7 p.m., 10-10:30 p.m., daily) | | | | | | |
| \$800.00 | \$480.00 | \$320.00 | \$280.00 | \$200.00 | \$160.00 | \$80.00 |
| Class B (5-6 p.m., 10:30-11:30 p.m., daily) | | | | | | |
| \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$100.00 | \$50.00 |
| Class C (Sign-on-5 p.m., 11 p.m.-sign-off, daily) | | | | | | |
| \$290.00 | \$174.00 | \$116.00 | \$101.50 | \$72.50 | \$60.00 | \$30.00 |

Other time units: 45 minutes 80% of hour rate; 40 minutes: 75% of hour rate.

Above are one-time rates. Frequency discounts allowed.

WOW-TV

LICENSEE: Meredith WOW Inc. Address: Insurance Bldg. Postal Zone 2. Phone: Webster 3400. TWX No.: OMA 297.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 510 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 29, 1949.

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

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Haley, Wollenberg & Kenahan; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Meredith Publishing Co. (Better Homes & Gardens, Successful Farming), 100%. Meredith also owns WHEN-AM-TV Syracuse, N. Y.; KCMO-AM-FM-TV Kansas City, and KPHO-AM-TV Phoenix.

EXECUTIVES:
 Frank P. Fogarty, vp. & gen. mgr.
 Lyle De Moss, asst. gen. mgr.
 Fred Ebener, sls. mgr.
 J. M. Wilson, loc. sls. mgr.
 Bill McBride, pgm. dir. & film buy.
 Robert Froemming, asst. pgm. dir.
 Glenn Flynn, ch. engr.
 William J. Kotera, dir. engrng.
 Robert Seitzer, prom. mgr.
 Mal Hansen, farm dir.
 James McGaffin, news ed.
 Jack Payne, sports dir.
 Connie Cook, women's dir.

SUMMARY OF RATES (Card No. 11, July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|---|----------|----------|---------|--------|----------|----------|
| Class AA (7-10 p.m., Mon.-Sun.) | | | | | | |
| \$900.00 | \$540.00 | \$360.00 | | | \$250.00 | \$115.00 |
| Class A (6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.) | | | | | | |
| \$735.00 | \$440.00 | \$285.00 | | | \$170.00 | \$80.00 |
| Class B (6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.) | | | | | | |
| \$650.00 | \$390.00 | \$265.00 | | | \$180.00 | \$75.00 |
| Class C (10:30-11 p.m., Mon.-Sun.; 5-6 p.m., Sun.) | | | | | | |
| \$500.00 | \$300.00 | \$220.00 | | | \$115.00 | \$50.00 |
| Class D (Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun.; 11-sign-off, Mon.-Sun.) | | | | | | |
| \$300.00 | \$170.00 | \$110.00 | | | \$85.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

SCOTTSBLUFF

(Scotts Bluff County)

KSTF (TV) (Satellite of KFBC-TV, Cheyenne, Wyo.)

LICENSEE: Frontier Broadcasting Co. Address: 2923 Lincolnway, Cheyenne, Wyo. Phone: 4-4461 (Cheyenne). TWX No.: CY 9 & CY 62.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Present Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Antenna Height: Above average terrain 240 ft.; above ground 59 ft.

OPERATION: Began Aug. 7, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.

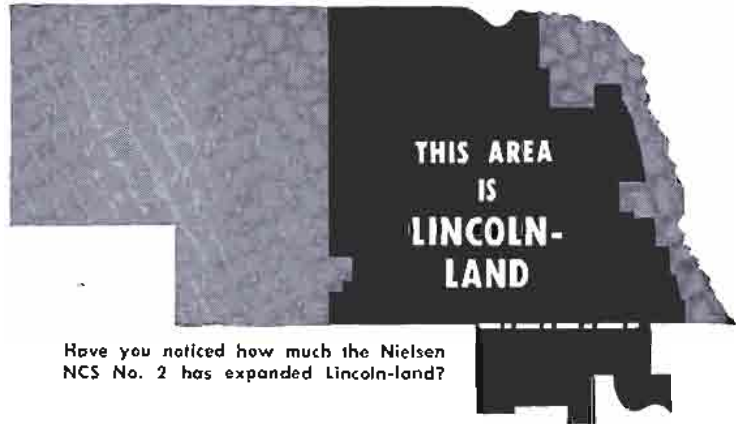
PRINCIPAL STOCKHOLDER: See KFBC-TV Cheyenne, Wyo.

EXECUTIVES:
 William C. Grove, gen. mgr. & ch. engr.
 Charles P. Cahill, com. mgr.

SUMMARY OF RATES (Sold in combination with KFBC-TV Cheyenne. Rates apply to simultaneous telecasts on both stations.)



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

| | KOLN-TV | Station B | Station C | Station D |
|-------------------|---------|-----------|-----------|-----------|
| Sign On—1:00 P.M. | 10.1 | 5.1 | 4.8 | 3.5 |
| 1:00-5:00 P.M. | 12.5 | 7.3 | 6.5 | 4.5 |
| 5:00-11:00 P.M. | 22.3 | 12.0 | 9.5 | 6.2 |

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJIF RADIO — GRAND RAPIDS
WJIF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

KOLN-TV covers Lincoln-Land, a rich 69 county market consisting of 296,200* families with 191,710* TV sets.

KOLN-TV is farther removed from Omaha than Hartford is from Providence . . . or South Bend is from Fort Wayne.

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

* See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

NEVADA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Churchill | 1,700 | 8 | 140 | 11,885 | 2,208 | 539 |
| Clark | 30,000 | 53 | 16,030 | 166,467 | 36,921 | 6,571 |
| Douglas | 500 | 31 | 150 | 4,064 | 375 | 114 |
| Elko | 3,700 | 13 | 490 | 24,533 | 4,790 | 868 |
| Esmeralda | 200 | 14 | 30 | 191 | | |
| Eureka | 300 | 11 | 30 | 669 | 21 | 134 |
| Humboldt | 1,200 | 11 | 130 | 11,284 | 2,811 | 189 |
| Lander | 400 | 11 | 40 | 2,546 | 331 | 153 |
| Lincoln | 800 | 14 | 110 | 4,171 | 353 | 386 |
| Lyon | 900 | 31 | 280 | 6,449 | 2,114 | 103 |
| Mineral | 3,200 | 8 | 260 | 8,136 | 1,586 | 471 |
| Nye | 900 | 14 | 130 | 4,351 | 1,050 | 120 |
| Ormsby | 1,100 | 31 | 340 | 7,226 | 1,534 | 411 |
| Pershing | 1,100 | 8 | 90 | 6,776 | 1,262 | 257 |
| Storey | 300 | 31 | 90 | 880 | 164 | 50 |
| Washoe | 21,200 | 67 | 14,180 | 136,083 | 21,503 | 10,862 |
| White Pine | 3,700 | 13 | 490 | 16,511 | 3,434 | 675 |
| Total | 71,200 | 46% | 33,010 | \$412,222 | \$80,467 | \$21,913 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

HENDERSON
(Clark County)

KLRJ-TV (LAS VEGAS)

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-1760. TWX No.: LV 8649.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Present Operating Pow.: Visual 12.3 kw, Aural 6.3 kw. Antenna Height: Above average terrain 110 ft.; above ground 324 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 17, 1955.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDER: See KFSA-TV Ft. Smith, Ark.

EXECUTIVES:

| | |
|-------------------------------|--|
| Donald W. Reynolds, pres. | Mark Smith, pgm. dir., film buy. & ops. mgr. |
| William D. Stiles, gen. mgr. | David Rogers, ch. engr. |
| Allen W. Dunn, nat. sls. mgr. | Norwin S. Yoffie, prom. mgr. |
| Pat Burke, com. mgr. | Stan Leavitt, news ed. |

SUMMARY OF RATES (Card No. 2, July 10, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--------------------------------------|----------|----------|---------|---------|---------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sun.) | \$225.00 | \$135.00 | \$90.00 | \$78.75 | \$67.50 | \$45.00 |
| Class B (All other times) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$52.50 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

LAS VEGAS
(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: 250 E. Desert Inn Road. Phone: Dudley 2-6138. TWX No.: LV 8654.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Present Operating Pow.: Visual 55 kw, Aural 27.5 kw. Antenna Height: Above average terrain 130 ft.; above ground 238 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Charles Theodore.

PRINCIPAL STOCKHOLDERS: Herman M. Greenspun, 68.08%; J. Dewey Solomon, 9.08%; Harvey E. Luce, 2.89%. Mr. Greenspun publishes Las Vegas Sun.

EXECUTIVES:

| | |
|--|--------------------------------|
| H. M. Greenspun, pres. | Ralph Hodges, prod. mgr. |
| Marian Y. Komar, gen. mgr. & film buy. | Jim Hart, pgm. dir. & news ed. |
| Alex Gold, sls. mgr. | Dave Greenspun, ch. engr. |
| | Clarice Martin, prom. mgr. |

SUMMARY OF RATES (Card No. 3, July 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class B (All other times) | \$187.50 | \$112.50 | \$75.00 | \$65.00 | \$46.90 | \$37.50 |

Above are one-time rates. Frequency discounts allowed.

KLRJ-TV (HENDERSON)

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-1760. (For full listing see Henderson, Nev.)

KSHO-TV

LICENSEE: Television Co. of America Inc. Address: Fremont Hotel. Phone: Dudley 4-7425.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 436 kw, Aural 218 kw. Present Operating Pow.: Visual 436 kw, Aural 218 kw. Antenna Height: Above average terrain 140 ft.; above ground 241 ft.

OPERATION: Began May 4, 1956.

AFFILIATION: Station, Am, KBMI Henderson.

REPRESENTATIVES: Sales, Forjoe Tv.; Washington Attorney, A. Harry Becker; Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: Frank Oxarart, Albert Zugsmith, Arthur B. Hogan and John D. Feldman each own 25%. Mr. Oxarart owns 26 2/3% of KRKD-AM-FM Los Angeles and KITO San Bernardino, Calif., 10% of KVSM San Mateo, Calif.; Mr. Zugsmith owns 70% of KRKD-AM-FM, 33 1/2% of KITO 37 1/2% of KVSM and 25% of KULA-AM-TV Honolulu; Mr. Hogan owns KFOX-AM-FM Long Beach, Calif., 37 1/2% of KVSM and 25% of KULA-AM-TV; Mr. Feldman owns 10% of KVSM.

EXECUTIVES:

| | |
|--|-------------------------|
| Frank Oxarart, pres. | Jay Cowan, sls. mgr. |
| Ira Laufer, gen. mgr., comm. mgr., pgm. mgr. | Ervin Greene, ch. engr. |

SUMMARY OF RATES (Card No. 1, April 1, 1956)

Operates on a 24 hour daily schedule. Sells announcements only on a one every hour saturation package basis, with other special packages also available.

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. Antenna Height: Above average terrain -470 ft.; above ground 241 ft.

REPRESENTATIVES: Attorney, Clyde C. Sherwood, San Francisco; Consulting Engineer, James R. Bird.

PRINCIPAL STOCKHOLDER: Robert C. Fish, 100%. Sale to Ervin V. Willat, Eldon E. Cory, Raymond D. Vargas and associates approved by FCC but suspended pending outcome of revocation proceedings against licensee.

EXECUTIVES:

| | |
|-----------------------|----------------------------|
| Robert C. Fish, pres. | Eldon E. Cory, sec.-treas. |
| A. Laurance Tuma, vp. | |

KOLO-TV

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. Postal Zone: 1. Phone: Fairview 3-0721. TWX No.: RE 38.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Present Operating Pow.: Visual 11.5 kw, Aural 5.75 kw. Antenna Height: Above average terrain 2,920 ft.; above ground 120 ft.

OPERATION: Began Sept. 26, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC. Station, Am, KOLO.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDER: Southwestern Publishing Co., 100%. For other Southwestern interests see KFSA-TV Ft. Smith, Ark.

EXECUTIVES:

| | |
|------------------------------------|----------------------------|
| Donald W. Reynolds, pres. | Tom Hughes, ch. engr. |
| Harry Huey, gen. mgr. | Helen Busscher, prom. mgr. |
| Lee D. Hirschland, com. mgr. | Roland DuBois, news ed. |
| Ed Cardinal, pgm. dir. & film buy. | |

SUMMARY OF RATES (Card No. 6, June 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---------------------------------|----------|----------|----------|---------|---------|---------|
| All hours, sign-on to sign-off. | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$75.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Belknap | 8,400 | 74 | 6,200 | 35,656 | 8,521 | 910 |
| Carroll | 4,900 | 78 | 3,830 | 20,649 | 5,554 | 501 |
| Cheshire | 12,500 | 74 | 9,220 | 40,109 | 10,904 | 1,167 |
| Coos | 10,300 | 87 | 6,930 | 39,962 | 11,306 | 973 |
| Grafton | 13,100 | 57 | 7,400 | 57,447 | 13,926 | 1,944 |
| Hillsboro | 48,900 | 81 | 39,400 | 206,702 | 54,774 | 4,200 |
| Merrimack | 18,700 | 76 | 14,170 | 72,804 | 16,092 | 2,401 |
| Rockingham | 23,800 | 82 | 19,560 | 96,785 | 24,711 | 1,879 |
| Strafford | 14,900 | 79 | 11,750 | 60,475 | 17,501 | 1,420 |
| Sullivan | 8,700 | 70 | 6,050 | 29,075 | 7,465 | 711 |
| Total | 164,200 | 76% | 124,510 | \$659,664 | \$170,754 | \$16,106 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

KEENE

(Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St. Phone: Elmwood 2-9230.

FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw., Aural 12.5 kw. Antenna Height: Above average terrain 800 ft.; above grounds 375 ft.

AFFILIATION: Station, Am, WKNE.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Joseph K. Close, 69.7%; Lyman Spitzer, 6.8%; Luette S. Close (wife of Joseph K.), 5.9%; Robert T. Colwell, 4.6%, and others. Licensee owns 51.01% of WKNE-TV. Kingston, N. Y.; 18% of WKNE-TV Poughkeepsie, N. Y., and 50% of WKXL Concord, N. H. Mr. Close owns 11% of WKNE-TV and .94% of WKNE-TV.

EXECUTIVES:

Joseph K. Close, pres.

MANCHESTER

(Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: National 3-8061. TWX No.: Manchester 94.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw., Aural 155 kw. Present Operating Pow.: Visual 282 kw., Aural 155 kw. Antenna Height: Above average terrain 1,029 ft.; above ground 247 ft.

OPERATION: Began March 28, 1954.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Forjoe Tv.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDER: Francis P. Murphy, 100%.

EXECUTIVES:

Francis P. Murphy, pres.
Norman A. Gittleson, exec. vp. & gen. mgr.
William C. White, adm. asst.
Warren Park, pgm. dir. & film buy.

Charles F. Halle, ch. engr.
William A. Gildersleeve, prom. mgr.
Thomas Power, news ed.

SUMMARY OF RATES (Card No. 6, May 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (7:29-10:30 p.m., Sun.-Sat.) | \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$210.00 | \$165.00 |
| Class A (4:59-7:29 p.m., Sat., Sun.; 6:29-7:29 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$180.00 | \$140.00 |
| Class B (1-4:59 p.m., Sat., Sun.; 4:59-6:29 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.) | \$450.00 | \$270.00 | \$180.00 | \$157.00 | \$135.00 | \$100.00 |
| Class C (Sign-on-1 p.m., Sat., Sun.; 1-4:59 p.m., Mon.-Fri.; 11:30-midnight, Sun.-Sat.) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$90.00 | \$67.50 |
| Class D (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

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.)

BROADCASTING • TELECASTING

NEW JERSEY MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Atlantic | 45,600 | 85 | 38,760 | 236,921 | 52,170 | 8,034 |
| Bergen | 217,100 | 83 | 181,100 | 807,867 | 220,851 | 21,119 |
| Burlington | 42,000 | 84 | 35,410 | 147,856 | 36,272 | 3,365 |
| Camden | 101,800 | 84 | 85,510 | 397,242 | 99,675 | 9,671 |
| Cape May | 13,900 | 83 | 11,540 | 84,624 | 23,166 | 1,984 |
| Cumberland | 31,000 | 83 | 25,670 | 154,701 | 33,278 | 2,976 |
| Essex | 299,000 | 83 | 248,170 | 1,265,180 | 285,092 | 32,542 |
| Gloucester | 33,000 | 84 | 27,590 | 111,811 | 26,599 | 3,038 |
| Hudson | 199,500 | 86 | 170,770 | 640,221 | 188,282 | 17,801 |
| Hunterdon | 14,600 | 84 | 12,260 | 57,373 | 12,839 | 1,048 |
| Mercer | 71,900 | 84 | 60,540 | 370,652 | 79,232 | 8,448 |
| Middlesex | 96,800 | 84 | 80,830 | 363,494 | 91,130 | 8,883 |
| Monmouth | 85,900 | 86 | 73,620 | 351,717 | 88,012 | 9,231 |
| Morris | 58,700 | 84 | 49,310 | 234,226 | 64,435 | 6,035 |
| Ocean | 23,400 | 84 | 19,560 | 145,725 | 36,071 | 3,569 |
| Passaic | 116,800 | 84 | 98,350 | 526,919 | 130,709 | 12,882 |
| Salem | 17,100 | 84 | 14,360 | 57,279 | 13,042 | 1,257 |
| Somerset | 34,200 | 83 | 28,320 | 108,147 | 27,758 | 2,792 |
| Sussex | 11,700 | 82 | 9,540 | 48,407 | 11,757 | 873 |
| Union | 139,700 | 85 | 118,750 | 600,510 | 155,614 | 16,440 |
| Warren | 18,400 | 82 | 15,010 | 61,028 | 13,357 | 1,330 |
| Total | 1,672,100 | 84% | 1,404,970 | \$67,772,100 | \$1,689,341 | \$173,318 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

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. Antenna Height: Above average terrain 440 ft.; above ground 465 ft.

OPERATION: Began Jan. 1954.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc., 100%. Walter Reade Theatres is owned by Walter Reade 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)

WHTO-TV†

LICENSEE: Neptune Broadcasting Corp. Address: P. O. Box 1230, Steubenville, Ohio. Phone: Atlantic 2-6255.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Antenna Height: Above average terrain 430 ft.; above ground 448 ft.

OPERATION: Began Dec. 25, 1952.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Jaek 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:

Jaek N. Berkman, pres. Louis Berkman, 1st vp.
John J. Laux, exec. vp.

†WHTO-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: (Pittsburgh) Churehill 1-8268.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Antenna 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 Broadcasting Co. Address: 2881 Mt. Ephraim Ave. Postal Zone: 4. Phone: Emerson 5-7200.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Antenna Height: Above average terrain 250 ft.; above ground 311 ft.

AFFILIATION: Station, Am, WKDN.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Ranulf Compton and family, 100%. Comptons also own WGMA Hollywood, Fla.

EXECUTIVES:

Ranulf Compton, pres. & treas. Robert S. Houston, ch. engr.
Gordon Giffen, gen. mgr. James A. Donahue, news ed.
Harvey Husten, pgm. dir.

NEWARK

(Essex County)

WATV (TV) (NEW YORK)

LICENSEE: Atlantic Television. Address: 1020 Broad St. Postal Zone: 1. Phone: Mitchell 2-6400.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 89.1 kw. Present Operating Pow.: Visual 178 kw, Aural 89.1 kw. Antenna Height: Above average terrain, 1,190 ft.; above ground 1,200 ft.

OPERATION: Began Jan. 27, 1948.

AFFILIATIONS: Stations, Am, WAAT; Fm, WAAT-FM.

REPRESENTATIVES: Sales, Forjoe, Tv.; Washington Attorney, Segal, Smith & Hennessey.

PRINCIPAL STOCKHOLDERS: Controlled by Irving R. Rosenhaus and family. Frank Bremer owns 5%.

EXECUTIVES:

Irving R. Rosenhaus, pres. Robert Paskow, film buy.
Edward L. Gossman, com. mgr. Robert B. Macdougall, prom. mgr.
George H. Green, pgm. dir. Herb T. Green, news ed.
Frank V. Bremer, ch. engr.

SUMMARY OF RATES (Card No. 7, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class A (6:59 p.m.-midnight, Mon.-Fri.; 2:29 p.m.-midnight, Sat., Sun.) | \$1,500.00 | \$900.00 | \$600.00 | \$539.00 | | \$150.00 |
| Class B (2:59-6:59 p.m., Mon.-Fri.; sign-on-2:29 p.m., Sat., Sun.) | \$1,140.00 | \$680.00 | \$450.00 | \$400.00 | \$230.00 | \$115.00 |
| Class C (Sign-on-2:59 p.m., Mon.-Fri.) | \$750.00 | \$450.00 | \$300.00 | \$265.00 | | \$80.00 |

Above are one-time rates. Frequency discounts allowed.

NEW BRUNSWICK

(Middlesex County)

WTLV (TV)*

(*Non-Commercial Educational)
(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. Antenna Height: Above average terrain 780 ft.; above ground 461 ft.

REPRESENTATIVES: Attorney, Atty. General of New Jersey, Trenton; Consulting Engineer, Paul Godley Co.

EXECUTIVES:

Chester Robbins, acting Comr. of Education.

NEW MEXICO

NEW MEXICO MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Bernalillo | 57,100 | 62 | 35,400 | 290,276 | 58,863 | 10,212 |
| Catron | 500 | 35 | 170 | 1,835 | 709 | |
| Chaves | 15,200 | 50 | 7,550 | 58,816 | 12,620 | 1,763 |
| Colfax | 3,400 | 14 | 490 | 13,475 | 2,755 | 443 |
| Curry | 7,500 | 27 | 2,050 | 29,436 | 5,056 | 1,037 |
| De Baca | 800 | 22 | 180 | 4,713 | 785 | 148 |
| Dona Ana | 10,900 | 62 | 6,740 | 32,935 | 7,368 | 988 |
| Eddy | 13,800 | 45 | 6,150 | 61,901 | 15,663 | 2,934 |
| Grant | 5,300 | 33 | 1,740 | 20,232 | 4,828 | 689 |
| Guadalupe | 1,300 | 41 | 530 | 8,189 | 807 | 240 |
| Harding | 300 | 14 | 40 | 1,238 | 72 | 63 |
| Hidalgo | 1,500 | 33 | 490 | 5,454 | 449 | 187 |
| Lea | 15,800 | 27 | 4,210 | 77,204 | 16,538 | 5,387 |

THRILLS that send ratings up, up, up!



"HARBOR COMMAND"
starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

NEW MEXICO

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Lincoln | 1,800 | 37 | 670 | 9,692 | 1,479 | 353 |
| Los Alamos | 3,500 | 41 | 1,440 | 12,210 | 6,318 | 652 |
| Luna | 2,800 | 41 | 1,150 | 13,610 | 3,119 | 1,134 |
| McKinley | 7,200 | 19 | 1,390 | 29,198 | 5,066 | 617 |
| Mora | 1,500 | 21 | 320 | 1,652 | 296 | 93 |
| Otero | 6,900 | 37 | 2,550 | 27,257 | 6,657 | 1,273 |
| Quay | 3,500 | 27 | 950 | 15,520 | 2,830 | 534 |
| Rio Arriba | 5,700 | 28 | 1,580 | 15,725 | 3,988 | 531 |
| Roosevelt | 4,100 | 22 | 920 | 13,454 | 3,835 | 568 |
| Sandoval | 2,300 | 35 | 790 | 2,542 | 464 | 124 |
| San Juan | 8,600 | 19 | 1,660 | 46,819 | 7,844 | 1,105 |
| San Miguel | 5,100 | 21 | 1,070 | 13,124 | 3,256 | 632 |
| Santa Fe | 9,500 | 45 | 4,240 | 51,401 | 11,978 | 2,135 |
| Sierra | 1,700 | 41 | 700 | 6,615 | 1,904 | 336 |
| Socorro | 2,100 | 35 | 730 | 8,765 | 1,815 | 301 |
| Taos | 2,900 | 28 | 810 | 11,187 | 2,568 | 329 |
| Torrance | 1,400 | 41 | 570 | 7,184 | 613 | 201 |
| Union | 1,500 | 14 | 210 | 8,100 | 1,531 | 359 |
| Valencia | 4,600 | 49 | 2,240 | 23,236 | 5,128 | 512 |
| Total | 210,100 | 43% | 89,830 | \$922,745 | \$196,422 | \$35,880 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Broadcasting Co. Address: P. O. Box 1294. Phone: 3-4543. TWX No.: AQ 86.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 44.7 kw, Aural 22.4 kw. Present Operating Pow.: Visual 44.7 kw, Aural 22.4 kw. Antenna Height: Above average terrain 4,180 ft.; above ground 143 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 24, 1953.

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

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

PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62%; S. P. Vidal, 21%, and others. Same interests own KVSF Santa Fe, N. M.

EXECUTIVES:

A. R. Hebenstreit, pres. & gen. mgr. Leonard Dodds, ch. engr.
R. C. Rhoads, com. mgr. & film mgr. Vergie Abeyta, traff. mgr.
Robert Van Driel, pgm. dir. Jack West, news ed.
Gene Osborn, news ed.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-9:30 p.m., Mon.-Fri.; 6-9:30 p.m., Sat., Sun.) | | | | | \$60.00 | \$30.00 |
| Class A (Program Units—6-10 p.m., daily. Announcements—6-7 p.m., Mon.-Fri.; 9:30-10 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$50.00 |
| Class B (5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 10-10:30 p.m., daily) | \$225.00 | \$135.00 | \$90.00 | \$79.00 | \$56.00 | \$35.00 |
| Class C (Program Units—3-5 p.m., Mon.-Fri.; 10:30 p.m.-12:30 a.m., Mon.-Sun.; sign-on-5 p.m., Sat.; sign-on-2 p.m., Sun. Announcements—3-5 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.; 10:30 p.m.-12:30 a.m., Mon.-Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$25.00 |
| Class D (Sign-on-2:59 p.m., Mon.-Fri.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$25.00 | \$16.50 |

Above are one-time rates. Frequency discounts allowed.

KOAT-TV

LICENSEE: Alvarado Television Co. Inc. Address: 122 Tulane Drive, S. E. Phone: 5-8716. TWX No.: AQ 187.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 44.17 kw. Present Operating Pow.: Visual 87.1 kw, Aural 44.17 kw. Antenna Height: Above average terrain 4,270 ft.; above ground 282 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 28, 1953.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Clarke Brown Co.; John L. McGuire Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDER: Clinton D. McKinnon, 99.2%. Mr. McKinnon owns 25% of KVOA-AM-TV Tucson, Ariz.

EXECUTIVES:

Clinton McKinnon, pres. James Sharmon, ch. engr.
Walter Stiles, vp. & mgr. & film mgr. Charles Berger, prom. mgr.
Howard Morgan, pgm. dir. buy. Ben Caine, news ed.

SUMMARY OF RATES (Card No. 4A, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class AA (7:30-10 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$82.00 | \$63.00 | \$44.00 |
| Class A (6-7:30 p.m., 10-10:30 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$65.00 | \$50.00 | \$35.00 |
| Class B (2-6 p.m., 10:30 p.m.-midnight, daily) | \$200.00 | \$120.00 | \$80.00 | \$48.75 | \$37.50 | \$26.25 |
| Class C (Sign-on-2 p.m., midnight-sign-off, daily) | \$135.00 | \$80.00 | \$54.00 | \$36.00 | \$28.00 | \$19.00 |

Above are one-time rates. Frequency discounts allowed.

KOB-TV

LICENSEE: Albuquerque Broadcasting Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411. TWX No.: AQ 95.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Present Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Antenna Height: Above average terrain 4,200 ft.; above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 29, 1948.

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

REPRESENTATIVES: Sales, Edward Petry & Co.

PRINCIPAL STOCKHOLDER: KSTP Inc., 100%. KSTP owns KSTP-AM-TV Minneapolis (which in turn owns WGTO Haines City, Fla.), and 23% of KWK-AM-TV St. Louis.

EXECUTIVES:

Stanley E. Hubbard, pres. Al Jarrett, pgm. dir.
George S. Johnson, gen. mgr. Dallas Wyant, prom. mgr.
Rolf S. Nielsen, com. mgr. George Morison, news ed.

SUMMARY OF RATES (Card No. 7, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (6:30-10 p.m., daily) | \$410.00 | \$260.00 | \$170.00 | \$125.00 | \$100.00 | \$65.00 |
| Class A (6-6:30 p.m., 10-10:30 p.m., daily) | \$310.00 | \$185.00 | \$125.00 | \$105.00 | \$80.00 | \$60.00 |
| Class B (Noon-6 p.m., 10:30-midnight, daily) | \$175.00 | \$100.00 | \$75.00 | \$67.50 | \$50.00 | \$35.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$18.00 |

Above are one-time rates. Frequency discounts allowed.

CARLSBAD

(Eddy County)

KAVE-TV

LICENSEE: Voice of the Caverns Inc. Address: P. O. Box 631. Phone: Tuxedo 5-4101.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Present Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Antenna Height: Above average terrain 380 ft.; above ground 341 ft.

OPERATION: Began Aug. 24, 1956.

AFFILIATIONS: Tv Networks, ABC, NBC, CBS, NTA. Station, Am, KAVE.

REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Philip M. Baker.

PRINCIPAL STOCKHOLDERS: Nancy H. Battison, 64%; Edward P. Talbott, 26%; Charles D. Cole, 4.8%, and Philip M. Baker, 4.8%.

EXECUTIVES:

N. H. Battison, pres. Eddy Carey, pgm. dir.
John H. Battison, gen. mgr., com. mgr. & film buy. Bill Carnahan, ch. engr.

SUMMARY OF RATES (Card No. 1, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|---------|---------|---------|---------|---------|
| Class A (5-11 p.m., Mon.-Sat.; all Sunday hours.) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$30.00 | \$15.00 |

Rates for other time periods on request.

Above are one-time rates. Frequency discounts allowed.

CLOVIS

(Curry County)

KICA-TV

LICENSEE: KICA Inc. Address: 1000 Sycamore St. Phone: Porter 3-5511. TWX No.: 2141 TXL.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 16.2 kw. Present Operating Pow.: Visual 30.2 kw, Aural 16.2 kw. Antenna Height: Above average terrain 210 ft.; above ground 240 ft.

OPERATION: Began Dec. 2, 1956.

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

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Mae Strauss, 50%, and Frank Lesley, 50%.

EXECUTIVES:

Frank Lesley, pres. M. S. O'Dell, ch. engr.
Robert L. Sanders, gen. mgr. & com. mgr. Frank Davis, film buy.
James Munro, pgm. dir. Jim Richardson, prom. mgr.
Norma Jean Barry, news ed.

SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|---------|---------|---------|---------|---------|
| Class A (5-11 p.m., Mon.-Sat.; all Sunday hours.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$45.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

BROADCASTING • TELECASTING

ROSWELL

(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: 1723 W. 2nd St. Phone: Main 2-6450. TWX No.: TLX 3531.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Present Operating Pow.: Visual 316 kw, Aural 182 kw. Antenna Height: Above average terrain 1,790 ft.; above ground 1,610 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 18, 1953.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Station, Am, KSWs.

REPRESENTATIVES: Sales, Meeker Tv.; Washington Attorney, Koteen & Burt; Consulting Engineer, Gautney & Jones.

EXECUTIVES:

John A. Barnett, pres. & gen. mgr. Owen C. Moore, Jr., pgm. dir.
Paul B. McEvoy, com. mgr., film buy. & prom. mgr. Ray Summersgill, ch. engr.

SUMMARY OF RATES (Card No. 6, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|----------|----------|----------|---------|---------|---------|
| Class A (6-10 p.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$65.00 | \$50.00 | \$25.00 |
| Class B (5-6 p.m., 10-11 p.m., Mon.-Fri.; 1-5 p.m., 10-11 p.m., Sat.; noon-6 p.m., 10-11 p.m., Sun.) | \$187.50 | \$112.50 | \$75.00 | \$48.75 | \$37.50 | \$18.75 |
| Class C (Before 5 p.m., after 11 p.m., Mon.-Fri.; before 1 p.m., after 11 p.m., Sat.; before noon, after 11 p.m., Sun.) | \$125.00 | \$75.00 | \$50.00 | \$32.50 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

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 .324 kw, Aural .162 kw. Antenna Height: Above average terrain 440 ft.; above ground 432 ft.

REPRESENTATIVES: Washington Attorney, Frank U. Fletcher; 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., and 12.5% of KWTW(TV) Oklahoma City, Okla.; a chain of theatres in Oklahoma, Texas and New Mexico and community antenna systems in those states under the name Vumore Inc.

EXECUTIVES:

Henry S. Griffing, pres. C. O. Fulgham, vp.
C. F. Motley, vp.

NEW YORK

NEW YORK MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956(\$'000) | Food Sales 1956(\$'000) | Drug Sales 1956(\$'000) |
|-------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Albany | 81,900 | 83 | 67,810 | 359,113 | 77,387 | 8,592 |
| Allegany | 13,700 | 64 | 8,800 | 36,326 | 8,702 | 945 |
| *Bronx | 464,700 | 82 | 380,590 | 1,118,136 | 418,775 | 30,189 |
| Broome | 60,200 | 81 | 48,760 | 235,681 | 55,092 | 7,041 |
| Cattaraugus | 24,700 | 83 | 20,500 | 84,461 | 19,932 | 2,382 |
| Cayuga | 21,900 | 83 | 18,160 | 80,151 | 18,471 | 1,661 |
| Chautauqua | 47,900 | 81 | 38,970 | 160,671 | 39,560 | 4,018 |
| Chemung | 30,000 | 77 | 23,110 | 115,426 | 27,893 | 2,954 |
| Chenango | 12,600 | 79 | 10,010 | 47,234 | 10,451 | 803 |
| Clinton | 14,800 | 84 | 12,260 | 53,474 | 13,341 | 1,132 |
| Columbia | 14,200 | 84 | 11,910 | 51,978 | 13,419 | 1,063 |
| Cortland | 12,000 | 82 | 9,790 | 49,295 | 10,305 | 886 |
| Delaware | 14,100 | 71 | 10,000 | 51,602 | 10,069 | 952 |
| Dutchess | 38,000 | 81 | 30,700 | 177,944 | 41,403 | 4,719 |
| Erie | 302,600 | 85 | 256,030 | 1,251,958 | 309,527 | 38,247 |
| Essex | 10,600 | 66 | 6,990 | 35,684 | 9,051 | 1,247 |
| Franklin | 12,900 | 59 | 7,640 | 52,311 | 11,494 | 1,591 |
| Fulton | 17,900 | 79 | 14,210 | 56,110 | 14,349 | 1,296 |
| Genesee | 14,800 | 85 | 12,610 | 64,638 | 13,693 | 1,722 |
| Greene | 9,100 | 82 | 7,450 | 40,683 | 9,803 | 983 |
| Hamilton | 1,300 | 83 | 1,080 | 5,280 | 987 | 131 |
| Herkimer | 19,700 | 82 | 16,230 | 66,206 | 18,246 | 1,398 |
| Jefferson | 27,100 | 67 | 18,190 | 107,289 | 22,489 | 3,164 |
| *Kings | 855,100 | 86 | 731,970 | 2,367,284 | 778,580 | 66,627 |
| Lewis | 6,500 | 75 | 4,890 | 19,986 | 3,983 | 417 |
| Livingston | 11,100 | 78 | 8,690 | 43,794 | 9,815 | 870 |
| Madison | 14,800 | 82 | 12,090 | 55,655 | 11,292 | 2,002 |
| Monroe | 169,200 | 83 | 140,440 | 680,497 | 156,183 | 21,278 |
| Montgomery | 19,400 | 80 | 15,550 | 65,132 | 17,071 | 1,535 |
| Nassau | 327,600 | 84 | 275,510 | 1,534,786 | 403,423 | 38,581 |
| *New York | 660,900 | 80 | 529,720 | 9,733,540 | 2,520,514 | 259,534 |
| Niagara | 63,500 | 86 | 54,350 | 249,220 | 60,415 | 7,379 |
| Oneida | 70,200 | 86 | 60,090 | 271,141 | 65,346 | 7,562 |
| Onondaga | 115,200 | 83 | 96,080 | 490,057 | 115,969 | 13,678 |
| Ontario | 16,400 | 81 | 14,900 | 61,387 | 16,334 | 2,128 |
| Orange | 48,100 | 82 | 39,440 | 219,264 | 56,842 | 5,342 |
| Orleans | 9,700 | 85 | 8,230 | 33,268 | 8,814 | 860 |
| Oswego | 24,200 | 84 | 20,260 | 74,519 | 19,528 | 2,607 |

* New York City (Bronx, Kings, New York, Richmond, Queens)

NEW YORK MARKET DATA BY COUNTIES (Cont.)

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|--------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Otsego | 17,200 | 80 | 13,780 | 67,939 | 12,724 | 1,585 |
| Putnam | 7,100 | 79 | 5,590 | 33,912 | 7,313 | 1,004 |
| *Queens | 546,400 | 84 | 459,520 | 1,781,940 | 600,394 | 46,381 |
| Rensselaer | 43,500 | 83 | 36,020 | 152,015 | 39,707 | 3,586 |
| *Richmond | 58,100 | 85 | 49,330 | 182,081 | 64,250 | 5,263 |
| Rockland | 26,900 | 85 | 22,890 | 108,133 | 30,982 | 2,747 |
| St. Lawrence | 28,100 | 60 | 16,940 | 102,867 | 24,805 | 2,511 |
| Saratoga | 25,000 | 81 | 20,170 | 75,948 | 21,835 | 1,883 |
| Schenectady | 50,700 | 82 | 41,620 | 192,601 | 52,555 | 5,526 |
| Schoharie | 7,400 | 80 | 5,930 | 26,586 | 5,077 | 442 |
| Schuyler | 4,700 | 83 | 3,880 | 13,097 | 3,496 | 211 |
| Seneca | 7,300 | 83 | 6,070 | 30,265 | 7,449 | 929 |
| Steuben | 28,800 | 69 | 19,980 | 92,503 | 23,191 | 2,205 |
| Suffolk | 126,400 | 82 | 103,520 | 564,961 | 152,997 | 13,824 |
| Sullivan | 13,500 | 81 | 10,930 | 82,613 | 20,729 | 2,663 |
| Tioga | 9,900 | 81 | 7,970 | 34,334 | 7,886 | 500 |
| Tompkins | 19,100 | 74 | 14,090 | 67,480 | 16,515 | 2,276 |
| Ulster | 30,900 | 81 | 24,930 | 117,941 | 28,395 | 3,263 |
| Warren | 13,000 | 81 | 10,520 | 72,109 | 16,671 | 2,345 |
| Washington | 14,000 | 81 | 11,340 | 41,146 | 11,577 | 1,127 |
| Wayne | 18,400 | 82 | 15,090 | 134,557 | 16,685 | 1,706 |
| Westchester | 219,300 | 83 | 182,900 | 1,010,344 | 261,531 | 25,152 |
| Wyoming | 9,400 | 81 | 7,620 | 36,813 | 8,018 | 835 |
| Yates | 5,900 | 82 | 4,830 | 19,699 | 5,369 | 477 |
| Total | 5,011,400 | 83% | 4,139,470 | \$19,813,724 | \$4,996,779 | \$527,277 |

*New York City (Bronx, Kings, New York, Richmond, Queens).

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1958, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ALBANY

(Albany County)

WCDA (TV) (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: P. O. Box 4100. Postal Zone: 4. Phone: 3-2225. TWX No.: 373.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Present Operating Pow.: Visual 269 kw, Aural 138 kw. Antenna Height: Above average terrain 450 ft.; above ground 690 ft.

OPERATION: Began Oct. 1953.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Lowell Thomas, 21.11%; Frank M. Smith, 18.07% (business mgr. for Mr. Thomas); Dean P. Taylor (U. S. Congressman), 4.97%; Albert B. Chapman, 7.95%; Louis H. Gross, 4.33%; John P. McGrath, 7.21%; William J. Casey, 4.51%; John P. Sawyer, 3.15% and 29 others, none with more than 3%. Hudson Valley also owns WCDB (TV) Hagamam, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. Mr. Smith owns 3 1/4% of WCNS-TV Baton Rouge, La.

EXECUTIVES:

Frank M. Smith, pres. & mgng. dir. Charles R. Heisler, ch. engr.
 Thomas S. Murphy, gen. mgr. Harry L. Goldman, prom. mgr.
 William J. Lewis, sls. mgr. Bob Wallace, news ed.
 Charles G. Pogan, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 6, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., daily) | | | | | \$130.00 | \$65.00 |
| Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 8-7:30 p.m., 10:30-11 p.m., Sat., Sun.) | \$625.00 | \$375.00 | \$250.00 | \$156.25 | \$120.00 | \$60.00 |
| Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun. Announcements—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$468.75 | \$281.25 | \$187.50 | \$117.19 | \$90.00 | \$45.00 |
| Class C (Program Units—All other times. Announcements—7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily) | \$312.50 | \$187.50 | \$125.00 | \$78.12 | \$60.00 | \$30.00 |

All rates flat. No discounts. Rates include booster stations WCDB (TV) Hagamam, N. Y. and WCDC (TV) Adams, Mass.

WPTR-TV (SCHENECTADY-TROY)

(Target Date, Unknown)

LICENSEE: Patroon Broadcasting Co. Address: Sheraton-Ten Eyck Hotel. Postal Zone: 7. Phone: 5-3345.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 135 kw. Antenna 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 STOCKHOLDER: Schine Chain Theatres Inc., 95%.

EXECUTIVES:

J. Meyer Schine, pres. Leo Rosen, gen. mgr.

WRGB-TV (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: 1400 Balltown Road. Phone: Franklin 7-2261. (For full listing see Schenectady, N. Y.)

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Postal Zone: 4. Phone: Albany 5-5291. TWX No.: AL 317.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Present Operating Pow.: Visual 162 kw, Aural 85.2 kw. Antenna Height: Above average terrain 990 ft.; above ground 542 ft.

OPERATION: Began Feb. 28, 1954.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Stanley-Warner Corp. (theatre chain), 100%.

EXECUTIVES:

S. H. Fabian, pres. Fred D. Shavor, pgm. dir. & film buy.
 William A. Ripley, gen. mgr. Stephen J. Stanley, ch. engr.
 Domicio Tovino, com. mgr.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7-10:30 p.m., Mon.-Sun.) | \$400.00 | \$240.00 | \$160.00 | \$100.00 | \$75.00 | \$37.50 |
| Class B (5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:30 p.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$75.00 | \$40.00 | \$20.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$50.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WTVZ (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y. FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Antenna Height: Above average terrain 1,410 ft.; above ground 541 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

EXECUTIVES:

James E. Allen Jr., Comm. of Education.

BINGHAMTON

(Broome County)

WINR-TV

(Target Date, Sept. 1, 1957)

LICENSEE: Binghamton Press Co. Inc. Address: 58 Exchange St. Phone: 4-4318. TWX No.: BN 80.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 575 kw, Aural 288 kw. Antenna Height: Above average terrain 630 ft.; above ground 509 ft.

EQUIPPED TO COLORCAST network programs.

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

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Gannett Co., 100%. See WHEC-TV Rochester, N. Y., for Gannett broadcast and newspaper ownership.

EXECUTIVES:

Dale Taylor, gen. mgr. G. Riccardelli, ch. engr.
 Victor Ludington Jr., com. mgr. Tom Cawley, news ed.
 William Dorn, pgm. dir.

WNBF-TV

LICENSEE: Triangle Publications Inc. Address: One Henry St. Phone: Binghamton 3-7311, TWX No.: BN 186.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Present Operating Pow.: Visual 166 kw, Aural 83.2 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 785 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Stations, Am, WNBF; Fm, WNBF-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

George R. Dunham, gen. mgr. Sherman Egan, ch. engr.
 Andrew G. Hubbell, sls. mgr. Donn E. Winther, prom. mgr.
 Edward H. Benedict, dir., nat'l. sls. Cal Tinney, news dir.
 (New York) E. William Farneti, bus. mgr.
 Russ Baker, dir. ops.

SUMMARY OF RATES (Card No. 9, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$1,000.00 | \$600.00 | | | \$225.00 | \$100.00 |
| Class A (6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.) | \$850.00 | \$510.00 | \$340.00 | \$255.00 | \$212.50 | \$85.00 |
| Class B (4:30-6 p.m., Mon.-Fri.; noon-6 p.m. Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$150.00 | \$60.00 |
| Class C (9 a.m.-4:30 p.m., Mon.-Fri.; 11:45 p.m.-sign-off, Sun.-Sat.; 9 a.m.-noon, Sat., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$105.00 | \$87.50 | \$35.00 |
| Class D (Sign-on-9 a.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WQTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y.
FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Antenna Height: Above average terrain 540 ft.; above ground 531 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.
EXECUTIVES:
James E. Allen Jr., Comm. of Education.

BUFFALO
(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Postal Zone: 2. Phone: Mohawk 0903. TWX No.: BU 505.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna 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.
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. Kirchhofer, pres. Fred Keller, pgm. dir. & film buy.
C. Robert Thompson, gen. mgr. Ralph Kingsley, tech. dir.
George R. Torge, sta. mgr. Glenn Beerbower, asst. tech. dir.
N. J. Maiter, sls. mgr. Joseph Haefner, prom. mgr.

SUMMARY OF RATES (Card No. 9, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. | |
|--|------------|----------|----------|----------|-----------------|----------|---------|
| Class A (7-11 p.m. daily) | \$1,050.00 | \$630.00 | \$415.00 | \$370.00 | \$260.00 | \$195.00 | \$95.00 |
| Class B (6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat., Sun.) | \$768.00 | \$473.00 | \$311.00 | \$278.00 | \$195.00 | \$135.00 | \$75.00 |
| Class C (Noon-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon, 11 p.m.-sign-off, Sat., Sun.) | \$525.00 | \$315.00 | \$208.00 | \$185.00 | \$130.00 | \$95.00 | \$45.00 |
| Class D (7 a.m.-noon, Mon.-Fri.) | \$420.00 | \$252.00 | \$166.00 | \$148.00 | \$105.00 | \$70.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WBUF (TV)

LICENSEE: National Broadcasting Co. Address: 2077 Elmwood Ave. Postal Zone: 7. Phone: Victoria 8300.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 724 kw, Aural 363 kw. Present Operating Pow.: Visual 149 kw, Aural 79 kw. Antenna Height: Above average terrain 690 ft.; above ground 742 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 17, 1953.
AFFILIATIONS: Tv Network, NBC.
REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindel & Ohl, New York.
PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.
EXECUTIVES:
Robert W. Sarnoff, pres. George C. Lenfest, mgr. ops.
Thomas B. McFadden, vp. Robert A. Fillmore, adv. & prom. mgr.
Charels C. Bevis, gen. mgr. Joseph Patrick Higgins, news & sp. events mgr.
William B. Decker, sls. mgr.
Francis Harms, pgm. mgr. & film buy.

SUMMARY OF RATES (Card No. 2, Dec. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. | |
|---|----------|----------|----------|----------|----------|----------|---------|
| Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. Announcements—7:29-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.) | \$650.00 | \$390.00 | \$280.00 | \$227.50 | \$162.50 | \$110.00 | \$50.00 |
| Class A (10:30-11 p.m., daily) | \$450.00 | \$270.00 | \$180.00 | \$157.50 | \$112.50 | \$85.00 | \$30.00 |
| Class B (Program Units—6-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 11-11:30 p.m., daily. Announcements—5:59-7:29 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 11-11:30 p.m., daily) | \$380.00 | \$216.00 | \$144.00 | \$128.00 | \$90.00 | \$55.00 | \$25.00 |
| Class C (Program Units—Sign-on-6 p.m., 11:30 p.m., sign-off, daily. Announcements—Sign-on-5:59 p.m., 11:30 p.m.-sign-off, daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WGR-TV

LICENSEE: Transcontinent Television Corp. Address: 184 Barton St. Postal Zone: 13. Phone: Summer 7115. TWX No.: BU 245.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Present Operating Pow.: Visual 100 kw, Aural 66.1 kw. Antenna Height: Above average terrain 390 ft.; above ground 436 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 14, 1954.
AFFILIATIONS: Tv Network, ABC. Station, Am, WGR.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Group comprising Paul A. Schoellkopf Jr., J. Fred Schoellkopf, David Channing Moore, David Forman, Seymour H. Knox, Northrup R. Knox and Seymour Knox III, 34.2%; General Railway Signal Corp., 5.4%; Virginia Deuel, 6%; Norma Deuel Lutz, 6%, and others. Transcontinent also owns WROC-TV Rochester, N. Y., and 50% of WWSA-AM-TV Harrisonburg, Va.
EXECUTIVES:
David C. Moore, pres. Paul M. Sciandra, pgm. dir. & film buy.
Karl Hoffman, vp. in chg. engrng. George A. Rasmussen, news ed.
Van Beuren W. De Vries, sta. mgr. Clifford M. Kirtland Jr., bus. mgr.
G. Paschall Swift, sls. & prom. mgr.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|------------|----------|----------|----------|-----------------|----------|---------|
| Class AA (7:59-10:30 p.m., daily) | \$1,025.00 | \$615.00 | \$395.00 | \$340.00 | \$260.00 | \$190.00 | \$95.00 |
| Class A (6:59-7:59 p.m., 10:30-11 p.m., daily) | \$880.00 | \$525.00 | \$350.00 | \$310.00 | \$220.00 | \$155.00 | \$80.00 |
| Class B (4:59-6:59 p.m., Mon.-Fri.; 11:59 a.m.-6:59 p.m., Sat., Sun.) | \$650.00 | \$400.00 | \$265.00 | \$240.00 | \$165.00 | \$120.00 | \$60.00 |
| Class C (11-11:30 p.m., daily; 11:59 a.m.-4:59 p.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.) | \$450.00 | \$255.00 | \$175.00 | \$155.00 | \$110.00 | \$80.00 | \$40.00 |
| Class D (11:30 p.m.-sign-off, daily; sign-on-11:59 a.m., Mon.-Fri.) | \$385.00 | \$230.00 | \$155.00 | \$115.00 | \$95.00 | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WNYT-TV

(Target Date, Unknown)
LICENSEE: Frontier Television Inc. Address: 355 Ellicott Square Bldg.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 144 kw. Antenna Height: Above average terrain 360 ft.; above ground 390 ft.
REPRESENTATIVES: Attorney, Bernard I. Obletz, Buffalo; Consulting Engineer, Frank B. Ridgeway.
PRINCIPAL STOCKHOLDERS: Equal partners Bernard I. Obletz, Richard Levy, and Daniel A. Robin.
EXECUTIVES:
Bernard I. Obletz, pres. Daniel A. Roblin, sec.-treas.
Richard S. Levy, vp.

WTVF (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Antenna 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: Watertown 410. TWX No.: Carthage 430.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 176 kw, Aural 95.5 kw. Present Operating Pow.: Visual 178 kw, Aural 95.5 kw. Antenna Height: Above average terrain 720 ft.; above ground 574 ft.
OPERATION: Began Oct. 22, 1954.
AFFILIATIONS: Tv Networks, CBS, ABC. Station, Am, WWNW.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: John B. Johnson, 86.37%, and estate of Jessie R. Johnson, 13.63%. Brockway Co. publishes Watertown (N. Y.) Times and owns WWNW Watertown and WMSA-AM-FM Massena, N. Y.
EXECUTIVES:
John B. Johnson, pres. Glenn H. Hall, prod. mgr.
Louis Saff Jr., gen. mgr. Michael R. Yonkovic, ch. engr.
James W. Higgins, dir., tv. Donald Hopkins, news ed.
Alfred M. Tauroney, sls. mgr.
David M. Graves, pgm. mgr. & film buy.

SUMMARY OF RATES (Card No. 2, July 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|---|----------|----------|---------|---------|-----------------|---------|---------|
| Class A (6 p.m.-11 p.m., Mon.-Fri.; 4 p.m.-11 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 | \$20.00 |
| Class B (All other times) | \$150.00 | \$90.00 | \$60.00 | \$52.00 | \$38.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

ELMIRA

(Chemung County)

WSYE-TV (Satellite of WSyr-TV, Syracuse, N. Y.)

LICENSEE: Central New York Broadcasting Corp. Address: 224 Harrison St., Syracuse, N. Y.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 60.3 kw. Present Operating Pow.: Visual 120 kw, Aural 60.3 kw. Antenna Height: Above average terrain 700 ft.; above ground 314 ft.

OPERATION: Began Sept. 10, 1956.

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: See WSyr-TV Syracuse, N. Y.

EXECUTIVES:

E. R. Vadeboncoeur, pres. & gen. mgr. W. R. Alford Jr., com. mgr.

SUMMARY OF RATES (Sold in combination with WSyr-TV Syracuse).

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. Antenna Height: Above average terrain 1,140 ft.; above ground 463 ft.

OPERATION: Began June 1, 1953.

REPRESENTATIVES: 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. Tift, 2.5%; Charles W. Perry, 2.5%; Charles F. Kennedy, 2.5%; and Josef Stein, 2.5%. Messrs. Cassel and Booth control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel owns 100% of WATS Sayre, Pa., and WGGG Gainesville, Fla.; controls WTKO Ithaca, N. Y.; has minority interests in WBRX Berwick, Pa., and (NEW) Newark, N. Y. Mr. Booth is majority owner with his wife of WANB Waynesburg, WBRX Berwick and WMLP Milton, all Pa., and WTOW Towson, Md. Mr. Scranton owns 68% of WARM-TV Scranton, Pa.

EXECUTIVES:

Thompson K. Cassel, pres. & gen. mgr.

†WTVE (TV) has suspended operation but has not returned its CP.

HAGAMAN

(Montgomery County)

WCDB (TV) (Satellite of WCDA [TV], Albany, N. Y.)

LICENSEE: Hudson Valley Broadcasting Co. Inc. Address: P. O. Box 4100. Postal Zone: 4. Phone: Albany 3-2225. TWX No.: 373.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Present Operating Pow.: Visual 251 kw, Aural 126 kw. Antenna Height: Above average terrain 700 ft.; above ground 246 ft.

OPERATION: Began April 2, 1956.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany, N. Y.

EXECUTIVES:

Frank M. Smith, pres. & mgng. William J. Lewis, sls. mgr. dir. Charles G. Pogan, pgm. dir. & film buy. Thomas S. Murphy, gen. mgr.

SUMMARY OF RATES (Sold in combination with WCDO [TV] Albany, N. Y.)

ITHACA

(Tompkins County)

WHCU-TV

(Target Date, Unknown)

LICENSEE: Cornell University. Address: Savings Bank Building. Phone: 4-6301.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Antenna 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 New York State. Address: State Education Dept., Albany, N. Y.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 544 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

EXECUTIVES:

James E. Allen Jr., Comm. of Education.

KINGSTON

(Ulster County)

WKNY-TV (POUGHKEEPSIE)†

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500 (For Full Listing see Poughkeepsie, N. Y.).

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

LAKE PLACID

(Clinton County)

WPTZ (TV) (PLATTSBURG)

LICENSEE: Rollins Broadcasting-Telecasting of New York Inc. Address: 357 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 3070.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Present Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 8, 1954.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Blair-Tv Assoc., Radio & Tv Sales Inc. (Canada); Washington Attorney, Cohn & Marks; Consulting Engineer, Russell G. Chambers.

PRINCIPAL STOCKHOLDERS: O. Wayne Rollins, 50%; John W. Rollins, 45%, and Katherine E. Rollins, 5%. Rollinses also own WAMS Wilmington, Del.; WJWL Georgetown, Del.; WJNR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind., and KATZ St. Louis.

EXECUTIVES:

O. Wayne Rollins, pres. Albert Cahill, pgm. dir. George BarenBregge, gen. mgr., Joseph Missick, ch. engr. film buy. & prom. mgr. Robert Patch, news ed. Albert LaFrance, com. mgr.

SUMMARY OF RATES (Card No. 3, July 2, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. | |
|---|----------|----------|----------|---------|-----------------|---------|---------|
| Class A (6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$96.00 | \$72.00 | \$60.00 | \$30.00 |
| Class B (5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.) | \$192.00 | \$115.20 | \$76.80 | \$61.45 | \$48.00 | \$38.40 | \$19.20 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$48.00 | \$36.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

NEW YORK

(New York, Bronx, Richmond, Kings, Queens Counties)

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 West 66 St. Postal Zone: 23. Phone: Susquehanna 7-5000. TWX No. NY 1-2382.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Present Operating Pow.: Visual 110 kw, Aural 55 kw. Antenna Height: Above average terrain 1,380 ft.; above ground 1,465 ft.

OPERATION: Began Aug. 10, 1948.

AFFILIATIONS: Tv Network, ABC. Stations, Am WABC; Fm WABC-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: AB-PT owns chain of theatres, operates ABC radio and television networks, owns following stations in addition to WABC stations: WENR-FM, WKBK(TV) Chicago, KABC-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco, WXYZ-AM-FM-TV Detroit, and 40% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, pres. G. Edward Hamilton, ch. engr. Robert L. Stone, vp. Morris Wattenberg, prom. mgr. Joseph Stampler, sls. mgr. A. L. Hollander Jr., pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 10, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. | |
|--|------------|------------|------------|------------|-----------------|----------|----------|
| Class AA (8-10:30 p.m., Sun.-Sat.) | \$4,150.00 | \$2,490.00 | \$1,660.00 | \$1,383.00 | \$1,245.00 | \$750.00 | \$450.00 |
| Class A (7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 7-8 p.m. Sun.) | \$3,320.00 | \$1,992.00 | \$1,328.00 | \$1,107.00 | \$996.00 | \$675.00 | \$405.00 |
| Class B (5-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., Sun.-Sat.; 5-7 p.m., Sun.) | \$2,075.00 | \$1,245.00 | \$830.00 | \$692.00 | \$623.00 | \$563.00 | \$338.00 |
| Class C (Sign on-5 p.m., Sun.-Sat.; 11:15-sign-off, Sun.-Sat.) | \$1,245.00 | \$747.00 | \$498.00 | \$415.00 | \$374.00 | \$225.00 | \$135.00 |

*10 second station breaks must share visual station identification.

Above are one-time rates. Frequency discounts allowed.

WABD (TV)

LICENSEE: DuMont Broadcasting Corp. Address: 205 E. 67th St. Postal Zone: 21. Phone: Lehigh 5-1000. TWX No.: NY 1-3840.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.6 kw. Present Operating Pow.: Visual 37.1 kw, Aural 18.6 kw. Antenna Height: Above average terrain 1,330 ft.; above ground 1,465 ft.

OPERATION: Began May 2, 1944.

AFFILIATION: Station, Am, WNEW.

REPRESENTATIVE: Sales, Weed-Tv.

PRINCIPAL STOCKHOLDERS: Paramount Pictures Corp., 26.6%; Carl M. Loeb, Rhoades & Co., 8%; Merrill Lynch, Pierce, Fenner & Beane, 2.3%; Allen B. DuMont, 1.6%, and others. Licensee also owns WTTG(TV) Washington, D. C. Paramount owns KTLA(TV) Los Angeles, Calif. Dr. DuMont is president, Allen B. DuMont Labs. Inc.

EXECUTIVES:

| | |
|--------------------------------------|---------------------------------------|
| Bernard Goodwin, pres. | Jaek Lynn, film buy. |
| Richard D. Buckley, vp., pgm. & sls. | David Yarnell, pub. rel. dir. |
| Bennet H. Korn, vp. & sta. mgr. | Kenneth KJlein, adv. dir. |
| John M. Grogan, pgm. mgr. | Bernard Zeidman, traff. mgr. |
| William D. Kelly, ch. engr. | Leonard Zweig, news & sp. events dir. |
| Mary McKenna, research & sls. dev. | Merle Bredwell, film prod. mgr. |

SUMMARY OF RATES (Card No. 9, Nov. 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 1D. |
|--|------------|------------|----------|----------|----------|----------|
| Class A (7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.) | \$2,200.00 | \$1,320.00 | \$880.00 | \$770.00 | \$550.00 | \$500.00 |
| Class B (5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.) | \$1,650.00 | \$990.00 | \$660.00 | \$577.50 | \$412.50 | \$325.00 |
| Class C All other times) | \$880.00 | \$525.00 | \$350.00 | \$308.00 | \$220.00 | \$175.00 |

Above are one-time rates. Frequency discounts allowed.

WATV (TV) (NEWARK, N. J.)

LICENSEE: Atlantic TeleVision. Address: 1020 Broad St., Newark, N. J. Postal Zone: 1. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

WCBS-TV

LICENSEE: Columbia Broadcasting System. Address: 485 Madison Ave. Postal Zone: 22. Phone: Plaza 1-2345. TWX No.: 1-3350.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Present Operating Pow.: Visual 42 kw, Aural 21 kw. Antenna 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.

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

REPRESENTATIVE: Sales, CBS Tv Spot Sales.

PRINCIPAL STOCKHOLDER: Columbia Broadcasting System, 100%. CBS also owns WBBM-AM-FM-TV Chicago; KNX-AM-FM and KNXT(TV) Los Angeles; KMOX-AM-TV St. Louis; KCBS-AM-FM San Francisco; WHCT(TV) Hartford, Conn.; WEEI-AM-FM Boston; WXIX(TV) Milwaukee; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc.

EXECUTIVES:

| | |
|--|--|
| William S. Paley, chmn. of bd. | Dan Gallagher, asst. pgm. dir. |
| Frank Stanton, pres. CBS Inc. | Clarence Worden, asst. to gen. mgr. |
| Merle S. Jones, pres. CBS-TV. | Robert G. Patt, dir. sls. prom. & adv. |
| Craig Lawrence, vp. CBS-TV, in ehge owned sta. | William C. Lacey, mgr., film dept. |
| Sam Cook Diggles, gen. mgr., WCBS-TV. | Marion Lonsberry, ops. mgr. |
| Frank Shakespeare, gen. sls. mgr. | Robert Fuller, publicity dir. |
| Hal Hough, pgm. dir. | Haworth White, bus. mgr. |

SUMMARY OF RATES (Card No. 17-A, Mar. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|------------|------------|------------|------------|-----------------|------------|
| Class AA (Program Units—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 6:59-11 p.m., Sun.) | \$8,000.00 | \$4,800.00 | \$3,200.00 | | | \$2,000.00 |
| Class A (Program Units—7-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 11-11:15 p.m., daily. Announcements—7:15-7:59 p.m., Mon.-Fri.; 6:59-7:59 p.m., Sat.; 10:30-11 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.) | \$7,500.00 | \$4,500.00 | \$3,000.00 | \$2,500.00 | \$2,250.00 | \$1,500.00 |
| Class B (Program Units—5:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 11:15 p.m.-midnight, daily. Announcements—5:30-7:15 p.m., Mon.-Fri.; 6-6:59 p.m., Sat.; 5:59-6:29 p.m., Sun.; 11 p.m.-midnight, daily) | \$5,000.00 | \$3,000.00 | \$2,000.00 | \$1,666.67 | \$1,500.00 | \$1,000.00 |
| Class C (Program Units—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 9 a.m.-5 p.m., Sun.; midnight-1 a.m., daily). Announcements—8:59 a.m.-5:30 p.m., Mon.-Fri.; 8:59 a.m.-6 p.m., Sat.; 8:59 a.m.-5:59 p.m., Sun.; midnight-2 a.m., daily) | \$4,000.00 | \$2,400.00 | \$1,600.00 | \$1,333.33 | \$1,200.00 | \$675.00 |
| Class D (Program Units—Sign-on-9 a.m., 1 a.m.-sign-off, daily. Announcements—Sign-on-8:59 a.m., 2 a.m.-sign-off, daily) | \$1,500.00 | \$900.00 | \$600.00 | \$500.00 | \$450.00 | \$300.00 |

Above are one-time rates. Frequency discounts allowed.

WNYC-TV

(Target Date, Unknown)

LICENSEE: Municipal Broadcasting System, City of New York. Address: Municipal Bldg. Postal Zone: 7. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Antenna Height: Above average terrain 590 ft.; above ground 628 ft.

AFFILIATIONS: Stations, Am, WNYC; Fm, WNYC-FM.

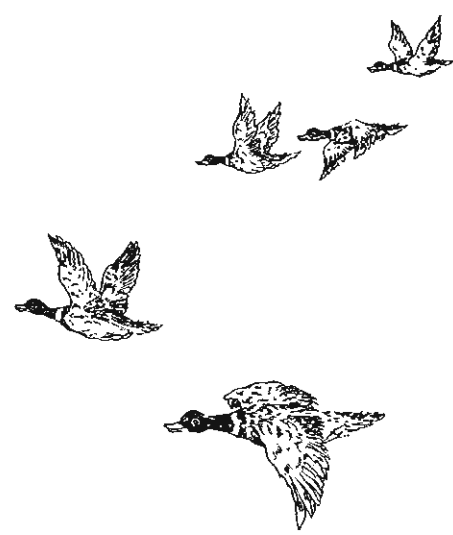
REPRESENTATIVES: Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, Lohnes & Culver.

EXECUTIVES:

| | |
|------------------------------|------------------------------|
| Seymour N. Siegel, dir. | William H. Pitkin, ch. engr. |
| John De Prospro, exec. ofcr. | Mary McDonnell, prom. mgr. |
| Bernard R. Buck, pgm. mgr. | |

See pages 101, 163

From a mile and a half in the sky **KXLF-TV4, MONTANA**
serves most of the Nation's 3rd Largest State.



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KXLF-TV4 MONTANA
THE CONTINENTAL DIVIDE STATION, BUTTE

Represented: East—The Walker Co.
West—Pacific Northwest Broadcasters

NEW YORK (Cont.)

WOR-TV

LICENSEE: RKO Teleradio Pictures. Address: 1440 Broadway. Postal Zone: 18. Phone: Longacre 4-8000. TWX No.: N.Y. 1-587.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Present Operating Pow.: Visual 129 kw, Aural 64.6 kw. Antenna Height: Above average terrain 1,240 ft.; above ground 1,231.

OPERATION: Began Nov. 5, 1949.

AFFILIATIONS: Stations, Am. WOR; Fm. WOR-FM.

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

PRINCIPAL STOCKHOLDERS: Owned by General Tire & Rubber Co., Akron, Ohio. Licensee owns Don Lee and Yankee Networks; KHJ-AM-FM-TV Los Angeles, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, KFRC San Francisco, and WGMS-AM-FM Washington, D. C. (purchase pending outcome of protest to FCC). Licensee also owns RKO Pictures Inc.

EXECUTIVES:
 Thomas F. O'Neil, pres.
 Gordon Gray, exec. vp. & gen. mgr.
 William P. Dix Jr., asst. gen. mgr. chg. sts.
 Seymour Handy, exec. asst.

SUMMARY OF RATES (Card No. 9, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|------------|----------|---------|----------|----------|----------|
| Class A (7-11 p.m., daily) | | | | | | |
| \$2,000.00 | \$1,200.00 | \$800.00 | | \$533.00 | \$500.00 | \$200.00 |
| Class B (6-7 p.m., daily) | | | | | | |
| \$1,500.00 | \$900.00 | \$600.00 | | \$450.00 | \$350.00 | \$140.00 |
| Class C (Sign-on-6 p.m., 11 p.m.-sign-off, daily) | | | | | | |
| \$1,000.00 | \$600.00 | \$400.00 | | \$300.00 | \$250.00 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 E. 42nd St. Postal Zone: 17. Phone: Murray Hill 2-6500. TWX No.: NY 1-4396.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,410 ft.; above ground 1,464 ft.

OPERATION: Began June 15, 1948.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Kirklund, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: News Syndicate Co. (New York News), wholly owned subsidiary of The Tribune Co. (Chicago Tribune), and same ownership as WGN-TV Chicago.

EXECUTIVES:
 F. M. Flynn, pres.
 Fred M. Thrower, vp. & gen. mgr.
 Leavitt J. Pope, vp. in chg., ops.
 T. E. Mitchell, vp. & controller.
 John A. Patterson, sls. mgr.
 Thomas P. Robinson, sls. bus. mgr.
 Albert G. Hartigan, pgm. mgr.

SUMMARY OF RATES (Card No. 8, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|----------------------------|------------|----------|----------|----------|----------|----------|
| Class A (7-11 p.m., daily) | | | | | | |
| \$2,000.00 | \$1,200.00 | \$800.00 | \$660.00 | \$600.00 | \$500.00 | \$175.00 |
| Class B (5-7 p.m. daily) | | | | | | |
| \$1,500.00 | \$900.00 | \$600.00 | \$500.00 | \$450.00 | \$375.00 | \$150.00 |
| Class C (All other times) | | | | | | |
| \$1,000.00 | \$600.00 | \$400.00 | \$350.00 | \$300.00 | \$200.00 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

WRCA-TV

LICENSEE: National Broadcasting Co. Address: 30 Rockefeller Plaza. Postal Zone: 20. Phone: Circle 7-8300. TWX No.: NY 1-3773.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Present Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Antenna 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.

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 Corp. of America, which 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 (school), RCA Service Co. NBC also owns WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF (TV) Buffalo, N. Y.; WNBC (TV) New Britain, Conn.

EXECUTIVES:
 Robert W. Sarnoff, pres.
 William N. Davidson, gen. mgr.
 Max E. Buck, dir., sls. prom. & publicity.
 George Heinemann, pgm. dir.

SUMMARY OF RATES (Card No. 17, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|------------|------------|------------|------------|-----------------|------------|
| Class AAA (Program Units—10:30-11 p.m., daily; 6-7:30 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 7:29-10:30 p.m., Sun.) | | | | | | |
| \$9,200.00 | \$5,520.00 | \$3,680.00 | \$3,220.00 | \$2,300.00 | \$2,300.00 | \$1,150.00 |
| Class AA (Program Units—7-7:30 p.m., Mon.-Sat. Announcements—7:29-7:59 p.m., Mon.-Sat.; 6:59-7:29 p.m., Sun.; 10:30-11 p.m., daily) | | | | | | |
| \$5,200.00 | \$3,120.00 | \$2,080.00 | \$1,820.00 | \$1,300.00 | \$1,500.00 | \$750.00 |
| Class A (Program Units—11 p.m.-midnight, daily. Announcements—6:45-7:29 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.; 11-11:15 p.m., daily) | | | | | | |
| \$4,500.00 | \$2,700.00 | \$1,800.00 | \$1,575.00 | \$1,125.00 | \$1,100.00 | \$550.00 |
| Class B (Program Units—6-7 p.m., Mon.-Sat. Announcements—5:29-6:45 p.m., Mon.-Sat.; 5:29-6:29 p.m., Sun.) | | | | | | |
| \$4,000.00 | \$2,400.00 | \$1,600.00 | \$1,400.00 | \$1,000.00 | \$650.00 | \$325.00 |
| Class C (Program Units—9 a.m.-6 p.m., Mon.-Fri. Announcements—3-5:29 p.m., 11:15 p.m.-sign-off, daily) | | | | | | |
| \$3,500.00 | \$2,100.00 | \$1,400.00 | \$1,225.00 | \$875.00 | \$450.00 | \$225.00 |
| Class D (Program Units—Sign-on-9 a.m., Mon.-Fri.; sign-on-6 p.m., Sat., Sun.; midnight-sign-off, daily. Announcements—Sign-on-3 p.m., daily) | | | | | | |
| \$2,000.00 | \$1,200.00 | \$800.00 | \$700.00 | \$500.00 | \$350.00 | \$175.00 |

Above are one-time rates. Frequency discounts allowed, except Class AAA announcements.

WREG (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Antenna Height: Above average terrain 680 ft.; above ground 712 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

EXECUTIVES:
 James E. Allen Jr., Comm. of Education

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"HARBOR COMMAND"

Starring **WENDELL COREY**



PLATTSBURG

(Clinton County)

WPTZ-TV (LAKE PLACID)

LICENSEE: Ballou Broadcasting-Telecasting of New York Inc. Address: 39 Cornelia St. Phone: 303 (For full listing see Lake Placid).

POUGHKEEPSIE

(Dutchess County)

WKNY-TV † (KINGSTON)

LICENSEE: WKNY-TV Corp. Address: 891 Broadway, Kingston, N. Y. Phone: Kingston 606

FACILITIES: Ch. 21. Authorized BR. Rad. Pow. Visual 13.2 kw. Aural 1.4 kw. Antenna Height: Above average terrain 620 ft.; above ground 446 ft.

OPERATION: Began May 21, 1954.

AFFILIATION: Station, Am, WKNY.

REPRESENTATIVES: Washington Attorney, Dow, Lobner & Albertson; Consulting Engineer, Lobner & Culver.

PRINCIPAL STOCKHOLDERS: WESE Corp. (WKNE-AM-TV, Katonah, N. Y.) 10%; Joseph K. Chase, 11%; R. LaYan Harer, 13%; George W. Smith, 14%; Arthur H. Wicko, 13%; Gerald V. C. Baker, 13%; Arthur I. Baker, 14%; WKNY Kingston, 24%; and others. Mr. Chase controls WKNE Corp.

EXECUTIVES:

Joseph K. Chase, pres.

(WKNY-TV has suspended operation but has not returned its CP.)

ROCHESTER

(Monroe County)

WCBF-TV

(Target Date, Unknown)

LICENSEE: Star Broadcasting Co. Address: 35 Seneca St., Geneva, N. Y.

FACILITIES: Ch. 13. Authorized BR. Rad. Pow. Visual 285 kw. Aural 131 kw. Antenna Height: Above average terrain 485 ft.; above ground 325 ft.

AFFILIATION: Station, Am, WBBF.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson; Consulting Engineer, Lobner & Culver.

PRINCIPAL STOCKHOLDERS: Maurice R. Furman, 11.28%; Thomas L. Brown, 11.81%; B. Carleton Greene, 4.75%; and Edward Menden, 11.24%. Star owns WJVA Geneva and WGAT Utica, both N. Y.

EXECUTIVES:

Maurice R. Furman, pres.

Thomas L. Brown, vp.

WHEC-TV

LICENSEE: WHEC Inc. Address: 40 Franklin St. Postal Zone 4. Phone: Baker 5-2666. TWX No.: 30 481.

FACILITIES: Ch. 10. Authorized BR. Rad. Pow. Visual 121 kw. Aural 60.1 kw. Present Operating Pow. Visual 121 kw. Aural 60.1 kw. Antenna Height: Above average terrain 425 ft.; above ground 225 ft.

EQUIPPED TO COLLECT: network programs

OPERATION: Began Nov. 1, 1951. (Shares time with WVEY-TV.)

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

REPRESENTATIVES: Sales, Russell-McKinney, Washington Attorney, Dow, Lobner & Albertson; Consulting Engineer, Lobner & Culver.

PRINCIPAL STOCKHOLDERS: Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Oneida Times-Herald (minority interest), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Nashfield (N.J.) Courier-News, Danville (Ill.) Commercial News; Gannett also owns WHDL-AM-FM Oneida (minority), WENY Elmira, WISB-AM-TV Binghamton, a) New York, and WGAN-AM-TV, Danville, N.C.)

EXECUTIVES:

Paul Miller, pres.

William J. Adams, gen. mgr.

Glover DeLaney, vp. & gen. mgr.

Richard Blackburn, tech. dir.

Lowell H. MacMillan, asst. gen. mgt.

Dorothy Collins, prom. dir.

1957.

Warren Doremus, news ed.

LeDorne C. Wheeler, com. ind.

SUMMARY OF RATES (Card No. 3, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | ID. | |
|--|----------|----------|---------|---------|-----------------|----------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Fri.; 9-10:30 p.m., Sat., Sun.) | | | | | | \$100.00 | \$80.00 |
| Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sat.-Sun.) | \$100.00 | \$40.00 | \$20.00 | \$10.00 | \$50.00 | \$15.00 | \$75.00 |
| Class B (Program Units—8-9 p.m., Mon.-Fri.; 1-4 p.m., Sat., Sun. Announcements—8-9 p.m., Mon.-Fri.; 11-11:30 p.m., Sat.-Sun.; 1-4 p.m., Sat., Sun.) | \$100.00 | \$30.00 | \$15.00 | \$10.00 | \$50.00 | \$10.00 | \$50.00 |
| Class C (Program Units—8 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Sat.-Sun. Announcements—8 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.) | \$400.00 | \$100.00 | \$50.00 | \$20.00 | \$100.00 | \$70.00 | \$35.00 |
| Class D (Program Units—Sign-on—8 a.m., Sun.-Sat. Announcements—Sign-on—8 a.m., 11:30 p.m.—sign-off, Sun.-Sat.) | \$200.00 | \$120.00 | \$60.00 | \$30.00 | \$80.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

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ROCHESTER (Cont.)

WROC-TV

LICENSEE: Transcontinent Television Corp. Address: 301 Humboldt St. Postal Zone: 2. Phone: Butler 8-8408. TWX No.: 80 671.

FACILITIES: Ch. 5. Authorized **ET** Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 118 ft., above ground 253 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 11, 1948

AFFILIATIONS: Tv Networks: NBC, ABC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Covington & Burling.

PRINCIPAL STOCKHOLDERS: See WGB-TV Buffalo, N. Y.

EXECUTIVES

| | |
|---|-------------------------------|
| David C. Moore, pres. | Kenneth J. Gardner, ch. engr. |
| William Fay, vp. & gen. mgr. | David D. Manning, film buy. |
| J. W. Kennedy Jr., com. mgr. & nat. gen. mgr. | L. Walter Smith, pres. mgr. |
| Charles Stevens, pgn. dir. | John Hooley, news ed. |

SUMMARY OF RATES (Card No. 12, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:59-10:01 p.m., daily) | | | | | \$175.00 | |
| Class A (Program Units—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.; Announcements—9:59-10:59 p.m., 10:01-11:01 p.m., daily) | \$750.00 | \$420.00 | \$300.00 | \$175.00 | \$120.00 | |
| Class BB (3:59-6:59 p.m., Mon.-Sat.; 12:59-6:59 p.m., Sun.) | | | | | \$120.00 | |
| Class B (Program Units—5-7 p.m., Mon.-Sat.; 1-3 p.m., Sun.; Announcements—11:01-11:59 p.m., Mon.-Fri.; 11:30 p.m., Sat., Sun.) | \$325.00 | \$215.00 | \$150.00 | \$102.50 | \$71.25 | \$50.00 |
| Class C (Program Units—9 a.m.-3 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-1 p.m., 11 p.m.-sign-off, Sun.; Announcements—8:00 a.m.-5:59 p.m., Mon.-Sat.; sign-on-11:59 p.m., Sun.) | \$200.00 | \$130.00 | \$100.00 | \$72.50 | \$57.50 | \$70.00 |
| Class D (Sign-on-8:59 a.m., Mon.-Sat.; 11:59 p.m.-sign-off, Mon.-Fri.; 11:40 p.m.-sign-off, Sat., Sun.) | | | | | \$40.00 | |

Above are one-time rates. Frequency discounts allowed.

WROH (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of New York State, Address: State Education Dept., Albany, N. Y.

FACILITIES: Ch. 21. Authorized **ET** Rad. Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 708 ft., above ground 348 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willie & Ponsler; Consulting Engineer, Francis E. Amundson.

WVET-TV

LICENSEE: Veterans Broadcasting Co. Inc. Address: 17 S. Clinton Ave. Postal Zone: 4. Phone: Hamilton 6-4828. TWX No.: 20 291.

FACILITIES: Ch. 16. Authorized **ET** Rad. Pow.: Visual 125 kw, Aural 62.5 kw. Present Operating Pow.: Visual 125 kw, Aural 62.5 kw. Antenna Height: Above average terrain 450 ft., above ground 320 ft.

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

OPERATION: Began Nov. 1, 1953. (Shares time with WREK-TV.)

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

REPRESENTATIVES: Sales, The Boling Co.; Washington Attorney, Spearman & Robinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: E. F. Lyke, 67%; H. W. Bennett, 4.8%; W. B. Macdeter, 4.8%; Hal James, 1.8%; E. W. Galt, 1.8%; John S. Housaknecht, 1.8%; Frank W. Lovejoy, 2%; Paul C. Loutner, 3%, and others.

EXECUTIVES:

| | |
|-------------------------------------|---------------------------------------|
| Ervin F. Lyke, pres. & gen. mgr. | Raymond Joban, ch. engr. |
| Arthur Murraywright, gen. com. mgr. | Arthur V. Cook, film dir. |
| Paul C. Loutner, vp. & pgn. dir. | W.C. Shubert, merch. & publicity dir. |
| | Tom Decker, news dir. |

SUMMARY OF RATES (Card No. 3, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Fri.; 8-10:30 p.m., Sat., Sun.) | | | | | \$180.00 | \$90.00 |
| Class A (Program Units—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.; Announcements—7-7:59 p.m., Mon.-Fri.; 11:30-11 p.m., Sat.-Sun.) | \$300.00 | \$180.00 | \$120.00 | \$80.00 | \$200.00 | \$75.00 |
| Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-3 p.m., Sat., Sun.; Announcements—6-7 p.m., Mon.-Fri.; 11-11:59 p.m., Sat.-Sun.; 1-3 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$90.00 | \$60.00 | \$120.00 | \$50.00 |
| Class C (Program Units—9 a.m.-3 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Sun.-Sat.; Announcements—8 a.m.-8 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.) | \$100.00 | \$60.00 | \$40.00 | \$30.00 | \$70.00 | \$30.00 |
| Class D (Program Units—Sign-on-9 a.m., Sun.-Sat.; Announcements—Sign-on-9 a.m., 11:30 a.m.-sign-off, Sun.-Sat.) | \$200.00 | \$120.00 | \$90.00 | \$70.00 | \$50.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

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only WROC-TV can
guarantee maximum
circulation throughout
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MARKET COVERAGE

| | | |
|---------------------------|--------------|---------------------------------------|
| HOMES REACHED MONTHLY | 26.2% | MORE than the other Rochester Channel |
| HOMES REACHED ONCE A WEEK | 24.1% | MORE than the other Rochester Channel |

DAYTIME CIRCULATION

| | | |
|-----------------------------|--------------|---------------------------------------|
| HOMES REACHED ONCE A WEEK | 24.0% | MORE than the other Rochester Channel |
| HOMES REACHED DAILY AVERAGE | 27.4% | MORE than the other Rochester Channel |

NIGHTTIME CIRCULATION

| | | |
|-----------------------------|--------------|---------------------------------------|
| HOMES REACHED ONCE A WEEK | 22.3% | MORE than the other Rochester Channel |
| HOMES REACHED DAILY AVERAGE | 18.6% | MORE than the other Rochester Channel |

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WROC-TV
CHANNEL 5

SOURCES:
Sales Management Survey 1954
Nielsen No. 2 Spring 1955

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SCHENECTADY

(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Address: 1000 Madison Road Postal Zone: 5 Phone: Franklin 7-5511 TWX No.: SCDY 88.

FACILITIES: Ch. 5 Authorized EH Rad. Pow. Visual 11.3 kw, Aural 105 kw. Antenna Height: Above average terrain 1225 ft.; above ground 294 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1947.

AFFILIATIONS: Tv Network, NBC Stations, Am. WQV, Fm. WGFN (FM).

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney; Segal, Smith & Heinansey; Consulting Engineer, Janaky & 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:

J. Milton Lund, *asst. pres. & gen. mgr.*
 Willard J. Purcell, *mgr. morng. & news*
 Merl L. Gutman, *mgr. WRGB (TV)*
 James G. Cobb, *mgr. prom. & publicity*
 George F. Spring, *ch. engr.*
 Leasing Christian, *dir. news*
 Albert E. Eick, *pgm. dir. & film buy.*

SUMMARY OF RATES (Card No. 18, March 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 5 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., daily) | | | | | \$250.00 | \$125.00 |
| Class A (Program Units—6-11 p.m.; Announcements—6-7:30 p.m., 10:30-11 p.m., daily) | \$1,300.00 | \$600.00 | \$440.00 | \$385.00 | \$275.00 | \$100.00 |
| Class B (3-4 p.m., Mon.-Sat.; 1-4 p.m., Sun.) | \$712.00 | \$420.00 | \$280.00 | \$250.00 | \$175.00 | \$50.00 |
| Class C (Program Units—All other times; Announcements—11 a.m.-3 p.m., Mon.-Fri.; 11 p.m.-1 a.m., Mon.-Sun.; sign-on-3 p.m., Sat.; sign-on-1 p.m., Sun.) | \$150.00 | \$75.00 | \$70.00 | \$72.50 | \$175.00 | \$42.50 |
| Class D (7 a.m.-11 a.m., Mon.-Fri.) | | | | | \$70.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

SYRACUSE

(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Postal Zone: 6 Phone: Granite 4-5511, TWX No.: 88 443.

FACILITIES: Ch. 6 Authorized EH Rad. Pow. Visual 218 kw, Aural 191 kw. Present Operating Pow. Visual 218 kw, Aural 191 kw. Antenna Height: Above terrain 968 ft.; above ground 217 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1955.

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

REPRESENTATIVES: Sales, The Kutz Agency; Washington Attorney, Hally, Wolfenberg & Kenchan.

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, and WOW-AM-TV Omaha.

EXECUTIVES:

E. T. Meredith Jr., *pres.*
 Albert E. Chishwick, *sta. engr.*
 Paul Adant, *vp. & gen. mgr.*
 Donald Langham, *dir. tech. ops.*
 Fred Menzies, *com. mgr.*
 Bob Peel, *prom. mgr.*
 Gordon Akerman, *pgm. dir. & film buy.*
 Ray Owens, *news ed.*

SUMMARY OF RATES (Card No. 2, July 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7-11 p.m., Mon.-Fri.; 5:30-11 p.m., Sat., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$240.00 | \$175.00 | \$70.00 |
| Class B (5-7 p.m., Mon.-Fri.; 1-5:30 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$175.00 | \$125.00 | \$40.00 |
| Class C (1:30 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 1:30 a.m.-8 p.m., 11 p.m.-sign-off, Sat.; 9:00 a.m.-1 p.m., 11 p.m., sign-off, Sun.) | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$75.00 | \$20.00 |
| Class D (All other times) | \$100.00 | \$50.00 | \$60.00 | \$60.00 | \$30.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

WHTV (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N.Y.

FACILITIES: Ch. 41 Authorized EH Rad. Pow. Visual 300 kw, Aural 105 kw. Antenna Height: Above average terrain 880 ft.; above ground 322 ft.

REPRESENTATIVES: Washington Attorney, Fletcher, White & Panser; Consulting Engineer, Francis E. Alnstead.

WSYR-TV (Parent Station of Satellite WSYE-TV, Elmira, N. Y.)

LICENSEE: Central New York Broadcasting Corp. Address: 224 Harrison St. Postal Zone: 3 Phone: Granite 1-7113 TWX No.: 88 143

FACILITIES: Ch. 1 Authorized EH Rad. Pow. Visual 180 kw, Aural 26 kw. Present Operating Pow. Visual 100 kw, Aural 16 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 607 ft.

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

OPERATION: Began Feb. 15, 1955.

AFFILIATIONS: Tv Network, NBC Stations, Am. WHTV, Fm. WSYR-FM.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons; Washington Attorney, Dow, Latham & Albertson; Consulting Engineer, Loncoe & 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, Newark (N.Y.) Review Star, Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, Birmingham (Ala.) News, Huntsville (Ala.) Times, and St. Louis Globe-Democrat. Newhouse broadcast properties are WTPA-TV, Harrisburg, Pa.; 50% of KWK-AM-TV St. Louis, 50% of KODI-AM-FM-TV Portland, Ore.; WAJH-WADT-TV, Birmingham, Ala.; and WRDS-AM-FM, Huntsville, Ala. KWK owns WOTO, Haines City, Fla.

EXECUTIVES:

E. S. Vadenbroeker, *pres. & gen. mgr.*
 W. B. Alford Jr., *com. mgr.*
 Albert J. Kukulski, *ch. engr.*
 William V. Rothman, *vp., pgm. dir. & film buy.*
 Lev Switzer, *prom. mgr.*
 Fred Hilliges, *news ed.*

SUMMARY OF RATES (Card No. 9, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (Program Units—1:30-10:30 p.m., daily; Announcements—6-10:30 p.m., Mon.-Sat.; 8-10:30 p.m., Sun.) | \$500.00 | \$440.00 | \$280.00 | \$220.00 | \$175.00 | \$67.50 |
| Class B (Program Units—6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily; Announcements—1-4 p.m., Mon.-Sat.; 10:30-11 p.m., daily) | \$300.00 | \$200.00 | \$220.00 | \$200.00 | \$135.00 | \$67.50 |
| Class C (Program Units—6-7:30 p.m., Mon.-Fri.; 5-8 p.m., Sat.; 3-5 p.m., Sun.; Announcements—6-7 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 11 p.m.-midnight, daily) | \$200.00 | \$120.00 | \$200.00 | \$175.00 | \$100.00 | \$50.00 |
| Class D (Program Units—9 a.m.-4 p.m., Mon.-Fri.; 9 a.m.-5 p.m., Sat.; 2 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, daily; Announcements—9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$100.00 | \$35.00 |
| Class E (Program Units—Sign-on-9 a.m., daily; Announcements—midnight-6 a.m., daily) | \$100.00 | \$100.00 | \$100.00 | \$90.00 | \$75.00 | \$25.00 |

Above are one-time rates and include satellite WSYE-TV Elmira, N. Y. Frequency discounts allowed except announcements which take flat rate.

UTICA

(Onondaga County)

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp. Address: Route 333 Road Phone: 5-6424 TWX No.: UT 8814-8814

FACILITIES: Ch. 12 Authorized EH Rad. Pow. Visual 300 kw, Aural 135 kw. Present Operating Pow. Visual 300 kw, Aural 135 kw. Antenna Height: Above average terrain 780 ft.; above ground 377 ft.

OPERATION: Began Dec. 1, 1949.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC, Station, Am. WKAL, Rome, N. Y.

REPRESENTATIVES: Sales, Donald Cooke; Washington Attorney, Hogan & Harrison; Consulting Engineer, Frank H. Melton.

PRINCIPAL STOCKHOLDER: Myron J. Kallet, who owns Kallet Theatres Inc., is principal stockholder.

EXECUTIVES:

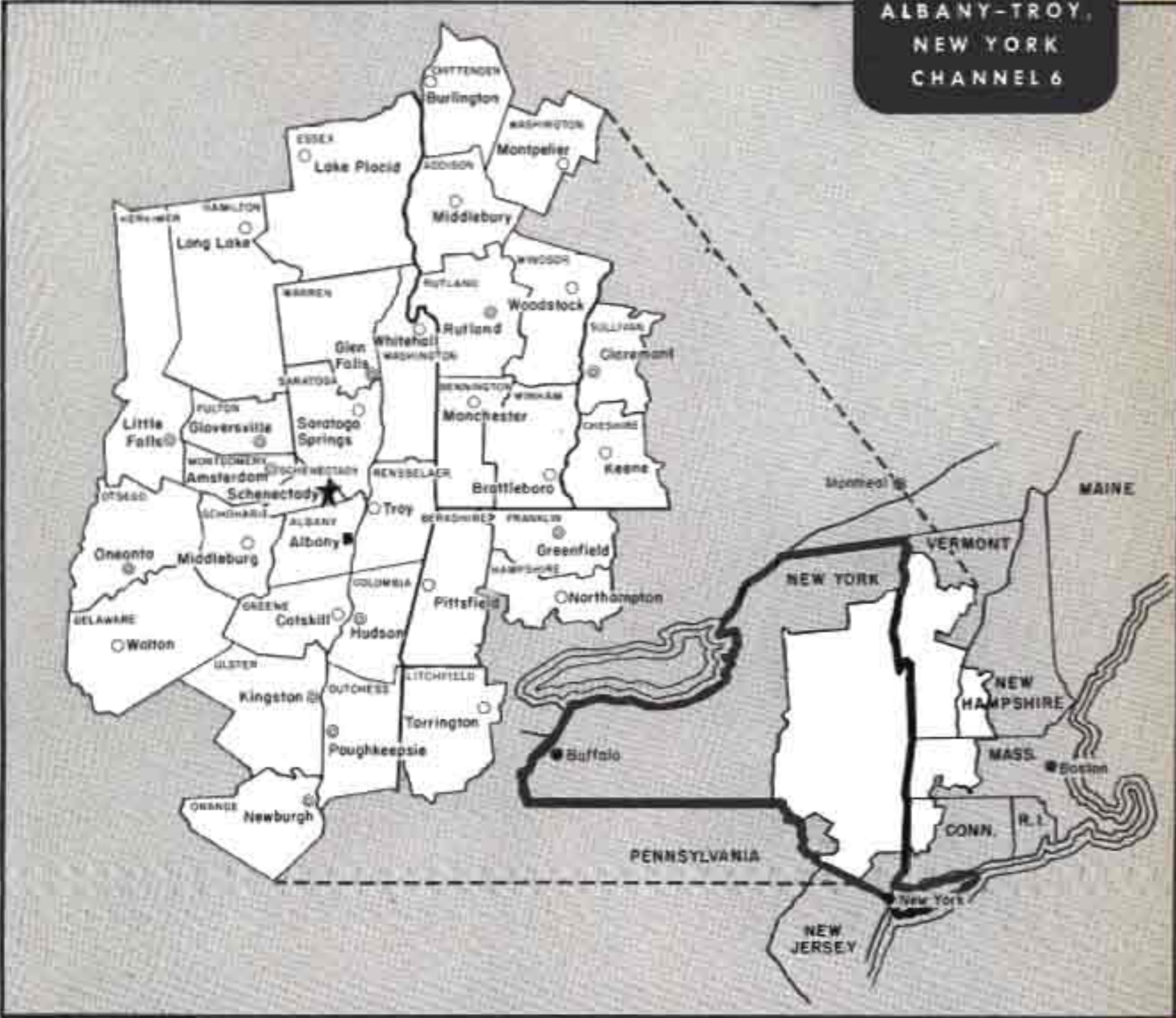
Myron J. Kallet, *pres.*
 De Forest T. Layton Jr., *ch. engr.*
 Michael F. Fucci, *gen. mgr., com. mgr. & film buy.*
 Steve Purcell, *prom. mgr.*
 Jack Frederick, *pgm. dir.*
 Jack Durant, *news ed.*

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 5 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (Program Units—6:30-11 p.m., Mon.-Fri.; 9-11 p.m., Sat., Sun.; Announcements—6:30-11 p.m., Mon.-Fri.; 12:30-11 p.m., Sat., Sun.) | \$500.00 | \$320.00 | \$220.00 | \$185.00 | \$127.50 | \$40.00 |
| Class B (All other times) | \$400.00 | \$270.00 | \$180.00 | \$137.50 | \$112.50 | \$35.00 |

Above are one-time rates. Frequency discounts allowed. *Flat rate, no discount for 1 sec. spot.

NOT LOCAL...
REGIONAL

WRGB
 SCHEENCTADY-
 ALBANY-TROY,
 NEW YORK
 CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television.

WRGB, Channel 6 Represented nationally by NBC SPOT SALES

NORTH CAROLINA

NORTH CAROLINA MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|--------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Alamance | 20,200 | 83 | 16,710 | 10,448 | 19,128 | 2,457 |
| Alexander | 3,400 | 78 | 2,680 | 11,883 | 2,753 | 32 |
| Alleghany | 3,100 | 49 | 1,500 | 4,207 | 508 | 247 |
| Anson | 5,800 | 55 | 3,230 | 12,503 | 2,736 | 237 |
| Ashe | 4,000 | 49 | 2,410 | 6,932 | 1,006 | 230 |
| Avery | 3,000 | 42 | 1,260 | 3,753 | 439 | 263 |
| Beaufort | 8,800 | 75 | 6,590 | 20,125 | 6,809 | 706 |
| Bertie | 5,800 | 51 | 2,980 | 12,300 | 3,370 | 329 |
| Bladen | 6,500 | 30 | 1,950 | 19,072 | 3,047 | 273 |
| Brunswick | 4,400 | 88 | 1,880 | 8,498 | 2,295 | 451 |
| Buncombe | 34,900 | 51 | 17,640 | 144,228 | 30,111 | 6,609 |
| Burke | 11,200 | 62 | 7,060 | 28,769 | 8,175 | 601 |
| Cabarrus | 17,600 | 82 | 14,030 | 69,789 | 18,262 | 3,464 |
| Caldwell | 10,800 | 58 | 6,270 | 22,388 | 6,693 | 1,050 |
| Camden | 1,400 | 59 | 830 | 849 | 429 | ... |
| Carteret | 6,400 | 42 | 2,720 | 22,561 | 6,206 | 804 |
| Caswell | 4,200 | 54 | 2,280 | 6,287 | 1,000 | 124 |
| Catawba | 17,400 | 82 | 14,220 | 80,218 | 19,427 | 2,120 |
| Chatham | 6,000 | 50 | 3,000 | 26,494 | 4,816 | 322 |
| Cherokee | 4,000 | 34 | 970 | 12,773 | 2,043 | 354 |
| Chowan | 2,800 | 44 | 1,230 | 9,428 | 2,290 | 180 |
| Clay | 1,300 | 24 | 310 | 3,071 | 558 | 87 |
| Cleveland | 16,100 | 39 | 6,220 | 49,179 | 11,284 | 1,263 |
| Columbus | 11,700 | 34 | 2,820 | 37,342 | 7,151 | 1,117 |
| Craven | 12,200 | 64 | 7,820 | 49,294 | 11,270 | 1,097 |
| Cumberland | 25,300 | 31 | 7,740 | 126,130 | 25,457 | 2,866 |
| Curry | 1,800 | 58 | 1,070 | 1,447 | 652 | ... |
| Dare | 1,300 | 44 | 570 | 733 | 2,120 | 399 |
| Davidson | 17,300 | 78 | 13,440 | 67,794 | 15,961 | 1,623 |
| Davis | 3,800 | 66 | 2,520 | 11,240 | 3,378 | 454 |
| Duplin | 8,400 | 23 | 3,140 | 22,210 | 4,690 | 658 |
| Durham | 28,500 | 71 | 20,320 | 120,429 | 25,324 | 4,450 |
| Edgecombe | 11,000 | 36 | 6,200 | 20,858 | 12,007 | 994 |
| Forsyth | 43,700 | 79 | 36,070 | 196,685 | 40,588 | 6,329 |
| Franklin | 6,900 | 26 | 2,510 | 11,486 | 2,001 | 458 |
| Gaston | 30,500 | 43 | 13,210 | 107,644 | 28,324 | 3,201 |
| Gates | 2,300 | 37 | 1,310 | 3,820 | 453 | ... |
| Graham | 1,700 | 24 | 410 | 3,885 | 328 | ... |
| Granville | 6,700 | 49 | 3,380 | 20,605 | 4,295 | 617 |
| Greene | 3,300 | 30 | 1,700 | 6,287 | 1,142 | 45 |
| Guilford | 55,600 | 81 | 45,090 | 327,763 | 52,192 | 6,217 |
| Hallifax | 12,800 | 46 | 5,730 | 46,887 | 11,389 | 1,193 |
| Harnett | 11,200 | 28 | 3,150 | 37,768 | 6,321 | 1,504 |
| Haywood | 6,600 | 42 | 2,790 | 32,224 | 5,647 | 1,414 |
| Henderson | 8,000 | 42 | 3,370 | 24,365 | 6,079 | 1,163 |
| Hertford | 4,700 | 57 | 2,680 | 18,016 | 2,805 | 562 |
| Hoke | 3,200 | 37 | 1,190 | 5,031 | 2,310 | 180 |
| Hyde | 1,400 | 44 | 620 | 1,093 | 445 | ... |
| Iredell | 24,800 | 63 | 15,570 | 55,505 | 14,954 | 1,618 |
| Jackson | 4,200 | 40 | 1,700 | 12,069 | 2,482 | 361 |
| Johnston | 15,400 | 41 | 6,320 | 43,642 | 9,417 | 1,260 |
| Jones | 2,500 | 43 | 1,070 | 3,291 | 894 | 93 |
| Lee | 6,200 | 50 | 3,090 | 20,641 | 6,127 | 1,120 |
| Lenoir | 11,200 | 51 | 5,690 | 22,826 | 4,546 | 1,683 |
| Lincoln | 8,800 | 59 | 4,040 | 19,175 | 5,900 | 506 |
| McDowell | 6,500 | 53 | 3,430 | 19,853 | 4,212 | 1,014 |
| Macon | 3,800 | 40 | 1,520 | 12,729 | 1,827 | 397 |
| Madison | 4,200 | 29 | 1,490 | 7,213 | 1,415 | 269 |
| Martin | 6,000 | 51 | 3,060 | 18,290 | 2,924 | 323 |
| Mecklenburg | 80,800 | 78 | 63,240 | 329,652 | 55,244 | 13,628 |
| Mitchell | 3,300 | 42 | 1,390 | 12,122 | 2,162 | 322 |
| Montgomery | 4,200 | 57 | 2,380 | 12,660 | 2,026 | 345 |
| Moore | 8,000 | 44 | 3,540 | 25,014 | 4,113 | 1,266 |
| Nash | 12,800 | 45 | 6,210 | 25,790 | 6,947 | 1,729 |
| New Hanover | 20,000 | 51 | 10,200 | 52,066 | 15,128 | 3,698 |
| Northampton | 5,700 | 57 | 3,240 | 6,355 | 2,111 | 307 |
| Onslow | 10,400 | 45 | 4,680 | 26,764 | 7,872 | 1,156 |
| Orange | 5,500 | 67 | 3,670 | 27,797 | 6,624 | 1,000 |
| Pamlico | 2,500 | 42 | 1,070 | 3,256 | 1,189 | ... |
| Pasquotank | 6,700 | 59 | 3,960 | 20,711 | 2,544 | 420 |
| Pender | 4,200 | 38 | 1,600 | 5,214 | 1,515 | 229 |
| Perquimans | 3,500 | 58 | 1,480 | 8,868 | 1,229 | 61 |
| Person | 3,100 | 54 | 1,770 | 20,172 | 3,615 | 354 |
| Pitt | 14,400 | 62 | 11,080 | 52,822 | 10,018 | 1,421 |
| Polk | 2,000 | 74 | 1,190 | 5,275 | 1,694 | 246 |
| Randolph | 12,500 | 70 | 8,750 | 52,237 | 12,298 | 1,271 |
| Richmond | 9,900 | 57 | 5,610 | 20,795 | 7,522 | 710 |
| Robeson | 15,800 | 44 | 6,950 | 61,249 | 12,057 | 1,670 |
| Rockingham | 17,400 | 74 | 12,870 | 55,224 | 14,919 | 1,821 |
| Rowan | 20,900 | 55 | 11,500 | 80,388 | 18,694 | 1,614 |
| Rutherford | 11,200 | 65 | 7,280 | 38,469 | 8,847 | 1,008 |
| Sampson | 11,200 | 32 | 3,580 | 27,479 | 4,801 | 1,211 |
| Scotland | 6,100 | 37 | 2,280 | 18,268 | 5,201 | 299 |
| Stanley | 10,500 | 88 | 9,225 | 38,798 | 8,489 | 307 |
| Stokes | 4,700 | 65 | 3,045 | 9,621 | 2,127 | 231 |
| Surry | 11,300 | 69 | 7,800 | 48,217 | 10,590 | 1,248 |
| Swain | 2,300 | 34 | 780 | 7,626 | 1,211 | 261 |
| Transylvania | 3,700 | 40 | 1,480 | 12,243 | 3,722 | 63 |
| Tyrrell | 1,200 | 44 | 530 | 2,272 | 447 | 51 |
| Union | 10,400 | 38 | 3,950 | 22,648 | 6,287 | 1,040 |
| Vanne | 7,000 | 52 | 3,660 | 28,564 | 6,281 | 737 |
| Wake | 37,800 | 60 | 22,680 | 202,299 | 41,445 | 6,436 |
| Warren | 4,800 | 36 | 1,740 | 8,272 | 1,922 | 291 |
| Washington | 2,900 | 44 | 1,270 | 9,353 | 2,922 | 128 |
| Watauga | 4,100 | 42 | 1,720 | 11,774 | 1,694 | 427 |
| Wayne | 15,500 | 58 | 8,910 | 94,757 | 10,241 | 1,427 |
| Wilkes | 10,700 | 48 | 5,100 | 25,441 | 3,208 | 518 |
| Wilson | 12,700 | 57 | 7,200 | 52,507 | 10,582 | 1,258 |
| Yadkin | 5,500 | 66 | 3,630 | 14,234 | 2,237 | 162 |
| Yancey | 3,400 | 25 | 1,190 | 4,707 | 1,125 | 126 |
| Total | 1,041,200 | 60% | 620,290 | \$4,018,510 | \$843,004 | \$122,767 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ASHEVILLE (Huncombe County)

WISE-TV

LICENSEE: WISE-TV Inc. Address: 80 Haywood St. Phone: Alpine 3-5361. TWX No.: AU 36.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 34 kw, Aural 12 kw. Present Operating Pow.: Visual 26 kw, Aural 12 kw, Antenna Height: Above average terrain 420 ft.; above ground 137 ft.

OPERATION: Began Aug. 1953.

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

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, William E. Denny.

PRINCIPAL STOCKHOLDERS: Harold H. Thoms and wife, 100%. The Thoms own WMMH Marshall, N. C., 50% of WMSJ Syva, N. C.; 25% of WAYS Charlotte, N. C.; 66% of WCOG Greensboro, N. C.; 40% of WKLM Wilmington, N. C., and 71% of WRAM Arlington, Va.

EXECUTIVES

Harold H. Thoms, pres. Hugh McMillan, pgm. dir.
George I. Norman Jr., gen. mgr. John Rando/ph, ch. engr.
com. mgr., prom. mgr. & film Bill Dawson, news ed.
buy.

SUMMARY OF RATES (Card No. 1, June 15, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|---------|---------|---------|---------|-----------------|---------|
| Class A (5:57 $\frac{1}{2}$ -11 p.m., Mon.-Sat.; 11:37 $\frac{1}{2}$ -11 p.m., Sun.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$32.50 | \$45.00 | \$30.00 | ... |
| Class B (All other times) | | | | | | |
| \$90.00 | \$54.00 | \$36.00 | \$20.00 | \$27.00 | \$18.00 | ... |

Above are one-time rates. Frequency discounts allowed.

WLOS-TV

LICENSEE: Skyway Broadcasting Co. Address: 282 Mason Ave. Phone: Alpine 2-2431. TWX No.: AV 30.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.1 kw. Present Operating Pow.: Visual 170 kw, Aural 85.1 kw, Antenna Height: Above average terrain 2,620 ft.; above ground 240 ft.

OPERATION: Began Sept. 13, 1954.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WLOS; Pm, WLOS-FM.

REPRESENTATIVES: Sales, Venard, Birtoul & McConnell Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Joe H. Britt and family, approximately 45%. WTVJ (TV) Miami (Mitchell Wolfson-Sidney Meyer), 18%, and over 100 others. WTVJ also has option (formerly held by Asheville Citizen-Times) to purchase additional 31% of WLOS-TV. For other Wolfson-Meyer interests, see WTVJ listing.

EXECUTIVES

Charles E. Britt, exec. vp. & film Sterling W. Wright, pgm. dir.
buy. George F. Sprague, ch. engr.
Henry Joe Britt, reg. sis. mgr. R. Fred Brown Jr., news ed.

SUMMARY OF RATES (Card No. 8, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sun.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$100.00 | \$60.00 | \$40.00 |
| Class B (3-6:30 p.m., 10:30-11 p.m., Mon.-Sun.) | | | | | | |
| \$240.00 | \$144.00 | \$96.00 | \$72.00 | \$60.00 | \$30.00 | \$20.00 |
| Class C (7 a.m.-3 p.m., 11 p.m.-sign-off, Mon.-Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

CHAPEL HILL
(Orange County)

WUNC-TV*

(*Non-Commercial Educational)

LICENSEE: University of North Carolina. Address: Chapel Hill. Phone: 8221.

FACILITIES: Ch. 1. Authorized ET. Rad. Pow. Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 940 ft.; above ground 790 ft.

OPERATION: Began Jan. 8, 1958.

AFFILIATION: Station, Fm, WUNC (FM)

REPRESENTATIVES: Consulting Engineer, A. D. Ring & Assoc.

EXECUTIVES:

Earl Wynn, dir. tv. (Chapel Hill) Roy Johnston, dir. tv. (Raleigh)
John Young, asst. dir. tv. (Chapel Hill) E. W. Young, dir. cr. (Greensboro)
Alan B. MacIntyre, ch. engr.

CHARLOTTE

(Mecklenburg County)

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: One Jefferson Place. Postal Zone: 8. Phone: Edison 3-2833. TWX No.: 285.

FACILITIES: Ch. 1. Authorized ET. Rad. Pow. Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 1,090 ft.; above ground 508 ft.

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

OPERATION: Began July 15, 1948

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

REPRESENTATIVES: Sales, CBS Tv Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Jefferson Standard Life Insurance Co., 100%. Jefferson also owns WBTV (TV) Florence S. C.; WRIG Greensboro, N. C., and 14.69% of WFMY-TV Greensboro.

EXECUTIVES

Joseph M. Bryan, pres.
Charles H. Crutchfield, exec. vp. & gen. mgr.
Kenneth I. Treadwell, Jr., vp. & engng. dir. WBTV(TV)
Wallace J. Jorgensen, asst. engng. dir. in chg. sb.
Larry S. Sellers, gen. mgr.
Thomas E. Howard, vp. in chg. engng.
J. Nathan Tucker, film super.
John P. Dillon, prom. mgr.
Nelson Benton, news ed.

SUMMARY OF RATES (Case No. 19, Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10 p.m.) | | | | | \$200.00 | \$120.00 |
| Class A (Program Units—7-10:30 p.m., Mon.-Fri.; 9-11 p.m., Sat., Sun. Announcements—10:30-11:30 p.m., 10-10:30 p.m., Mon.-Fri.; 1:00-7:30 p.m., 10-11 p.m., Sat., Sun.) | \$1,000.00 | \$500.00 | \$333.33 | \$200.00 | \$100.00 | \$100.00 |
| Class B (Program Units—2-7 p.m., 10:30-11 p.m., Mon.-Fri.; 9-9 p.m., Sat.; 1-6 p.m., Sun. Announcements—1:30-4:30 p.m., 10:30-11 p.m., Mon.-Fri.; 4:30-5:30 p.m., Sat.; 12:30-5:30 p.m., Sun.) | \$750.00 | \$400.00 | \$250.00 | \$120.00 | \$100.00 | \$75.00 |
| Class C (Program Units—6 a.m.-2 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily. Announcements—2:30 a.m.-4:30 p.m., Mon.-Sat.; 4:30 a.m.-12:30 p.m., Sun.; 11 p.m.-sign-off, daily) | \$500.00 | \$300.00 | \$200.00 | \$100.00 | \$100.00 | \$50.00 |
| Class D (Program Units—Sign-on 6 a.m., daily. Announcements—Sign-on 6:30 a.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$50.00 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WSOC-TV

LICENSEE: WSOC Broadcasting Co. Address: P. O. Box 2338. Postal Zone: 1. Phone: Franklin 5-8403. TWX No.: 903.

FACILITIES: Ch. 9. Authorized ET. Rad. Pow.: Visual 310 kw, Aural 150 kw. Present Operating Pow.: Visual 210 kw, Aural 120 kw. Antenna Height: Above average terrain 1,180 ft.; above ground 1,073 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 21, 1957.

AFFILIATIONS: Tv Networks, NBC, ABC. Stations, Am, WSOC; Fm, WSOC-FM.

REPRESENTATIVES: Same, B-1 Television; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: E. E. Jones, 15.84%; E. S. Morris, 21%; Hunter Marshall, 20.67%; Larry Walker, 1%, and E. J. Gluck, 1.00%.

PROMOTION IMPACT UNEQUALLED

with Ziv's spectacular
new **IMPACT** series!



"HARBOR COMMAND"

starring

**WENDELL
COREY**



A talked-about-kind of show that will **ENTHUSE**
YOUR SALES FORCE, DEALERS, DISTRIBUTORS
—and produce a corporate lift for your organization!

NORTH CAROLINA

CHARLOTTE (Cont.)

WSOC-TC (Cont.)

EXECUTIVES

Earl J. Giblin, chmn. of bd.
Hunter Marshall, vice chmn.
Larry Walker, pres. & gen. mgr.
Charles M. Marshall, vp. & asst. gen. mgr.
George Henderson, asst. vp. in charge ad.
E. K. Jones, vp.
H. E. Murray, treas.

C. M. Murray, asst. treas. & comptroller
Robert Provenza, pgr. dir. & film boy
L. L. Caudle Jr., ch. engr.
James W. Evans, prom. mgr.
Caryll McLaughlin, news ed.
Les Deiker, prod. mgr.

SUMMARY OF RATES (Card No. 1, April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 2 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:29-10:29 p.m., Mon.-Sat., 9:35-10:30 p.m., Sun.) | | | | | \$225.00 | \$112.50 |
| Class A (Program Units—7:30-10:30 p.m., Mon.-Sun. Announcements—4:25-7:25 p.m., Mon.-Sat., 3:25-6:25 p.m., Sun., 10:30-10:55 p.m., Mon.-Sun.) | \$300.00 | \$140.00 | \$200.00 | \$113.00 | \$270.00 | \$140.00 |
| Class B (Program Units—6:15-7:30 p.m., Mon.-Sat.; 1:15-2 p.m., Sun., 10:30-11 p.m., Mon.-Sun. Announcements—4:30-6:30 p.m., Mon.-Sat.; 3:30-5:30 p.m., Sun.) | \$275.00 | \$140.00 | \$275.00 | \$228.00 | \$202.00 | \$45.00 |
| Class C (Program Units—4 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, Mon.-Sun. Announcements—4:30 a.m.-4:55 p.m., Mon.-Sat.; 3:30 a.m.-12:30 p.m., Sun., 10:30 p.m.-sign-off, Mon.-Sun.) | \$400.00 | \$275.00 | \$180.00 | \$157.00 | \$135.00 | \$40.00 |
| Class D (Program Units—Sign-on-4 a.m., daily. Announcements—sign-on-6:30 a.m., Mon.-Sun.) | \$275.00 | \$225.00 | \$110.00 | \$85.00 | \$82.00 | \$73.00 |

Above are one-time rates. Frequency discounts allowed.

WUTV (TV) †

LICENSEE: Century Advertising Co. Address: 2205 E. Blvd.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: 25 kw, Aural 112 kw. Antenna Height: Above average terrain 420 ft., above ground 411 ft.

REPRESENTATIVES: Washington Attorney, Broadhead, Shearin, Redding & Thomas; Consulting Engineer, Walter Holey.

PRINCIPAL STOCKHOLDERS: Hugh A. Deebuyser, 45.5%; Frank P. Lippin Jr., 25.35%; and Cecil J. Hanes, 29.1%.

EXECUTIVES

Hugh Deebuyser, pres.

†WUTV (TV) has suspended operation but has not returned its CF.

DURHAM

(Durham County)

WTVD (TV)

LICENSEE: Durham Broadcasting Enterprises, Inc. Address: 1750 Newton Road, Phone: Durham 2-2111. TWX No.: DLHAM 5902.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 26 kw, Aural 170 kw. Present Operating Pow.: Visual 210 kw, Aural 170 kw. Antenna Height: Above average terrain 1100 ft., above ground 780 ft.

OPERATION: Began Sept. 2, 1954.

AFFILIATIONS: Tv Network: ABC.

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

PRINCIPAL STOCKHOLDERS: See WCDA (TV); Albany, N. Y.

EXECUTIVES

Harmon Duncan, pres. & gen. mgr.
Phyllis Fletcher, vp.
Mike Thompson, com. mgr.
Ernie Grop, pgr. mgr.

Henry Crown, ch. engr.
Jack Freddy, film boy.
Charles H. Cash Jr., prom. mgr.
Boyd Jarrett, news ed.

SUMMARY OF RATES (Card No. 4, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 2 Sec. |
|----------------------------------|----------|----------|----------|----------|-----------------|----------|
| Class A (7:30-10:30 p.m., daily) | \$300.00 | \$230.00 | \$220.00 | \$180.00 | \$117.50 | \$110.00 |
| | | | | | \$110.00 | \$65.00 |

| | | | | | | |
|--|----------|----------|----------|----------|----------|---------|
| Class B (5:15-7:15 p.m., 10:30-11 p.m., daily) | \$250.00 | \$270.00 | \$180.00 | \$120.00 | \$112.50 | \$60.00 |
| | | | | | | \$45.00 |
| Class C (1:15 p.m., 11 p.m.-sign-off, daily) | \$275.00 | \$180.00 | \$110.00 | \$22.50 | \$60.75 | \$65.00 |
| | | | | | | \$27.50 |
| Class D (Sign-on-3 p.m., daily) | \$100.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$40.00 |
| | | | | | | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

FAYETTEVILLE

(Cumberland County)

WFLB-TV

LICENSEE: Fayetteville Broadcasters Inc. Address: 1322 Dragg Blvd. Phone: 7-7138. TWX No.: FTTVL 5002.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 12.1 kw, Aural 1.63 kw. Present Operating Pow.: Visual 13.2 kw, Aural 1.61 kw. Antenna Height: Above average terrain 300 ft., above ground 400 ft.

OPERATION: Began Aug. 23, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, WFLB.

REPRESENTATIVES: Sales, Ruth-Smith Co.; Washington Attorney, Krusen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Harry B. Stein, 50%; Nally A. Currie Jr., 10%; W. M. K. Bender, John W. Herdahl, John D. Currie, T. D. Estcher, J. B. Stein and R. E. Mingo, all 11.25%; L. W. Allen, 10.4%.

EXECUTIVES

Harry B. Stein, pres.
W. D. Bailey, gen. mgr.
W. H. Beiche, com. mgr.

Marvin Rosenberg, pgr. dir.
J. H. Buck, ch. engr.

SUMMARY OF RATES (Card No. 1, June 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 2 Sec. |
|--------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A (6-11 p.m., Sun.-Sat.) | \$110.00 | \$60.00 | \$80.00 | \$52.50 | \$41.25 | \$50.00 |
| | | | | | | \$20.00 |
| Class B (All other times) | \$112.50 | \$77.50 | \$45.00 | \$20.25 | \$28.12 | \$22.50 |
| | | | | | | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

GASTONIA

(Gaston County)

WTVX (TV)

(Transit Data, Unknown)

LICENSEE: Air Pils Corp. Address: Lowell, N. C.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 1.85 kw. Antenna Height: Above average terrain 900 ft., above ground 113 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Powers; Consulting Engineer, George F. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Curt M. Robinson, 24.25%; C. C. Dickmann, 12.25%; Frank P. Hall Jr., 4.2%, and approximately 60 others.

EXECUTIVES

Curt M. Robinson, pres.
W. C. Stevens, vp.

Curt M. Robinson Jr., sec.-treas.

GREENSBORO

(Guilford County)

WFMY-TV

LICENSEE: Greensboro News Co. Address: Phillips Ave. & White St. Phone: Broadway 4-0114. TWX No.: GN 347.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 720 ft., above ground 520 ft.

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

OPERATION: Began Sept. 22, 1949.

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Farnow; Washington Attorney, Dow, Lobner & Abertson; Consulting Engineer, Lobner & Culver.

PRINCIPAL STOCKHOLDER: Licensee publishes Greensboro News and Record; Jefferson Standard Life Insurance Co., which owns WBT-WBTV (TV) Charlotte, WBIG Greensboro, and WBTW (TV) Florence, S. C., also owns 10.00% of licensee.

EXECUTIVES

Gaines Kelley, gen. mgr.
Jon E. Lahn, com. mgr.
Gomer B. Lewis, pgr. dir. & film boy.

Doyle D. Thompson, ch. engr.
Charles E. Harville, news ed.
Joel A. Choler, prom. mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 2 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (6-11 p.m., daily) | \$200.00 | \$100.00 | \$225.00 | \$100.00 | \$120.00 | \$60.00 |
| | | | | | | \$40.00 |
| Class B (3-6 p.m., Mon.-Fri.; noon-4 p.m., Sat., Sun.) | \$400.00 | \$275.00 | \$190.00 | \$173.50 | \$125.00 | \$60.00 |
| | | | | | | \$40.00 |
| Class C (Sign-on-noon, Sat., Sun.; 9 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily) | \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$60.00 | \$30.00 |
| | | | | | | \$20.00 |
| Class D (Sign-on-9 a.m., Mon.-Fri.) | \$300.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed, except announcements which take flat rate.

IMPACT that brings viewers back!



"HARBOR COMMAND"
STARRING
WENDELL COREY

ZIV'S SPECTACULAR
NEW IMPACT SERIES!



**FULL TALLEST
POWER TOWER**

316,000

WATTS



Strongest program schedule
in the Carolinas!

NBC and ABC ADJACENCIES

Complete merchandising and promotional set-up

H-R REPRESENTATIVES
NATIONWIDE

F-J REPRESENTATIVES
FOR ATLANTA

WSOC

Channel 9 • Television
CHARLOTTE, N. C.

GREENVILLE

(Pitt County)

WNCT (TV)

LICENSEE: Carolina Broadcasting System Inc. Address: P. O. Box 888, Phone: 621. TWX No.: GNVL NC 4764.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 188 kw. Present Operating Pow.: Visual 316 kw, Aural 188 kw. Antenna Height: Above average terrain 880 ft.; above ground 673 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Lyon, Wilber & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Earl Westbrook, 37%; Josh Horne, 3%; 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.
A. Hartwell Campbell, gen. mgr. & film buy.
Buck Trilley, asst. gen. mgr.
John G. Clark Jr., com. mgr.
Foster Ward, pgm. dir.
Haber Adams, ch. engr.
Dave Mosier, prom. mgr.

(SUMMARY OF RATES (Card No. 1, March 1, 1957))

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7:00-10:30 p.m., Mon.-Sat., 4:30-10:30 p.m., Sun.) | \$800.00 | \$200.00 | \$150.00 | \$140.00 | \$120.00 | \$40.00 |
| Class A (6-7:30 p.m., Mon.-Sat., 10:30-11 p.m., Sun.-Sat., 12:30-6:30 p.m., Sun.) | \$300.00 | \$100.00 | \$100.00 | \$100.00 | \$75.00 | \$10.00 |
| Class B (Noon-5 p.m., Mon.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$20.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$55.50 | \$45.00 | \$37.50 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

NEW BERN

(Crawen County)

WNBE-TV

(Target Date, Unknown)

LICENSEE: Nathan Frank. Address: P. O. Box 415, Henderson, N. C.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 40 kw, Aural 26.4 kw. Antenna Height: Above average terrain 480 ft.; above ground 465 ft.

REPRESENTATIVES: Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Mr. Frank owns WNBC Henderson, N. C.

RALEIGH

(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 3158 Western Blvd., Phone: Temple 4-8282, TWX No.: RL 8076.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 103 kw. Present Operating Pow.: Visual 182 kw, Aural 103 kw. Antenna Height: Above average terrain 480 ft.; above ground 390 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 8, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC, Stations, Am, WKIX; Fm, WKIX-FM.

REPRESENTATIVES: Sales, ForJoe-TV; Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Lotness & Culver.

PRINCIPAL STOCKHOLDERS: Equal (25% holding) by John W. English, Frank A. Daniels (for Raleigh News & Observer and Times); Mrs. Lydia McB. Jarocki, James R. McBrier; Mrs. Jean Devine Jarocki, Mary Evelyn Mead & John J. Borland Jr. as trustees; with other minor owners. Interlocking ownership with WSEE (TV) Erie, Pa. (Erie News and Times).

EXECUTIVES:

John W. English, pres.
Roger Bower, gen. mgr.
Earl Weiss, com. mgr. & film buy.
Leo A. Bittfeld, pgm. dir. & prom. mgr.
Leo Poole, ch. engr.
Jim McMillan, news ed.

(SUMMARY OF RATES (Card No. 1, Oct. 1, 1955))

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|---------|---------|
| Class A (6-10:30 p.m., Mon.-Fri., noon-10:30 p.m., Sat., Sun.) | \$225.00 | \$100.00 | \$120.00 | \$115.00 | \$90.00 | \$27.50 |
| Class B (6-8 p.m., Mon.-Fri., 12:30-1:30 p.m., daily) | \$200.00 | \$100.00 | \$105.00 | \$95.00 | \$70.00 | \$27.00 |
| Class C (All other times) | \$175.00 | \$100.00 | \$85.00 | \$75.00 | \$55.00 | \$22.00 |

Above are one-time rates. Frequency discounts allowed.

WRAL-TV

LICENSEE: Capitol Broadcasting Co. Address: P. O. Box 9585, Phone: Temple 3-3523, TWX No.: RL 5041.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,170 ft.; above ground 1,160 ft.

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

OPERATION: Began Dec. 15, 1956.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WRAL; Fm, WRAL-FM.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Spensmer & Roberson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by A. J. Fletcher and family.

EXECUTIVES:

A. J. Fletcher, pres.
Fred Fletcher, vp. & gen. mgr.
Fletcher Turner, nat'l. sb. mgr.
George Hall, pgm. dir.
Virgil D. Dumas, ch. engr.
Ted Crumey, film buy.
David H. Whittemore, dir. prom. & pub. rel.
William Armstrong, news dir.
Kenneth Parker, prod. dir.

(SUMMARY OF RATES (Card No. 1, Dec. 15, 1956))

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class A (7:30-10:30 p.m., daily) | \$600.00 | \$300.00 | \$240.00 | \$200.00 | \$150.00 | \$120.00 |
| Class B (6-7:30 p.m., 10:30-11 p.m., daily) | \$400.00 | \$270.00 | \$180.00 | \$150.00 | \$112.50 | \$90.00 |
| Class C (Sign-on-6 p.m., 11 p.m.-sign-off, daily) | \$200.00 | \$150.00 | \$120.00 | \$100.00 | \$75.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WASHINGTON

(Bamford County)

WITN (TV)

LICENSEE: North Carolina Television Inc. Address: U. S. Hwy. 11 S., Phone: Whitney 6-3121, TWX No.: 7736.

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow.: Visual 320 kw, Aural 190 kw. Present Operating Pow.: Visual 314 kw, Aural 180 kw. Antenna Height: Above average terrain 620 ft.; above ground 510 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 22, 1955.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Headley-Seed Tv., James S. Ayers Co. (Southeast); Washington Attorney, Roberts & McTune; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Roberson and family, 85.5%; William S. Page, 24.5%; William E. Barnes, 8.5%, and others. Roberson family also owns WHPF Washington; Mr. Page owns 80% of WELB Kinston, N. C., and Mr. Barnes owns 8.6% of WCBB-WEQE (FM) Goldsboro, N. C.

EXECUTIVES:

W. R. Roberson Jr., pres. & gen. mgr.
Y. H. Patterson, vp. chg. sb. & prom.
Earl Wilson, ops. dir. & film buy.
Harvey Mason, ch. engr.
Ed Pilgaard, ch. engr. trans.
Bill Dick, news ed.

(SUMMARY OF RATES (Card No. 1, June 1, 1956))

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|---------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.) | \$225.00 | \$100.00 | \$130.00 | \$115.00 | \$90.00 | \$27.50 |
| Class B (6-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 12:30-4:30 p.m., Sun.) | \$200.00 | \$100.00 | \$105.00 | \$95.00 | \$70.00 | \$27.00 |
| Class C (Noon-4 p.m., Mon.-Sat.) | \$175.00 | \$100.00 | \$85.00 | \$75.00 | \$55.00 | \$22.50 |
| Class D (All other times) | \$150.00 | \$90.00 | \$64.50 | \$55.00 | \$42.50 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

Adventure at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR COMMAND"
STARRING **WENDELL COREY**



you mean **IT'S NOT A ONE-STATION MARKET?**

No, Virginia, it's not a one-station market—even though ARB, Nielsen and Pulse have made it look that way. There really are other TV stations in Eastern North Carolina. Sure, these are the facts . . .

- . . . ARB (Jan. 1957) credits WNCT with:
 - every one of the top 15 shows
 - dominance of 140 nighttime ¼ hours (6 P.M.-Midnight, Sun. thru Sat.) • plus daytime dominance, too. • (confirming the earlier Pulse ratings) . . . Nielsen reports that WNCT reaches more Eastern N. C. homes and is viewed regularly by 40% more homes than any other station.

But honest, Virginia, WNCT is not the only TV station in Eastern N. C. It's just that all those reliable sources keep making it look that way.

WHALE OF A STATION ♦ WHALE OF A MARKET

| | |
|-------------------------------|-----------------|
| COUNTIES SERVED | 42 |
| POPULATION | 1,496,700 |
| TV HOMES | 194,560 |
| EFFECTIVE BUYING INCOME | \$1,460,140,000 |
| RETAIL SALES | \$1,150,316,750 |
| GROSS TOBACCO SALES (Type 12) | \$477,816,430 |

Sources: NCS No. 2, TV Magazine, USDA, SM Survey of Buying Power, SRDS



NORTH CAROLINA

WILMINGTON

(New Hanover County)

WMFD-TV

LICENSEE: WMFD-TV Inc. Address: 228 Princess St. Phone: 3-4988. TWX No. WM 8L.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 80.3 kw. Antenna Height Present Operating Pow.: Visual 100 kw. Aural 80.3 kw. Antenna Height Above average terrain 968 ft., above ground 197 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began April 3, 1958.

AFFILIATIONS: Tv Network, NBC, ABC, CBS, Station, Am. WMFD.

REPRESENTATIVES: Sales, Roy V. Smith Assoc.; James B. Ayers Co. (Southern) Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Richard A. Dunlap, 30%; MacMillan & Cameron Co. (Duo D. Cameron, trustee), 40%; and Louise M. Dunlap, 30%.

EXECUTIVES:

R. A. Dunlap, pres. Wayne Jackson, pgn. dir. & film boy
 R. A. Dunlap Jr., gen. mgr. E. I. Herring Jr., sh. engr.
 Clint Long, natl. com. mgr. Paul Jermolowicz, news ed.
 Claud O'Sheilda, loc. com. mgr.

SUMMARY OF RATES (Card No. 4, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (8-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.) | \$210.00 | \$140.00 | \$122.50 | \$97.50 | \$70.00 | \$35.00 |
| Class B (1-4 p.m., Mon.-Sat., sign-on-1 p.m., Sun.; 11 p.m.-sign-off daily) | \$202.50 | \$137.50 | \$120.00 | \$95.75 | \$69.50 | \$34.75 |
| Class C (7 a.m.-1 p.m., Mon.-Sat.) | \$175.00 | \$105.00 | \$70.00 | \$42.75 | \$30.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

WINSTON-SALEM

(Forsyth County)

WSJS-TV

LICENSEE: Triangle Broadcasting Corp. Address: 418-D N. Spruce St. Phone: Park 5-2111. TWX No.: W SAL 5B.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 110 kw. Aural 125 kw. Present Operating Pow.: Visual 104 kw. Aural 125 kw. Antenna Height Above average terrain 2,008 ft., above ground 692 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Sept. 25, 1953.

AFFILIATIONS: Tv Network, NBC, Stations, Am. WSJS; Fr. WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, F.J. Hunsbrink; Stone & Gagnier, Consulting Engineer, Lohrer & Culver.

PRINCIPAL STOCKHOLDERS: Piedmont Publishing Co. (Winston-Salem Journal and Twin City Sentinel), 100%; Gordon Gray (Instructor, Defense Mobilization) owns 52% of Piedmont stock and votes the remaining 48% under a trust agreement.

EXECUTIVES:

Harold Egan, exec. vp. & gen. mgr. Phil Hedrick, sp. mgr.
 Harry B. Shaw, sh. mgr. Richard H. Harvin, pgn. mgr.
 John Comas, pgn. dir. F. O. Carver, news ed.

SUMMARY OF RATES (Card No. 5, Oct. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class A (7-11 p.m., daily) | \$600.00 | \$360.00 | \$240.00 | \$150.00 | \$130.00 | \$130.00 |
| Class B (5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.) | \$480.00 | \$270.00 | \$180.00 | \$112.50 | \$90.00 | \$90.00 |
| Class C (All other times) | \$300.00 | \$180.00 | \$120.00 | \$75.00 | \$75.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed 10 Sec. 10%, 50% of applicable announcement rate.

WTOB-TV

LICENSEE: Winston-Salem Broadcasting Co., Inc. Address: P. O. Box 1475 (Address P. O.). Phone: 3-4233. TWX No.: W SAL 375.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74 kw. Aural 371 kw. Antenna Height: Above average terrain 530 ft.; above ground 347 ft.

OPERATION: Began Sept. 15, 1953.

AFFILIATION: Station, Am. WTOB.

REPRESENTATIVES: Washington Attorney, Krueger & Jurgensen, Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Earl F. Slick, 17.5%; James W. Coon, 14.4%; Albert L. Butler Jr., 12.5%; Thomas B. Rice, 9.9%; Jonas E. Rice, 8.8%; Robert V. Braxley, 7.9%; Archibald CRAIG, 1.9%; and others. Licensee also owns WSGN-AM-FM Birmingham, WLOW Portsmouth, Va.; WAPA-TV San Juan P. R., and 60% of WEMG (TV) Birmingham.

EXECUTIVES:

James W. Coon, pres.

(WTOB-TV has suspended operation but has not returned its CP.)

NORTH DAKOTA

NORTH DAKOTA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|---------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Adams | 1,200 | 25 | 300 | 5,548 | 1,000 | 194 |
| Barnes | 4,400 | 76 | 3,330 | 18,094 | 3,218 | 607 |
| Benson | 2,400 | 45 | 1,070 | 5,356 | 1,297 | 123 |
| Billings | 300 | 18 | 80 | 81 | | |
| Bottineau | 3,100 | 42 | 1,290 | 10,978 | 1,822 | 293 |
| Bowman | 1,000 | 16 | 160 | 5,378 | 747 | 101 |
| Burke | 1,200 | 43 | 770 | 5,294 | 824 | 184 |
| Burlingame | 9,000 | 50 | 4,500 | 43,076 | 8,671 | 1,014 |
| Cass | 13,800 | 77 | 14,250 | 102,932 | 14,008 | 2,973 |
| Cavalier | 2,600 | 32 | 830 | 7,968 | 1,353 | 194 |
| Dickey | 2,600 | 49 | 1,270 | 7,769 | 1,368 | 271 |
| Divide | 1,400 | 15 | 210 | 7,411 | 891 | 141 |
| Gunn | 1,800 | 28 | 500 | 2,626 | 648 | 61 |
| Hobby | 1,200 | 45 | 530 | 6,148 | 1,180 | 178 |
| Emmons | 2,180 | 56 | 1,210 | 6,113 | 1,253 | 70 |
| Foster | 1,300 | 45 | 670 | 7,441 | 807 | 143 |
| Golden Valley | 900 | 15 | 140 | 3,895 | 487 | 82 |
| Grand Forks | 11,200 | 54 | 6,070 | 62,772 | 8,386 | 1,150 |
| Grant | 1,100 | 23 | 250 | 3,761 | 650 | 121 |
| Griggs | 1,300 | 75 | 980 | 2,474 | 604 | 107 |
| Hettinger | 1,800 | 25 | 450 | 6,292 | 1,090 | 159 |
| Kidder | 1,500 | 30 | 450 | 4,253 | 577 | 126 |
| La Moure | 2,200 | 20 | 440 | 6,792 | 1,875 | 160 |
| Logan | 1,200 | 49 | 590 | 2,627 | 562 | 114 |
| McHenry | 2,000 | 42 | 840 | 5,022 | 1,076 | 240 |
| McIntosh | 1,700 | 49 | 830 | 7,205 | 820 | 128 |
| McKenzie | 1,800 | 15 | 260 | 5,297 | 827 | 207 |
| McLean | 1,300 | 50 | 650 | 13,569 | 2,140 | 363 |
| Mercer | 2,100 | 28 | 580 | 7,068 | 1,138 | 140 |
| Morton | 3,400 | 72 | 2,440 | 20,852 | 4,021 | 637 |
| Mountrail | 2,900 | 12 | 370 | 25,281 | 1,581 | 383 |
| Nelson | 1,700 | 67 | 1,130 | 8,380 | 892 | 167 |
| Oliver | 900 | 26 | 230 | 706 | 142 | 34 |
| Pembina | 3,400 | 39 | 1,340 | 11,315 | 2,036 | 342 |
| Pierce | 2,100 | 44 | 920 | 7,394 | 1,187 | 274 |
| Ransom | 3,900 | 25 | 1,120 | 25,894 | 3,542 | 629 |
| Ransom | 2,200 | 20 | 420 | 6,022 | 1,242 | 168 |
| Ray | 1,200 | 41 | 490 | 3,492 | 718 | 177 |
| Richland | 1,200 | 20 | 240 | 20,177 | 2,270 | 492 |
| Sibley | 1,200 | 22 | 260 | 4,347 | 1,564 | 244 |
| Sargent | 1,800 | 28 | 500 | 3,268 | 747 | 81 |
| Sheridan | 1,200 | 44 | 520 | 5,057 | 507 | 213 |
| Sioux | 600 | 22 | 130 | 1,142 | 78 | ... |
| Sioux | 300 | 12 | 30 | 292 | 101 | ... |
| Stark | 4,100 | 25 | 1,020 | 19,729 | 2,699 | 612 |
| Steele | 1,200 | 20 | 240 | 2,651 | 551 | 121 |
| Stutsman | 4,700 | 22 | 1,040 | 29,713 | 4,914 | 663 |
| Towner | 1,300 | 22 | 280 | 5,421 | 887 | 121 |
| Traill | 4,500 | 28 | 1,260 | 11,300 | 1,711 | 383 |
| Walsh | 1,800 | 26 | 470 | 10,414 | 3,247 | 320 |
| Ward | 11,800 | 44 | 5,190 | 61,144 | 9,721 | 2,200 |
| Wells | 2,100 | 44 | 920 | 10,054 | 1,980 | 291 |
| Williams | 1,200 | 12 | 140 | 31,885 | 5,489 | 894 |
| Total | 101,200 | 50% | 61,400 | 670,058 | 111,747 | 20,220 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BISMARCK

(Burlingame County)

KBMB-TV

LICENSEE: North Dakota Broadcasting Co. Address: Provident Life Bldg. Phone: Capital 3-8897.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 89.3 kw. Aural 44.7 kw. Present Operating Pow.: Visual 89 kw. Aural 48 kw. Antenna Height: Above average terrain 660 ft.; above ground 245 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 19, 1955.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Taylor & Campbell; Consulting Engineer, Lloyd Aron.

PRINCIPAL STOCKHOLDERS: See KCB-AM-TV Minot, N. D.

EXECUTIVES:

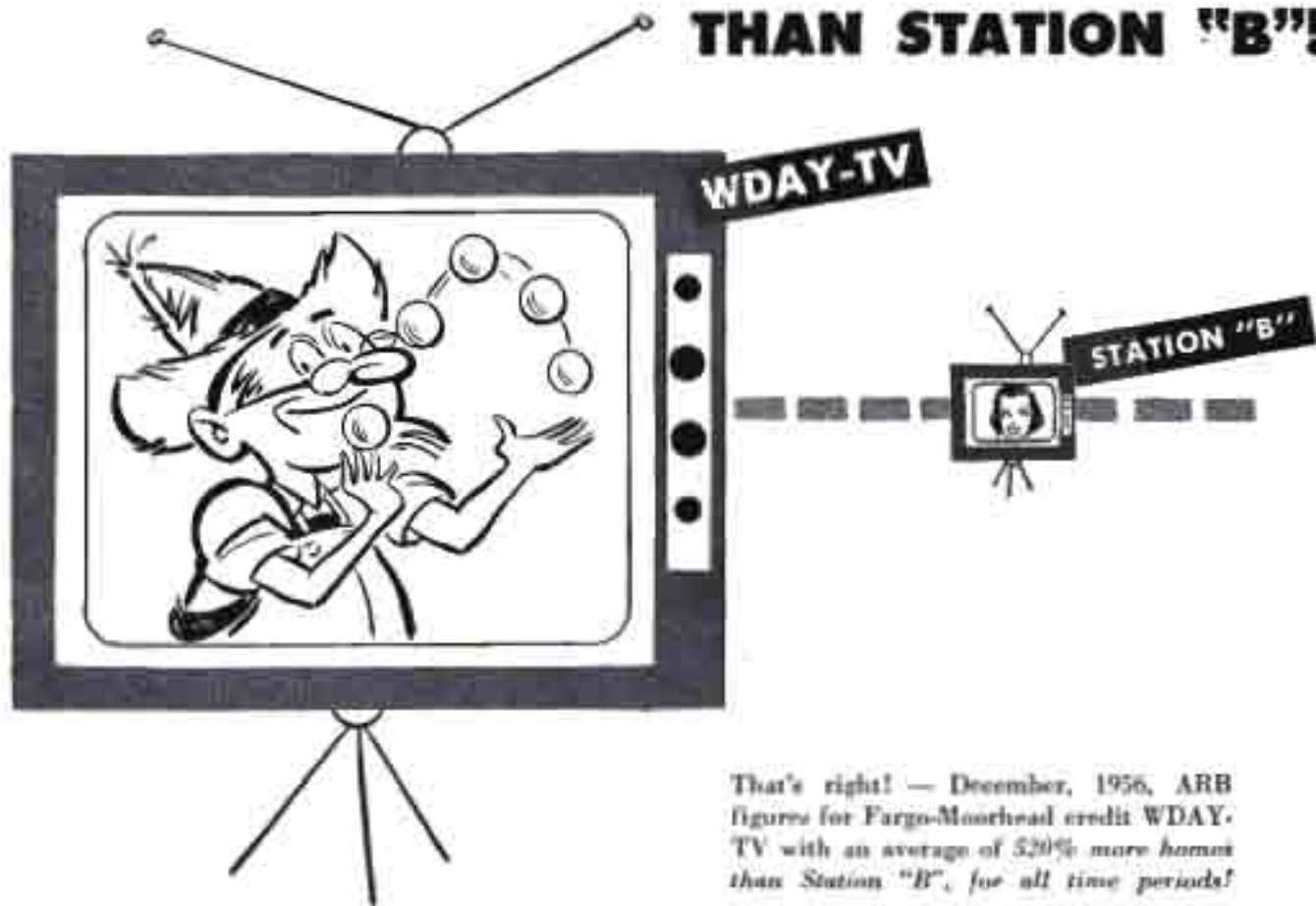
John W. Buler, pres. Thomas Abbey, sh. engr.
 Frank Fitzsimons, gen. mgr. Ross Cox, pgn. mgr.
 com. mgr. & film boy. Reginald Olson, news ed.
 Dennis Palk, pgn. dir.

SUMMARY OF RATES (Card No. 1, July 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$37.50 | \$32.50 | \$15.00 |
| Class A (6:30-7:30 p.m., Mon.-Sat.; 10-12:30 p.m., daily) | \$112.50 | \$67.50 | \$45.00 | \$27.50 | \$23.50 | \$11.50 |
| Class B (5-6 p.m., 11:30-11 p.m., Mon.-Sat.; 1-6 p.m., Sat., Sun.; noon-1 p.m., Mon.-Fri.) | \$72.50 | \$42.50 | \$28.00 | \$17.50 | \$14.50 | \$7.50 |
| Class C (7 a.m.-noon, Mon.-Sat.; 1-6 p.m., Mon.-Fri.) | \$50.00 | \$30.00 | \$20.00 | \$17.50 | \$13.50 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!



That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of 520% more homes than Station "B", for all time periods!

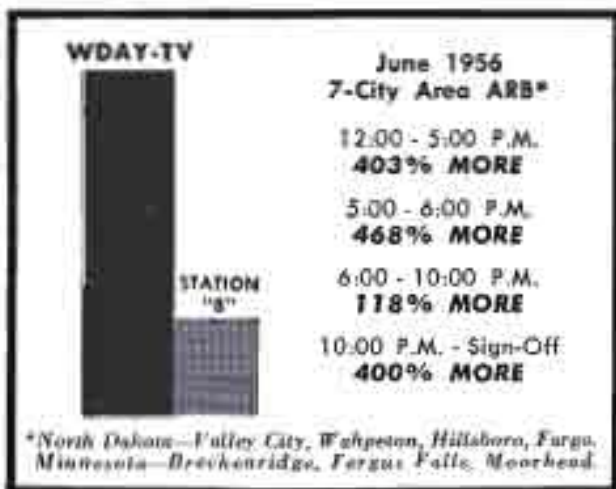
WDAY-TV gets—

- 760% More—12 Noon to 5:00 P.M.!
- 872% More—5:00 P.M. to 6:00 P.M.!
- 181% More—6:00 P.M. to 10:00 P.M.!
- 270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — each between 40 and 60 miles away!

Your Peters, Griffin, Woodward Colonel has all the facts.

P. 5. Average ARB Rating, 6:00-10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.



WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



NORTH DAKOTA

BISMARCK (Cont.)

KFYR-TV (Parent Station of Satellite KUMV-TV, Williston, N. D.)

LICENSEE: Meyer Broadcasting Co. Address: 201 1/2 Fourth St. Phone: Capital 3-2800. TWX No.: HM 2115.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 305 ft.; above ground 667 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 8, 1955.

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

REPRESENTATIVES: Sales, Blair Tv Assoc., Harry E. Kyles Co. (Minneapolis); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldrichmitt.

PRINCIPAL STOCKHOLDERS: Etha Hoskins Meyer, 75%; and Marietta M. Ekberg, 25%. Meyer Broadcasting also owns KMOT(TV) Minot, N. D., and KUMV-TV Williston, N. D.

EXECUTIVES:

William A. Ekberg, pres. & gen. mgr.
Ivar Nelson, ch. engr.
C. Wayne Turner, prom. mgr.
James G. Backlin, news ed.
Cal Culver, sta. mgr.
A. L. Anderson, nat'l. sta. mgr.

SUMMARY OF RATES (Card No. 4, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | \$273.00 | \$155.00 | \$96.00 | \$70.00 | \$50.00 | \$30.00 |
| Class A (6:30-7:30 p.m., 10-10:30 p.m., daily) | \$225.00 | \$135.00 | \$90.00 | \$65.00 | \$45.00 | \$22.50 |
| Class B (8-8:30 p.m., 10:30-11 p.m., daily; sign-on-6 p.m., Sun.) | \$173.00 | \$105.00 | \$70.00 | \$44.00 | \$35.00 | \$11.00 |
| Class C (All other times) | \$112.50 | \$67.50 | \$45.00 | \$37.00 | \$28.50 | \$11.75 |

Above are one-time rates and include satellite KUMV-TV Williston, N. D. Frequency discounts allowed.

DICKINSON

(Stark County)

KDIX-TV

LICENSEE: Dickinson Radio Assn. Address: 119 Second Ave. W. Phone: 5122. TWX No.: 5121.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Present Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Antenna Height: Above average terrain 227 ft.; above ground 270 ft.

OPERATION: Began Oct. 12, 1956.

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

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Eugene L. Burke.

PRINCIPAL STOCKHOLDERS: Dr. F. J. Wein, 15%; Frank P. Whitney, 12%; William O. Babe, 12%; L. W. Veigt, 10%; and others.

EXECUTIVES:

F. J. Wein, pres.
Orville F. Burda, gen. mgr. & film buy.
James O'Leary, com. mgr.
Lawton Haack, pgn. dir.
Benjamin Lockard, ch. engr.
W. Ferron Halverson, prom. mgr.
Warren P. Vianora, news ed.

SUMMARY OF RATES (Card No. 1, Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$37.50 | \$20.00 |
| Class A (8-7:30, 10-10:30 p.m., daily) | \$113.00 | \$68.00 | \$45.00 | \$37.50 | \$30.00 | \$11.50 |
| Class B (8-8 p.m., 10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sat., Sun., noon-1 p.m., Mon.-Fri.) | \$73.00 | \$45.00 | \$30.00 | \$25.00 | \$18.50 | \$9.50 |
| Class C (7 a.m.-noon, Mon.-Sun.; 1-5 p.m., Mon.-Fri. All other times) | \$30.00 | \$20.00 | \$15.00 | \$17.00 | \$12.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

FARGO

(Cass County)

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Broadcasting Co. Address: 600 W. Main St., Ave. Phone: 1-486. (For full listing see Valley City, N. D.)

WDAY-TV

LICENSEE: WDAY Inc. Address: 211 First St. N. Phone: 2-2271. TWX No. Fargo 122.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Present Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Antenna Height: Above average terrain 280 ft.; above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1955.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Regal, Smith & Hennessey.

PRINCIPAL STOCKHOLDERS: E. C. Reineke and wife, 50%; N. D. Black Jr. and family, 25%; and others. Mr. Black is pres.-publisher of Fargo Forum and Moorhead (Minn.) News.

EXECUTIVES:

E. C. Reineke, pres.
Tom Barnes, gen. mgr. & com. mgr.
Ken Kennedy, pgn. dir. & film buy.
Julius Hatland, ch. engr.
Roy Pedersen, prom. mgr.
Norm Schuster, news ed.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10 p.m., Sun.-Sat.) | \$450.00 | \$270.00 | \$180.00 | \$130.00 | \$112.50 | \$60.00 |
| Class A (8-1:30 p.m., 10-10:30 p.m., Mon.-Sat.; 1-7:30 p.m., 10-10:30 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$102.50 | \$75.00 | \$39.00 |
| Class B (8-8:30 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; noon-1 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$54.50 | \$28.00 |
| Class C (7 a.m.-8 p.m., Mon.-Sat.; 11 p.m., sign-off, Sun.-Sat.; 7 a.m.-noon, Sun.) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$19.00 |

Above are one-time rates. Frequency discounts allowed.

GRAND FORKS

(Grand Forks County)

KNOX-TV

LICENSEE: Community Radio Corp. Address: P. O. Box 1116. Phone: 4-6811.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 220 ft.; above ground 223 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1955.

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

REPRESENTATIVES: Sales, William G. Rambow Co., Hulmer & Johnson (Minneapolis); Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Clifford Thomsford.

PRINCIPAL STOCKHOLDERS: Equally owned by Elroy H. Schroeder, Adolph Lund, Don E. Whitman, estate of Carroll E. Day and Arthur Tweat.

EXECUTIVES:

Elroy H. Schroeder, pres.
Robert C. Lukkason, nat'l. sta. mgr. & film buy.
James Syrdal, pgn. dir.
David Chumley, ch. engr.
Charles K. Bandle, news ed.


SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (7:30-10:30 p.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$15.00 |
| Class B (4:30-5:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat., Sun.; noon-1 p.m., Mon.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$40.00 | \$12.00 |
| Class C (All other times) | \$120.00 | \$72.00 | \$48.00 | \$36.00 | \$30.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

ACTION

based on actual experiences of
America's Harbor Police...Coast
Guard Units...Port Authorities!



"HARBOR COMMAND"
Starring **WENDELL COREY**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

MINOT

(Ward County)

KCJB-TV

LICENSEE: North Dakota Broadcasting Co. Inc. Address: P. O. Box 1712. Phone: 5-1361. TWX No.: 5225.

FACILITIES: Ch. 23. Authorized RF Rad. Pow.: Visual 24.4 kw. Aural 14.4 kw. Present Operating Pow.: Visual 24.4 kw. Aural 14.4 kw. Antenna Height: Above average terrain 429 ft.; above ground 514 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 4, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am. KCJB.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd St. Amos, Keas & Kennedy.

PRINCIPAL STOCKHOLDERS: James Broadcasting Co., 51.75%, and others. Licensee owns KBMB-TV Bismarck, KCJB-TV Valley City, both N. D.; KDHS-TV Aberdeen, S. D. James Broadcasting Co. is licensee of KJZH Jamestown, N. D., and is owned by John Ruler.

EXECUTIVES:

John W. Boier, pres. Joseph Main, ch. engr.
 Chester Blatan, gen. mgr. & film. Russ Cox, prom. mgr.
 Ann Hennan, pgm. dir. Howard Gruber, news ed.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$63.25 | \$42.50 | \$25.00 |
| Class A (8:30-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 6-7 p.m., Sun.) | \$175.00 | \$105.00 | \$70.00 | \$45.50 | \$30.75 | \$17.50 |
| Class B (6-8:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-5 p.m., Sat., Sun.) | \$137.50 | \$83.75 | \$55.00 | \$35.75 | \$23.75 | \$13.75 |
| Class C (7 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; 8 a.m.-1 p.m., Sat., Sun.) | \$67.50 | \$40.50 | \$27.00 | \$17.75 | \$11.75 | \$6.75 |

Above are one-time rates. Frequency discounts allowed.

KMOT (TV)

(Target Date Unknown)

LICENSEE: Meyer Broadcasting Co. Address: 304 1/2 Fourth St., Bismarck, N. D. Phone: Capital 3-0900.

FACILITIES: Ch. 10. Authorized RF Rad. Pow.: Visual 25.1 kw. Aural 14.8 kw. Antenna Height: Above average terrain 96 ft.; above ground 130 ft.

REPRESENTATIVES: Washington Attorney, Hagen & Hartson; Consulting Engineers, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: See KFTB-TV Bismarck, N. D.

EXECUTIVES:

Ella Rosanna Meyer, pres.

VALLEY CITY

(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Broadcasting Co. Inc. Address: 400 West Main, Fargo, N. D. Phone: 5-4461. TWX No.: 185.

FACILITIES: Ch. 4. Authorized RF Rad. Pow.: Visual 106 kw. Aural 57.5 kw. Present Operating Pow.: Visual 106 kw. Aural 57.5 kw. Antenna Height: Above average terrain 1,080 ft.; above ground 1,080 ft.

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

OPERATION: Began Aug. 12, 1954.

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

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd Assoc., Keas & Kennedy.

PRINCIPAL STOCKHOLDERS: See KCJB-TV Minot, N. D.

EXECUTIVES:

John W. Boier, pres. & gen. mgr. Robert Hiltgeway, ch. engr.
 William L. Hurley, vp. chg. nat'l. Russ Starkey, film buy.
 etc. Russell Cox, prom. mgr.
 Lee Borja, loc. sta. mgr. Connie Weinsberg, publicity.
 R. O. Grignon, pgm. dir. James H. Rohst, news ed.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.; 6-10 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$133.33 | \$88.89 | \$50.00 |
| Class A (8:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$93.33 | \$62.22 | \$35.00 |
| Class B (6-8:30 p.m., Mon.-Sat.; 1-5 p.m., Sat., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$66.67 | \$44.44 | \$25.00 |
| Class C (7 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; 8 a.m.-1 p.m., Sat., Sun.) | \$175.00 | \$105.00 | \$70.00 | \$46.67 | \$31.11 | \$17.50 |

Above are one-time rates and include optional satellite KBMB-TV Bismarck. Frequency discounts allowed.

WILLISTON

(Williams County)

KUMV-TV (Satellite of KFYP-TV, Bismarck, N. D.)

LICENSEE: Meyer Broadcasting Co. Address: 200 1/2 Fourth St., Bismarck, N. D. Phone: Tremont 3-1311. TWX No.: RM 0115.

FACILITIES: Ch. 5. Authorized RF Rad. Pow.: Visual 53.3 kw. Aural 31.3 kw. Present Operating Pow.: Visual 53.3 kw. Aural 31.3 kw. Antenna Height: Above average terrain 1,060 ft.; above ground 874 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 10, 1957.

AFFILIATIONS: Tv Networks, NBC, ABC, Station, Am. KFYP Bismarck.

REPRESENTATIVES: Sales, Blair Tv. Assoc., Harry S. Hyett Co. (Minneapolis); Washington Attorney, Hagen & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: See KFYP-TV Bismarck, N. D.

EXECUTIVES:

William A. Kolberg, pres. Les Klever, sta. mgr.
 A. L. Anderson, nat'l. sta. mgr.

SUMMARY OF RATES: (See Parent Station KFYP-TV Bismarck, N. D.)

OHIO

OHIO MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|-------------------------|---------|---------------------------|-------------------------|-------------------------|
| Adams | 6,700 | 60 | 4,020 | 16,872 | 3,299 | 395 |
| Allen | 20,000 | 65 | 13,000 | 122,940 | 25,494 | 3,250 |
| Austintown | 11,200 | 60 | 6,720 | 43,920 | 8,638 | 1,043 |
| Ashtabula | 26,400 | 66 | 17,364 | 121,141 | 23,922 | 2,799 |
| Athens | 12,700 | 72 | 9,144 | 42,096 | 10,403 | 1,261 |
| Aurora | 10,200 | 64 | 6,528 | 41,944 | 9,014 | 1,102 |
| Bellmont | 27,100 | 68 | 18,328 | 85,228 | 21,291 | 2,512 |
| Brown | 1,300 | 60 | 780 | 3,804 | 4,086 | 480 |
| Builer | 48,700 | 68 | 33,116 | 215,122 | 49,226 | 5,911 |
| Carroll | 5,200 | 62 | 3,224 | 15,706 | 4,125 | 502 |
| Champaign | 4,800 | 67 | 3,216 | 15,207 | 4,281 | 523 |
| Clark | 22,800 | 67 | 15,276 | 106,228 | 23,294 | 2,822 |
| Clermont | 12,700 | 67 | 8,509 | 34,781 | 12,022 | 1,486 |
| Columbus | 6,600 | 62 | 4,092 | 25,622 | 1,246 | 152 |
| Columbiana | 22,200 | 68 | 15,096 | 120,244 | 22,851 | 2,855 |
| Concho | 25,200 | 61 | 15,372 | 75,501 | 8,022 | 1,048 |
| Crawford | 12,200 | 61 | 7,442 | 37,063 | 11,274 | 1,342 |
| Cuyahoga | 484,100 | 61 | 295,261 | 2,247,887 | 840,218 | 68,530 |
| Darke | 12,200 | 67 | 8,174 | 42,194 | 10,842 | 1,360 |
| Delaware | 2,800 | 65 | 1,820 | 9,272 | 4,299 | 526 |
| Delaware | 2,200 | 60 | 1,320 | 13,200 | 6,019 | 802 |
| Erve | 10,000 | 61 | 6,100 | 32,426 | 20,426 | 2,649 |
| Fairfield | 17,200 | 69 | 11,868 | 61,073 | 15,290 | 1,852 |
| Fayette | 7,200 | 74 | 5,328 | 22,702 | 4,322 | 515 |
| Franklin | 177,100 | 62 | 110,762 | 868,940 | 148,611 | 20,268 |
| Fulton | 4,200 | 61 | 2,562 | 16,702 | 3,008 | 368 |
| Gallia | 6,800 | 76 | 5,168 | 15,900 | 3,992 | 418 |
| Geauga | 6,400 | 70 | 4,480 | 22,412 | 6,020 | 872 |
| Greene | 20,600 | 60 | 12,360 | 71,026 | 17,175 | 2,122 |
| Guernsey | 11,000 | 60 | 6,600 | 26,402 | 8,092 | 818 |
| Hamilton | 284,100 | 60 | 170,460 | 1,144,101 | 202,270 | 27,300 |
| Hancock | 13,700 | 61 | 8,357 | 40,902 | 15,440 | 1,811 |
| Hardin | 6,200 | 60 | 3,720 | 20,257 | 6,020 | 712 |
| Harrison | 5,000 | 62 | 3,100 | 15,940 | 4,160 | 477 |
| Henry | 7,100 | 60 | 4,260 | 23,204 | 7,062 | 854 |
| Highland | 9,200 | 70 | 6,440 | 24,490 | 7,200 | 740 |
| Hocking | 5,700 | 65 | 3,705 | 21,201 | 4,764 | 582 |
| Holmes | 2,600 | 60 | 1,560 | 10,666 | 3,340 | 388 |
| Huron | 12,100 | 60 | 7,260 | 30,220 | 10,820 | 1,452 |
| Jackson | 6,600 | 61 | 4,026 | 20,122 | 6,066 | 716 |
| Jefferson | 22,500 | 68 | 15,300 | 122,657 | 27,262 | 3,299 |
| Knox | 11,000 | 65 | 7,150 | 42,886 | 8,224 | 1,000 |
| Lake | 27,700 | 60 | 16,620 | 141,050 | 28,024 | 3,222 |
| Lawrence | 14,900 | 60 | 8,940 | 42,790 | 12,028 | 1,412 |
| Licking | 24,200 | 61 | 14,722 | 62,522 | 22,290 | 2,846 |
| Lorain | 10,800 | 62 | 6,696 | 30,880 | 11,210 | 1,312 |
| Lucas | 62,600 | 60 | 37,560 | 228,710 | 60,071 | 6,448 |
| Lucas | 132,500 | 60 | 79,500 | 610,261 | 130,021 | 23,257 |
| Madison | 5,200 | 63 | 3,276 | 15,286 | 4,024 | 486 |
| Mahoning | 75,200 | 60 | 45,120 | 402,488 | 102,477 | 12,040 |
| Marietta | 13,600 | 60 | 8,160 | 35,608 | 12,212 | 1,278 |
| Medina | 12,600 | 61 | 7,686 | 30,827 | 12,212 | 1,461 |
| Melroe | 7,100 | 60 | 4,260 | 20,624 | 4,612 | 512 |
| Mercer | 2,800 | 62 | 1,736 | 20,692 | 6,240 | 762 |
| Miami | 21,200 | 61 | 12,932 | 60,211 | 20,207 | 2,360 |
| Monroe | 4,200 | 70 | 2,940 | 9,701 | 2,698 | 324 |
| Montgomery | 126,500 | 70 | 88,550 | 667,066 | 181,272 | 23,222 |
| Morgan | 2,200 | 70 | 1,540 | 12,141 | 2,222 | 277 |
| Morrow | 5,400 | 62 | 3,348 | 14,464 | 3,267 | 382 |
| Muskingum | 24,200 | 70 | 16,940 | 81,663 | 26,240 | 3,260 |
| Noble | 2,500 | 70 | 1,750 | 10,022 | 1,220 | 147 |
| Ottawa | 10,800 | 62 | 6,696 | 26,290 | 8,212 | 984 |
| Peabody | 4,800 | 70 | 3,360 | 12,022 | 2,270 | 282 |
| Perry | 2,400 | 67 | 1,608 | 22,122 | 3,261 | 411 |
| Pickaway | 6,200 | 62 | 3,844 | 22,126 | 3,780 | 458 |
| Pike | 7,200 | 61 | 4,392 | 17,966 | 4,224 | 508 |
| Portage | 20,200 | 64 | 12,928 | 50,620 | 20,822 | 2,620 |
| Preble | 2,200 | 65 | 1,430 | 22,077 | 1,267 | 152 |
| Putnam | 7,200 | 70 | 5,040 | 21,618 | 4,720 | 582 |
| Rushland | 26,200 | 62 | 16,224 | 144,734 | 41,260 | 4,222 |
| Sandusky | 14,200 | 67 | 9,514 | 50,474 | 14,964 | 1,867 |
| Sandusky | 18,000 | 65 | 11,700 | 72,114 | 14,222 | 1,612 |
| Seneca | 20,200 | 62 | 12,524 | 62,622 | 22,240 | 2,766 |
| Seneca | 17,200 | 60 | 10,320 | 66,618 | 22,022 | 2,800 |
| Shelby | 9,200 | 62 | 5,704 | 22,440 | 6,212 | 761 |
| Stark | 24,200 | 60 | 14,520 | 62,220 | 19,220 | 2,360 |
| Summit | 142,200 | 61 | 86,742 | 697,294 | 126,477 | 12,112 |
| Tuscarawas | 22,200 | 62 | 13,764 | 27,294 | 10,224 | 1,260 |
| Tuscarawas | 22,200 | 61 | 13,542 | 42,021 | 10,121 | 1,222 |
| Union | 4,200 | 62 | 2,604 | 20,207 | 4,720 | 582 |
| Van Wert | 2,200 | 62 | 1,364 | 10,224 | 1,220 | 152 |
| Vinton | 2,800 | 62 | 1,736 | 9,664 | 1,714 | 212 |
| Warren | 12,200 | 60 | 7,320 | 32,120 | 11,121 | 1,322 |

OHIO MARKET DATA BY COUNTIES (Cont.)

| County | Total Households | Television % | Household No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|--------------|---------------|---------------------------|-------------------------|-------------------------|
| Washington | 14,500 | 75 | 14,500 | 20,825 | 11,700 | 1,200 |
| Wayne | 28,000 | 81 | 14,000 | 20,000 | 13,700 | 1,100 |
| Williams | 9,500 | 83 | 7,870 | 21,000 | 8,500 | 800 |
| Wood | 18,500 | 80 | 14,710 | 24,077 | 15,710 | 1,370 |
| Wyandot | 8,500 | 79 | 8,140 | 24,101 | 4,700 | 500 |
| Total | 2,470,500 | 87% | 2,120,000 | \$11,672,000 | \$2,700,000 | \$268,071 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

AKRON

(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Address: 855 Copley Road. Postal Zone: 28. Phone: Portage 2-8811. TWX No.: AK 484.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 56.2 kw. Present Operating Pow.: Visual 110 kw, Aural 56.9 kw. Antenna Height: Above average terrain 370 ft.; above ground 488 ft.

OPERATION: Began June 1, 1953

AFFILIATIONS: Tv Network, ABC Stations, Am. WAKR, Fm. WAKR-FM.

REPRESENTATIVES: Sales, Burke-Stuart Co., Washington Attorney, Kirkland, Fleming, Green, Martin & Eds.; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Beacon Journal Pub. Co. (Akron Beacon-Journal—Knight), 45%; Viola G. Berk, 45%; John S. Knight and associates also own 42.8% of WCKR, WCKT(TV) Miami, Fla. Knight Newspapers are also Chicago News, Detroit Free Press, Miami Herald and Charlotte (N.C.) Observer.

EXECUTIVES:

S. Bernard Berk, pres.
Roger G. Berk, vp., gen. mgr. & film buy.
Kenneth M. Keegan, vp. & dir. zis.
Robert I. Hostian, pgrn. prod. dir. & prom. mgr.
Irwin L. Knopp, ch. engr.
Jack Fitzgibbons, news ed.

SUMMARY OF RATES (Card No. 2, June 15, 1954.)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (8:30-11 p.m., daily) | \$300.00 | \$150.00 | \$100.00 | \$50.00 | \$60.00 | \$30.00 |
| Class B (5-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$40.00 | \$40.00 | \$20.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$30.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

ASHTABULA

(Ashtabula County)

WICA-TV

LICENSEE: WICA Inc. Address: P. O. Box 371. Phone: 32-138.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10 kw. Antenna Height: Above average terrain 330 ft.; above ground 358 ft.

OPERATION: Began Sept. 15, 1953.

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

REPRESENTATIVES: Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: D. C. Rowley, 52%, and Olive D. Rowley and family, 48%. Same interests own Ashtabula Star-Beacon, Connors News-Herald, Geneva Free Press and Painesville Telegraph, all Ohio.

EXECUTIVES:

D. C. Rowley, pres.-treas.
WICA-TV has suspended operation but has not returned its CP.

CANTON

(Stark County)

WTLC (TV)

(Target Date, Unknown)

LICENSEE: Tri-City Telecasting Inc. Address: 224 Market Ave. E.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 107 kw. Antenna Height: Above average terrain 613 ft.; above ground 680 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: Norton Frank and wife, 30%; following each with 5%: W. B. Persons Jr., F. W. Danner, Oral E. Pfing, Ethel M. Fritz, S. M. Sparks, Michael Rosen, D. M. Stein, D. B. Hanna, 7%, and others. Mr. Frank publishes weekly Steubenville (Ohio) Jeffersonian.

EXECUTIVES:

Norton Frank, pres.
Wallace B. Persons Jr., vp.

CINCINNATI

(Hamilton County)

WCET (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Address: 1201 Elm St. Postal Zone: 16. Phone: Dunbar 1-4811.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 13.1 kw, Aural 8.11 kw. Present Operating Pow.: Visual 13.1 kw, Aural 8.13 kw. Antenna Height: Above average terrain 488 ft.; above ground 382 ft.

OPERATION: Began July 26, 1954

AFFILIATIONS: Tv Network, NBC.

REPRESENTATIVES: Consulting Engineer, R. J. Rockwell (Cresley Reorg. Corp.)

EXECUTIVES:

Dr. Claude V. Courtat, chmn. bd.
of trustees. (Start. of School)
Uberto T. Dwyer, gen. mgr.
Charles Vaughan, pgrn. dir.
James Leonard, ch. engr.
Fred Thomas, prom. mgr.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes Bl. Postal Zone: 4. Phone: Capital 1-6772. TWX No. CI 327

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 380 ft.; above ground 340 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 26, 1949

AFFILIATIONS: Tv Network, ABC Stations, Am. WCPO, Fm. WCPO-FM.

REPRESENTATIVES: Sales, Bland-Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Christ, Steel & Waldschmidt.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is parent firm. For Scripps broadcast and newspaper interests, see WEWS-TV, Cleveland, Ohio.

EXECUTIVES:

Jack R. Howard, pres.
M. C. Watters, vp. & gen. mgr.
W. Earl Corbett, com. mgr. & pgrn. dir.
Glean C. Miller, asst. to gen. mgr. & sta. dir.
Edward Weston, pgrn. dir. & film buy.
Paul Adams, ch. engr.
Eivora Schulte, prom. mgr.
Tom McCarthy, news ed.

SUMMARY OF RATES (Card No. 3, April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|---------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$415.00 | \$275.00 | | | \$275.00 | \$137.50 |
| Class A (6:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-7:30 p.m., Sat., Sun.) | \$350.00 | \$240.00 | | \$180.00 | \$150.00 | \$100.00 |
| Class B (5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, Sun.-Sat.) | \$247.50 | \$180.00 | | \$120.75 | \$100.00 | \$75.00 |
| Class C (Sign-on-8 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; midnight-sign-off, Sun.-Sat.) | \$142.50 | \$85.00 | | \$75.75 | \$60.00 | \$17.00 |

Above are one-time rates. Frequency discounts allowed.

WKRC (TV)

LICENSEE: Radio Cincinnati Inc. Address: Times-Star Bldg. Postal Zone: 2. Phone: Garfield 1-1331. TWX No.: C2334

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 126 kw. Present Operating Pow.: Visual 216 kw, Aural 126 kw. Antenna Height: Above average terrain 590 ft.; above ground 523 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 1, 1948

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kaseen & Burt; Consulting Engineer, George C. Davis

PRINCIPAL STOCKHOLDER: Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Radio Cincinnati also owns WTVN-AM-TV Columbus, Ohio, WBRC-AM-TV Birmingham, Ala., and 5% of WHEB-AM-FM-TV Knoxville, Tenn.

EXECUTIVES:

Hulbert Taft Jr., pres.
David G. Taft, exec. vp. & gen. mgr.
Kenneth W. Church, vp. & nat. ch. mgr.
Dorothea E. Murphy, treas.
Roger B. Reed, asst. gen. mgr. & gen. ch. mgr.
Rustern P. McCarthy, loc. ch. mgr.
Don L. Chapin, mgr. N. Y. off.
John J. Walsh, mktng. dir.
Paul Stummus, pgrn. dir. & film buy.
Gregory P. Ollivander, nat. dir.
Pat Bonason, news dir.
Ralph Miska, ch. engr.

SUMMARY OF RATES (Card No. T-11, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (Winter Cycle: Program Units—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. Announcements—7:30-11 p.m., daily Summer Cycle: Program Units—7-10 p.m., Mon.-Sat.; 8-10 p.m., Sun. Announcements—7-10 p.m., daily) | \$1,200.00 | \$720.00 | \$480.00 | \$360.00 | \$360.00 | \$150.00 |
| Class A (Winter Cycle: Program Units—7-8 p.m., Mon.-Sat.; 5-7 p.m., Sun. Announcements—5-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 11 p.m.-midnight, daily) Summer Cycle: Program Units—10-11 p.m., daily; 5-6 p.m., Sun. Announcements—8-9 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10 p.m.-midnight, daily) | \$900.00 | \$540.00 | \$360.00 | \$270.00 | \$270.00 | \$120.00 |
| Class B (Program Units—6-7 p.m., 11-11:15 p.m., Mon.-Sat.; 11-11:15 p.m., Sun. Announcements—5 a.m.-6 p.m., Mon.-Sat.; 5 a.m.-5 p.m., Sun.) | \$720.00 | \$432.00 | \$288.00 | \$216.00 | \$216.00 | \$90.00 |
| Class C (Program Units—8 a.m.-8 p.m., 11:15 p.m.-midnight, Mon.-Sat.; 9 a.m.-8 p.m., 11:15 p.m.-midnight, Sun. Announcements—Before 5 a.m.) | \$620.00 | \$372.00 | \$248.00 | \$186.00 | \$186.00 | \$75.00 |
| Class D (Midnight-8 a.m., daily) | \$250.00 | \$150.00 | \$100.00 | \$75.00 | \$75.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

Why McCann-Erickson Timebuyer selects Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

Charles B. Willard

Charles B. Willard, McCann-Erickson
Timebuyer



McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

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Radio

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Columbus

WLW-D
Dayton

WLW-A
Atlanta

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bornar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas; Crosley Broadcasting Corporation, a division of



CINCINNATI (Cont.)

WLWT (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 140 W. Ninth St. Postal Zone: 2. Phone: Cherry 1-1822. TWX No.: C376.

FACILITIES: Ch. 3. Authorized EE. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 480 ft., above ground 483 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 3, 1948.

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

REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales; Bureau Lawrence & Assoc.; Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDER: Owned by Aves Hig. Corp. (which owns appliance and electronic components, manufacturer airplane engines, farm implements, heavy machinery.) Crosley Bldg. also owns WLWA (TV), Atlanta, Ga.; WLWC (TV), Columbus, WLND (TV), Dayton; both Ohio, and WLW (TV), Indianapolis, Ind.

EXECUTIVES:

| | |
|-------------------------------------|-------------------------------------|
| James D. Shouse, chmn. of bd. | Howard Leggett, tv. tech. adm. |
| K. E. Daverville, pres. & gen. mgr. | |
| John T. Murphy, vp. in ch. | Tom Storey, film buy. |
| K. T. Murphy, vp. & treas. | Joe O'Lea, prom. mgr. |
| Steve Cline, sb. mgr. | Jack Fraser, dir. plant serv. dept. |
| Ala. Cowan, pgn. dir. | Paul C. Lunsford, news dir. |
| H. J. Rockwell, tv. tech. adm. | |

SUMMARY OF RATES (Card No. 18, Jan. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (Program Units—7:30-10:30 p.m., daily. Announcements—7:15-10:45 p.m., daily) | | | | | | |
| \$1,000.00 | \$600.00 | \$400.00 | \$300.00 | \$200.00 | \$150.00 | \$125.00 |
| Class A (Program Units—6-7:30 p.m., Sat., Sun., 10:30-11 p.m., daily. Announcements—6:45-7:15 p.m., Mon.-Sat., 9-7:15 p.m., Sun.; 10:45-11 p.m., daily) | | | | | | |
| \$600.00 | \$400.00 | \$300.00 | \$210.00 | \$150.00 | \$100.00 | \$80.00 |
| Class B (Program Units—8-7:30 p.m., Mon.-Fri.; 3-8 p.m., Sat.; 9-6 p.m., Sat., Announcements—5-6:45 p.m., Mon.-Sat.; 3-8 p.m., Sun.) | | | | | | |
| \$675.00 | \$450.00 | \$375.00 | \$255.00 | \$180.00 | \$125.00 | \$100.00 |
| Class C (9 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 9 a.m.-3 p.m., Sun.) | | | | | | |
| \$450.00 | \$375.00 | \$225.00 | \$157.50 | \$112.50 | \$75.00 | \$75.00 |
| Class D (Midnight-8 a.m., daily) | | | | | | |
| \$225.00 | \$175.00 | \$112.50 | \$75.00 | \$50.00 | \$30.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WQXN-TV

(Target Date, Unknown)

LICENSEE: Romeville of Cincinnati Inc. Address: 2311 Beckman St. Postal Zone: 25. Phone: Mulberry 1-7890.

FACILITIES: Ch. 34. Authorized EE. Rad. Pow.: Visual 125 kw. Aural 51.4 kw. Antenna Height: Above average terrain 536 ft., above ground 582 ft.

AFFILIATIONS: Station, Am. WQXN.

REPRESENTATIVES: Sales, Gili-Perma Inc.; Washington Attorney, Smith & Pepper; Consulting Engineer, John H. Mullany.

PRINCIPAL STOCKHOLDER: For M. Romeville's other broadcast interests, see WATL-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Romeville, pres. & gen. mgr.

CLEVELAND

(Cuyahoga County)

KYW-TV

LICENSEE: Westinghouse Broadcasting Co. Address: 515 Superior Ave. Postal Zone: 14. Phone: Cherry 1-8945. TWX No.: CV 32.

FACILITIES: Ch. 3. Authorized EE. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1,090 ft., above ground 306 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 21, 1948.

AFFILIATIONS: Tv Network, NBC, Stations, Am. KYW, Fm. KYW-FM.

REPRESENTATIVES: Sales, Peter, Griffin, Woodward; Attorney, John W. Stone, New York; Consulting Engineer, Howard Spitzer.

PRINCIPAL STOCKHOLDER: For WBC interests, see KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

| | |
|------------------------------------|------------------------------|
| Donald H. McGeehan, pres. | S. V. Stodig, ch. engr. |
| Richard V. Jacobs, vp. & gen. mgr. | Carl Lewton, film buy. |
| Albert F. Krusen, com. mgr. | E. Robert Nashak, prom. mgr. |
| Ralph M. Hansen, pgn. dir. | Sanford Mackay, news ed. |

SUMMARY OF RATES (Card No. 18, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class AAA (9-11 p.m., daily) | | | | | | |
| \$1,200.00 | \$1,120.00 | \$780.00 | \$624.00 | \$420.00 | \$375.00 | \$300.00 |
| Class AA (7-8 p.m., Mon.-Sat.; 8-8 p.m., Sun.) | | | | | | |
| \$7,400.00 | \$690.00 | \$500.00 | \$400.00 | \$280.00 | \$240.00 | \$170.00 |
| Class A (8-7 p.m., Mon.-Sat.; 3-8 p.m., Sun.) | | | | | | |
| \$1,100.00 | \$600.00 | \$440.00 | \$355.00 | \$210.00 | \$200.00 | \$120.00 |
| Class B (11 p.m.-11:30 p.m., Mon.-Sat.) | | | | | | |
| \$850.00 | \$480.00 | \$320.00 | \$240.00 | \$220.00 | \$200.00 | \$100.00 |
| Class C (9 a.m.-8 p.m., Mon.-Fri.; 1-8 p.m., Sat.; 11:30 p.m.-sign-off, daily) | | | | | | |
| \$720.00 | \$420.00 | \$300.00 | \$252.00 | \$150.00 | \$175.00 | \$70.00 |
| Class D (1 a.m.-8 a.m., Mon.-Fri.; 1 a.m.-1 p.m., Sun., Sat.) | | | | | | |
| \$400.00 | \$300.00 | \$180.00 | \$140.00 | \$120.00 | \$100.00 | \$55.00 |

Above are one-time rates. Frequency discounts allowed, except Class AAA announcements.

WERE-TV

(Target Date, Unknown)

LICENSEE: Cleveland Broadcasting Inc. Address: 1800 Euclid Ave. Postal Zone: 15. Phone: Superior 1-8950. TWX No.: CV 710.

FACILITIES: Ch. 53. Authorized EE. Rad. Pow.: Visual 206 kw. Aural 118 kw. Present Operating Pow.: Visual 204 kw. Aural 116 kw. Antenna Height: Above average terrain 850 ft., above ground 420 ft.

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

REPRESENTATIVES: Sales, Venard, Huston & McCornell; Washington Attorney, Spearman & Robinson; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Rae T. Miller and family, 45%, and others.

EXECUTIVES:

| | |
|-----------------------------------|-------------------------|
| Rae T. Miller, pres. | Harry Dennis, ch. engr. |
| Richard M. Klein, vp. & gen. mgr. | Paul Roper, prom. mgr. |
| Ed Paul, com. mgr. | Jerry Bowman, news ed. |
| Sam Elber, pgn. dir. | |

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: Euclid Ave. at E. 20th St. Postal Zone: 15. Phone: Henderson 1-1108. TWX No.: CV 11.

FACILITIES: Ch. 1. Authorized EE. Rad. Pow.: Visual 52.3 kw. Aural 31.3 kw. Present Operating Pow.: Visual 50.3 kw. Aural 29.3 kw. Antenna Height: Above average terrain 1,220 ft., above ground 425 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1947.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Hall-TV; Washington Attorney, Dempsey & Nightingale.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is majority stockholder.

Scripps-Howard Radio Inc. is also the licensee of WCPO-AM-FM-TV Cincinnati, Ohio, and WNOX Knoxville, Tenn. Memphis Pub. Co., a Scripps company, is owner of WMC, WWCN (FM) and WMLT (TV) Memphis, Tenn. Scripps-Howard newspapers are Cleveland Press, New York World-Telegram & Sun, 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 H. Howard, pres. | Jay S. Keeves, natl. adv. mgr. |
| James C. Harahan, gen. mgr. | Peter K. Hlinka, Ohio adv. mgr. |
| J. Harrison Harley, sta. dir. | Ernest E. Sindelar, ops. dir. |
| Floyd E. Weidman, gen. exm. & film buy. | John J. Moffitt, dir. pub. serv. bureau. |
| Donald L. Parrie, asst. to gen. mgr. | |
| J. B. Epperson, engrng. vp. | |

SUMMARY OF RATES (Card No. 13, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA 7:30-11 p.m., daily | | | | | | |
| \$1,500.00 | \$825.00 | \$600.00 | \$540.00 | \$470.00 | \$470.00 | \$215.00 |
| Class A (7-7:30 p.m., Mon.-Sat.; 8-7:30 p.m., Sun.) | | | | | | |
| \$1,000.00 | \$600.00 | \$420.00 | \$370.00 | \$300.00 | \$300.00 | \$150.00 |
| Class B (9-7 p.m., 11-11:30 p.m., Mon.-Fri.; 8-7 p.m., 11-11:30 p.m., Sat.; 1-4 p.m., 11-11:30 p.m., Sun.) | | | | | | |
| \$775.00 | \$480.00 | \$310.00 | \$270.00 | \$220.00 | \$220.00 | \$90.00 |
| Class C (News-3 p.m., 11:30 p.m.-sign-off, Mon.-Fri.; News-4 p.m., 11:30 p.m.-sign-off, Sat.; News-1 p.m., 11:30 p.m.-sign-off, Sun.) | | | | | | |
| \$520.00 | \$340.00 | \$230.00 | \$190.00 | \$150.00 | \$150.00 | \$80.00 |
| Class D (Sign-off-comm., daily) | | | | | | |
| \$220.00 | \$130.00 | \$90.00 | \$80.00 | \$60.00 | \$100.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WHK-TV

(Target Date, Unknown)

LICENSEE: Front City Publishing Co. Address: 5000 Euclid Ave. Postal Zone: 1. Phone: Express 1-3000. TWX No.: CV 485.

FACILITIES: Ch. 18. Authorized EE. Rad. Pow.: Visual 206 kw. Aural 408 kw. Antenna Height: Above average terrain 590 ft., above ground 883 ft.

AFFILIATIONS: Stations, Am. WHK; Fm. WHK-FM.

REPRESENTATIVES: Washington Attorney, Loucks, Elias, Young & Jenky.

PRINCIPAL STOCKHOLDER: Licensee publishes Cleveland Plain Dealer and News; owns 40% of WRDN-AM-FM-TV Youngstown, Ohio.

EXECUTIVES:

Herling E. Graham, pres.

WJW-TV

LICENSEE: Storer Broadcasting Co. Address: 1800 Euclid Ave. Postal Zone: 15. Phone: Tower 1-8000. TWX No.: CV 257.

FACILITIES: Ch. 8. Authorized EE. Rad. Pow.: Visual 208 kw. Aural 162 kw. Present Operating Pow.: Visual 205 kw. Aural 160 kw. Antenna Height: Above average terrain 1,260 ft., above ground 370 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1948.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: See WCDB-TV Miami, Fla.

EXECUTIVES:

| | |
|---|------------------------------------|
| George B. Storer, pres. | Edward Berg, pgn. dir. & film buy. |
| Sam Wickham, engrng. dir. | H. A. Britzman, ch. engr. |
| Bill Kelley, natl. sta. mgr. (New York) | Ted Anthony, prom. & publicity |
| Frank Barron, loc. sta. mgr. | Ken Armstrong, news ed. |

SUMMARY OF RATES (Card No. 11, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA 10-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.) | | | | | | |
| \$2,000.00 | \$1,200.00 | \$800.00 | \$670.00 | \$600.00 | \$520.00 | \$300.00 |
| Class A (7-8 p.m., Mon.-Sat.; 8-7:30 p.m., Sun.) | | | | | | |
| \$1,400.00 | \$820.00 | \$570.00 | \$500.00 | \$425.00 | \$380.00 | \$270.00 |
| Class B (8-7 p.m., 11-11:30 p.m., Mon.-Sat.; 2:30-6 p.m., 11-11:30 p.m., Sun.) | | | | | | |
| \$1,000.00 | \$625.00 | \$425.00 | \$380.00 | \$300.00 | \$300.00 | \$160.00 |
| Class C (9-8 p.m., 11:30 p.m.-1 a.m., Mon.-Fri.; 11 a.m.-4 p.m., 11:30 p.m.-1 a.m., Sat.; 11 a.m.-2:30 p.m., 11:30 p.m.-sign-off, Sun.) | | | | | | |
| \$800.00 | \$510.00 | \$350.00 | \$280.00 | \$200.00 | \$160.00 | \$70.00 |
| Class D (Before 9 a.m., 1 a.m.-sign-off, Mon.-Fri.; before 11 a.m., 1 a.m.-sign-off, Sat.; before 11 a.m., Sun.) | | | | | | |
| \$420.00 | \$225.00 | \$170.00 | \$130.00 | \$115.00 | \$70.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

It's your move...
 to the **TOPS** in
Cleveland Television

WJW-TV

CHANNEL 8



A CLEVELAND LANDMARK WELL KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND
 the nation's 5th market
 in total retail sales*

GREATER CLEVELAND
 the nation's 6th market
 in net effective
 buying income*

GREATER CLEVELAND
 the nation's 7th market
 in population...
 and still growing!*

WJW-TV

"A Leading Citizen" in
 Ohio's First Market
 serving 1,200,000
 households

More productive local program-
 ming on WJW-TV. Top feature
 films for participating sponsors,
 including 20th Century-Fox,
 Columbia and Selznick groups.



WJW-TV

*Represented Nationally by the
 Katz Agency*



A BASIC AFFILIATE OF THE
 CBS TELEVISION NETWORK

* Sales Management, Mar 10, 1956

WJW-TV—Storer Broadcasting Company • 1820 Euclid Avenue, Cleveland 15, Ohio • TDW 1-6080



"If you want to be
seen in Central Ohio...

WBNS-TV"

WBNS-TVland is BIG: 2,130,000 customers living in 46 Central Ohio counties; 630,000 in Franklin County alone.

WBNS-TVland is PROSPEROUS: Spendable income in Franklin County per family is \$7,296.00. Income in the other WBNS-TVland counties is in the same rich vein.

WBNS-TVland is TUNED IN: 95% of Franklin County homes are TV homes and they are mostly tuned to Channel 10. Here's proof:*

GOOD AVAILABILITIES, including choice full minutes. Ask your Blair man.

*Top 15 shows by station by month
Columbus, Ohio, 1956 (a Telepulse report)

| Month | WBNS-TV | Station B | Station C |
|--------------|------------|-----------|-----------|
| January | 12 | 2 | 1 |
| February | 13 | 2 | 0 |
| March | 14 | 0 | 1 |
| April | 14 | 0 | 1 |
| May | 14 | 0 | 1 |
| June | 15 | 0 | 0 |
| July | 15 | 0 | 0 |
| August | 14 | 0 | 1 |
| September | 13 | 1 | 1 |
| October | 14 | 0 | 1 |
| November | 12 | 2 | 1 |
| December | 13 | 0 | 2 |
| TOTAL | 163 | 7 | 19 |

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

*Affiliated with The Columbus Dispatch, The Ohio State Journal
and WBNS Radio. Represented by Blair TV.*

OHIO

COLUMBUS

(Franklin County)

WBNS-TV

LICENSEE: Dispatch Printing Co. Address: 88 Obetzburg Blvd. Phone: Capital 2-3011. TWX No.: CL 342.

FACILITIES: Ch. 10. Authorized Eff. Pow. Visual 215 kw; Aural 125 kw. Present Operating Pow.: Visual 215 kw; Aural 125 kw. Antenna Height: Above average terrain 710 ft.; above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1946.

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

REPRESENTATIVES: Sales, Blair-Tv, Washington Attorney, Dwy, Lehmé & Albertson, Consulting Engineer, Juncy & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by the Wolfe family. Dispatch Printing Co. publishes Ohio State Journal and Columbus Dispatch.

EXECUTIVES:

| | |
|------------------------------|------------------------------|
| Preston Wolfe, pres. | Lesser H. Natager, ch. engr. |
| Richard A. Barst, dir. tv. | Betty Dixon, gen. bus. |
| Robert D. Thomas, com. engr. | Barbara Haddock, prom. mgt. |
| John A. Balch, gen. dir. | Chet Long, news ed. |

SUMMARY OF RATES (Card No. 1, Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 30 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 a.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$400.00 | \$400.00 | \$200.00 | \$200.00 | \$200.00 | \$100.00 |
| Class A (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat.; 10:30-11 p.m., Sun.-Sat.) | \$700.00 | \$400.00 | \$312.00 | \$200.00 | \$204.00 | \$100.00 |
| Class B (4-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat., Sun.; 11 p.m.-sign-off, Sun.-Sat.) | \$200.00 | \$101.00 | \$204.00 | \$155.00 | \$170.00 | \$100.00 |
| Class C (All other times) | \$200.00 | \$204.00 | \$150.00 | \$130.00 | \$117.00 | \$75.00 |

Above are one-hour rates. Frequency discounts allowed.

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 358 Obetzburg River Road, Postal Zone 1. Phone: Amber 2-2441. TWX No.: CL 303.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw; Aural 20 kw. Present Operating Pow.: Visual 100 kw; Aural 20 kw. Antenna Height: Above average terrain 440 ft.; above ground 378 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 2, 1958.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Crosley Bcast. Corp. sta. off.; NBC Spot Sales, Homer Lowrance & Assoc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: See WLWT(TV) Cincinnati.

EXECUTIVES:

| | |
|---------------------------------|-------------------------------|
| James E. Shyane, chmn. of bd. | Douglas T. Lincoln, sta. mgr. |
| R. E. Desverre, pres. | Bud O'Leary, gen. dir. |
| John T. Murphy, vp. tv. | Charles Blash, ch. engr. |
| James Leonard, cp. & gen. engr. | Jack Kavanagh, prom. dir. |
| | Samuel M. Allen, news dir. |

SUMMARY OF RATES (Card No. 4, Jan. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 30 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (Winter Cycle—Program Units—7:30-10:30 p.m., daily. Announcements—7:15-10:45 p.m., daily. Summer Cycle—Program Units—4-7:30 p.m., daily. Announcements—7:45-11 p.m., Mon.-Fri.; 7-10 p.m., Sat., Sun.) | \$800.00 | \$400.00 | \$320.00 | \$200.00 | \$200.00 | \$175.00 |
| Class A (Winter Cycle—Program Units—4-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily. Announcements—8:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily. Summer Cycle—Program Units—4-8 p.m., Sat., Sun.; 9:30-11 p.m., daily. Announcements—8-7 p.m., 10-11 p.m., Sat., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$245.00 | \$170.00 | \$100.00 |

BROADCASTING • TELECASTING

Class B (Winter Cycle—Program Units—5-7:30 p.m., Mon-Fri.; 3-4 p.m., Sat.; 2-4 p.m., Sat. Announcements—5-6:45 p.m., Mon-Sat.; 3-4 p.m., Sat. Summer Cycle—Program Units—6-8 p.m., Mon-Fri.; 5-6 p.m., Sat. Announcements—4-7:45 p.m., Mon-Fri.; 3-4 p.m., Sat.)

\$205.00 \$115.00 \$209.00 \$110.00 \$112.00 \$88.00 \$25.00

Class C (Winter Cycle—Program Units and Announcements—8 a.m.-5 p.m., Mon-Sat.; 9 a.m.-2 p.m., Sun.; 11 p.m.-midnight, daily. Summer Cycle—Program Units and Announcements—8 a.m.-4 p.m., Mon-Sat.; 8 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily)

\$280.00 \$270.00 \$140.00 \$122.00 \$21.00 \$40.00 \$15.00

Class B (Winter and Summer Cycle—Midnight-8 a.m., daily)

\$210.00 \$120.00 \$88.00 \$72.00 \$53.00 \$20.00 \$10.00

Above are one-time rates. Frequency discounts allowed.

WOSU-TV*

(*Non-Commercial Educational)

LICENSEE: The Ohio State University. Address: 2180 North Starr Rd. Postal Zone: 51. Phone: Hudson 6-3222.

FACILITIES: Ch. 10. Authorized EIR Rad. Pow.: Visual 218 kw, Aural 117 kw. Present Operating Pow.: Visual 210 kw, Aural 117 kw. Antenna Height: Above average terrain 560 ft.; above ground 385 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 20, 1966.

AFFILIATIONS: Stations, Am. WOSU; Fed. WOSU-EM.

REPRESENTATIVE: Attorney, Attorney General of Ohio.

EXECUTIVES:

Noelle G. Fawcett, pres.
Richard D. Hill, dir. & gen. mgr.
William H. Ewing, asst. dir. tv
pgmng.
D. Robert Rotzinger, asst. dir.

Robert C. Hagg, exec. dir. emtms.
Martha Hausman, film buy.
Stevens Factor, prom. mgr.
John Schmidt, news ed.

WTVN-TV

LICENSEE: WTVN Inc. Address: 702 Harmon Ave. Postal Zone: 22. Phone: Capital 8-3881. TWX No. CL 12.

FACILITIES: Ch. 6. Authorized EIR Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 570 ft.; above ground 483 ft.

OPERATION: Began Aug. 10, 1949.

AFFILIATIONS: Tv Network, ABC. Station, Am. WTVN.

REPRESENTATIVES: Sales, The Kals Agency; Washington Attorney, Kotson & Burt.

PRINCIPAL STOCKHOLDERS: Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).

EXECUTIVES:

Hubert Tall Jr., pres.
Wally McCough, gen. mgr.
Robert Wingard, asst. gen. mgr. &
sell. dir. mgr.
Charles Dwyer, loc. as. mng.
Joseph A. Jenkins, gen. dir.

Harry Dehr, asst. gen. dir.
William H. Rauder, ch. engr.
Richard A. J. McKinney, film dir.
Don Hardin, prom. & publicity dir.
Edgar S. Wood, news dir.
Joe Hill, sports dir.

SUMMARY OF RATES (Case No. 12, April 1, 1967)

| Hour | 15 Min. | 15 Min. | 15 Min. | 5 Min. | Min. or 30 Sec. | 30 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (Program Units—7:30-10:30 p.m., daily. Announcements—7:30-10 p.m., daily) | \$225.00 | \$80.00 | \$200.00 | \$200.00 | \$200.00 | \$80.00 |
| Class A (Program Units—7-7:30 p.m., 10:30-11 p.m., daily. Announcements—7:30 p.m., 10-10:30 p.m., daily) | \$200.00 | \$70.00 | \$200.00 | \$100.00 | \$100.00 | \$80.00 |
| Class B (Program Units—8-9 p.m., 11-11:35 p.m., Mon-Sat.; 1-7 p.m., 11-11:35 p.m., Sun. Announcements—1-7 p.m., 10:30-11:35 p.m., Mon-Sat.; 1-7 p.m., 11:35-11:35 p.m., Sun.) | \$200.00 | \$70.00 | \$100.00 | \$100.00 | \$100.00 | \$80.00 |
| Class C (8 a.m.-9 p.m., 11:35 p.m.-sign-off, Mon-Sat.; 8 a.m.-1 p.m., 11:35 p.m.-sign-off, Sun.) | \$200.00 | \$70.00 | \$100.00 | \$75.00 | \$80.00 | \$25.00 |
| Class D (All other times) | \$175.00 | \$125.00 | \$80.00 | \$80.00 | \$55.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.



WIN POSITIVE SPONSOR IDENTIFICATION

with Ziv's spectacular
new **IMPACT** series!

"HARBOR COMMAND"
starring
WENDELL COREY



FORCEFUL! DISTINGTIVE! UNIQUE! AMERICA'S HARBOR POLICE IN ACTION!

DAYTON

(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Postal Zone: 1. Phone: Madison 6881. TWX No.: DY-116 & 117.

FACILITIES: Ch. 1. Authorized EE. Rad. Pow.: Visual 200 kw. Aural 100 kw. Present Operating Pow.: Visual 250 kw. Aural 150 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1,068 ft.

EQUIPPED TO COLORCAST network program.

OPERATION: Began Jan. 26, 1960.

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

REPRESENTATIVES: Bates, George F. Hollingsbury Co., Washington Attorney, Dew, Lohoe & Albertson.

PRINCIPAL STOCKHOLDERS: Owned by estate of former Ohio Gov. James M. Cox and family. Coxes also own WSS-AM-FM-TV Atlanta, Ga. Mr. Cox and associates own 42.5% of WCKA 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.
Robert M. Moody, gen. mgr.
Stan Mousse, com. mgr.
Charles E. Gay, pgm. dir., film buy.
& prom. mgr.

Ernest L. Adams, ch. engr.
Don Wayne, news ed.

SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Sat.; 8:30-10:30 p.m., Sun.) | \$200.00 | \$100.00 | \$300.00 | \$275.00 | \$200.00 | \$10.00 |
| Class A (10:30-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1:30-4:30 p.m., 10:30-11 p.m., Sun.) | \$100.00 | \$40.00 | \$100.00 | \$250.00 | \$200.00 | \$50.00 |
| Class B (Noon-6:30 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 a.m.-5:30 p.m., 11 p.m.-sign-off, Sun.) | \$50.00 | \$20.00 | \$250.00 | \$150.00 | \$80.00 | \$40.00 |
| Class C (All other times) | \$200.00 | \$300.00 | \$130.00 | \$115.00 | \$90.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed, except 2 sec. announcements which take flat rate.

WIFE (TV)

LICENSEE: Skyland Broadcasting Corp. Address: 385 W. First St. Postal Zone: 1. Phone: Michigan 4801.

FACILITIES: Ch. 25. Authorized EE. Rad. Pow.: Visual 200 kw. Aural 100 kw. Present Operating Pow.: Visual 257 kw. Aural 125 kw. Antenna Height: Above average terrain 590 ft.; above ground 560 ft.

OPERATION: Began Oct. 1955.

AFFILIATIONS: Station, Am, WONE.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Burns & Gagnier; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, 25.1%; Loren M. Berry, 14.71%; Gustav Hirsch, 10.71%; Fred L. Krumboltz, 4.55%; Wm. E. Stocklein, 3.33%; and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 50% of WTVQ Pittsburgh, Pa. Mr. Berry also owns 41.81% of WHIO-AM-FM-TV Elyria.

EXECUTIVES:

Ronald B. Woodyard, pres.

(WIFE (TV) has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 495 E. Dale Hwy. Postal Zone: 1. Phone: Walnut 3331. TWX No.: 118.

FACILITIES: Ch. 2. Authorized EE. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 118 ft.; above ground 68 ft.

EQUIPPED TO COLORCAST network program.

OPERATION: Began March 15, 1948.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Crosley Sales Office, NBC Spot Sales, Ernest Lowman & Assoc. Inc. Washington Attorney, Hogan & Hartson; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati.

EXECUTIVES:

Robert E. Dunville, pres.
George Gray, gen. mgr.
Dale A. Smith, com. mgr.
Paul Law, pgm. dir. & film buy.

Robert Wehrman, ch. engr.
Dorothy Sanders, prom. mgr.
Alan Herbert, news ed.

SUMMARY OF RATES (Card No. 7, April 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|---------|----------|----------|-----------------|---------|
| Class AA (Winter Cycle: Program Units-7:30-10:30 p.m., daily. Announcements-7:15-10:45 p.m., daily. Summer Cycle: Program Units-6-9:30 p.m., daily. Announcements-7:45-11 p.m., Mon.-Fri.; 7-10 p.m., Sat., Sun.) | \$200.00 | \$80.00 | \$200.00 | \$200.00 | \$175.00 | \$10.00 |

Class A (Winter Cycle: Program Units-6-7:30 p.m., Sat., Sun.; 7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. Announcements-6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily. Summer Cycle: Program Units-6-8 p.m., Sat.; Sun.; 7-8 p.m., Mon.-Fri.; 9:30-11 p.m., daily. Announcements-6:45-7:45 p.m., Mon.-Fri.; 6-7 p.m., 10-11 p.m., Sat., Sun.)

\$170.00 \$450.00 \$300.00 \$282.00 \$177.50 \$100.00 \$20.00

Class B (Winter Cycle: Program Units-5-7 p.m., Mon.-Fri.; 3-5 p.m., Sun.; 5-6 p.m., Sat. Announcements-5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun. Summer Cycle: Program Units-6-7 p.m., Mon.-Fri.; 3-6 p.m., Sun. Announcements-5-6:45 p.m., Mon.-Fri.; 6-6 p.m., Sat.; 3-6 p.m., Sun.)

\$200.00 \$150.00 \$220.00 \$192.50 \$177.50 \$80.00 \$25.00

Class C (Winter Cycle: Program Units-9 a.m.-5 p.m., Mon.-Sat.; 8 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily. Summer Cycle: Program Units-9 a.m.-8 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily. Winter and Summer Cycles: Announcements-9 a.m.-6 p.m., Mon.-Sat.; 5 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.)

\$275.00 \$220.00 \$150.00 \$121.25 \$97.75 \$40.00 \$13.00

Class D (Winter and Summer Cycle: Midnight-6 a.m., daily)

\$110.00 \$125.00 \$91.00 \$73.25 \$50.50 \$20.00 \$13.00

Above are one-time rates. Frequency discounts allowed.

ELYRIA

(Lorain County)

WEOL-TV

(Target Date, Unknown)

LICENSEE: Elyria-Lorain Broadcasting Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.

FACILITIES: Ch. 11. Authorized EE. Rad. Pow.: Visual 95.3 kw. Aural 45.2 kw. Antenna Height: Above average terrain 290 ft.; above ground 217 ft.

AFFILIATIONS: Stations, Am, WEOL; Fm, WEOL-FM.

REPRESENTATIVES: Washington Attorney, Cain & Marks; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: Roy W. Aimmel, 25.1%; Loren M. Berry, 21.25%; Gustav Hirsch, 13.9%; and others. Mr. Berry and Mr. Hirsch each owns 16.7% of WIFE (TV) Dayton, Ohio.

EXECUTIVES:

Roy W. Aimmel, pres.

LIMA

(Allen County)

WIMA-TV

LICENSEE: WLGK Inc. Address: 124 E.ice Ave. Phone: 3-2025. TWX No.: 125.

FACILITIES: Ch. 25. Authorized EE. Rad. Pow.: Visual 18.3 kw. Aural 9.25 kw. Present Operating Pow.: Visual 18.3 kw. Aural 9.25 kw. Antenna Height: Above average terrain 248 ft.; above ground 248 ft.

EQUIPPED TO COLORCAST network program.

OPERATION: Began April 17, 1953.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Stations, Am, WIMA; Fm, WIMA-FM.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Bingham, Collins, Porter & Kistner; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George E. Hamilton, pres., 90%; R. W. Mack, 10.7%; and others.

EXECUTIVES:

George E. Hamilton, pres.
R. W. Mack, gen. mgr. & film buy.
J. L. Spring, com. mgr. & prom. mgr.

Easter Straker, pgm. dir.
M. J. Lamb, ch. engr.
Don Sherwood, news ed.

SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.) | \$200.00 | \$100.00 | \$80.00 | \$67.50 | \$60.00 | \$40.00 |
| Class B (5-7 p.m., Mon.-Fri.; 11 p.m.-midnight, Mon.-Sun.; 1-4 p.m., Sat., Sun.) | \$150.00 | \$80.00 | \$60.00 | \$52.50 | \$47.50 | \$30.00 |
| Class C (All other times) | \$112.50 | \$67.50 | \$40.00 | \$35.25 | \$32.50 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Unknown)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre

FACILITIES: Ch. 36. Authorized EE. Rad. Pow.: Visual 17 kw. Aural 9.12 kw. Antenna Height: Above average terrain 710 ft.; above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Vandiver, Cohen & Weart.

PRINCIPAL STOCKHOLDERS: William N. Skirball, 40.7%; Jack H. Skirball, 40.7%; and Grace Skirball, 18.6%.

EXECUTIVES:

William N. Skirball, pres.
Jack H. Skirball, vp.



One of America's Great **AREA** Stations

STATION SUMMARY DATA—NCS 1956

| MARKET COVERAGE | NO. OF COUNTIES | TOTAL HOMES IN AREA | TV HOMES IN AREA | |
|--------------------------|----------------------|-----------------------|--------------------|---------------|
| Monthly Coverage Area | 41 | 869,600 | 747,640 | |
| Homes Reached: | TOTAL | % OF TOTAL HOMES | % OF TV HOMES | |
| Monthly | 417,900 | 48 | 56 | |
| Weekly | 393,620 | 45 | 53 | |
| NCS DAY-PART CIRCULATION | AT LEAST ONCE A WEEK | 3 OR MORE DAYS A WEEK | 6 OR 7 DAYS A WEEK | DAILY AVERAGE |
| Daytime Viewer Homes | 327,900 | 261,640 | 205,110 | 236,380 |
| Nighttime Viewer Homes | 386,330 | 340,980 | 278,410 | 303,400 |

National Representative: **George P. Hollingbery**

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION—Covers 325,957 TV homes in 30 counties of Ohio and W. Virginia, 62%, more towns—53,539 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 featured CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET—Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,200 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Year TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV

STEUBENVILLE, OHIO
CHANNEL 9 • 234,500 WATTS

Owned by WSP-TV, Inc., 100 E. Main, Steubenville, Ohio 44220. WSTV-TV, Steubenville, Ohio 44220. WSP-TV, Wheeling, West Virginia 26061. WSP-TV, Parkersburg, West Virginia 26101. WPTT, Pittsburgh, Pennsylvania 15222.

A Member of the Tri-City Group
WSTV-TV, Steubenville, Ohio 44220
WSP-TV, Wheeling, West Virginia 26061
WPAK-TV, Parkersburg, West Virginia 26101
WPTT-TV, Pittsburgh, Pennsylvania 15222

OHIO

MASSILLON

(Stark County)

WMAC-TV

(Target Date, Unknown)

LICENSEE: Midwest Tv Co. Address: 205 Security Bldg., Toledo, Ohio.
FACILITIES: Ch. 22. Authorized RF Rad. Pow.: Visual 311 kw, Aural 30 kw. Antenna Height: Above average terrain 120 ft.; above ground 124 ft.
REPRESENTATIVE: Washington Attorney, McGrath & Boyer.
PRINCIPAL STOCKHOLDER: Edward Lamb Enterprises. For other Lamb owned properties, see WICU-TV, Erie, Pa.
EXECUTIVE: Edward Lamb, pres.

OXFORD

(Butler County)

WMUB-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Miami University, Oxford. Address: Phone: 3489.
FACILITIES: Ch. 14. Authorized RF Rad. Pow.: Visual 411 kw, Aural 234 kw. Antenna Height: Above average terrain 150 ft.; above ground 140 ft.
AFFILIATIONS: Station, Am, WMUB; Pm, WMUB-FM.
REPRESENTATIVES: Washington Attorney, Kringer & Jorgensen; Consulting Engineer, R. C. Higg.
EXECUTIVES: Dr. John D. Milleit, pres.; Miami Charles A. Myers, gen. mgr. & news ed.
S. C. Hathaway, dir. news-tv A. F. Strick, ch. engr.
Paul G. Yessell, ch. mgr.

STEUBENVILLE (WHEELING, W. VA.)

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: Exchange Bldg. Steubenville, Ohio 44220. TWX No., TLX 060.

FACILITIES: Ch. 9. Authorized RF Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 250 ft.; above ground 250 ft.

EQUIPPED TO COLDCAST network's programs.
OPERATION: Began Dec. 24, 1955.
AFFILIATIONS: Tv Networks, CBS, ABC, Station, Am, WSTV; Pm, WSTV-FM.
REPRESENTATIVES: Sales, Avery-Rhodes; Washington Attorney, Kinland, Fleming, Green, Martin & Ellis, Consulting Engineers, George C. Davis.

PRINCIPAL STOCKHOLDERS: Allen H. Berkman, 84.4%; Jack N. Berkman, 13.2%; Louis Berkman, 11.2%; John J. Linn, 11.2%, and others. Some group controls WPTO-TV Allentown, Pa., WPTT Pittsburgh, Pa., WBLK-AM-TV Clarksburg and WPAK-AM-FM Parkersburg, both W. Va., KODE-AM-TV Joplin, Mo. Purchase of KMCH-AM-FM Monroe, La., pending FCC approval.

EXECUTIVES: Jack Berkman, pres.; John J. Linn, exec. vp. & gen. mgr.; Louis Berkman, exec. vp.; Joseph M. Trocch, vp. & film buy.; Fred Weber, vp.; Carl A. Weinman, sec. treas.; Bud Gibson, natl. sis. mgr. (New York); Paula Goldstein, asst. sec.; Charles S. Shephard, ch. engr.; William McClinton, prom. mgr.; Scott McMurray, loc. news ed.; Ben Briscoe, news ed.

| Rate | SUMMARY OF RATES (Card No. 4, April 22, 1957) | | | | | 19 Sec. |
|---|---|----------|----------|----------|----------|----------|
| | 30 Sec. | 15 Min. | 14 Min. | 1 Min. | Min. | |
| Class AA (2-10:30 p.m., Mon.-Fri.; 1:30-10:30 p.m., Sat., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$112.50 |
| Class A (7-9 p.m., Mon.-Fri.; 8-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily) | \$400.00 | \$275.00 | \$185.00 | \$157.50 | \$112.50 | \$101.25 |
| Class B (5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11-11:30 p.m., daily) | \$300.00 | \$200.00 | \$135.00 | \$112.50 | \$75.00 | \$67.50 |
| Class C (5:30-6:30 p.m., Mon.-Fri.; 6:30-7:30 p.m., Sat., Sun.; 11:30 p.m.-midnight, daily) | \$200.00 | \$125.00 | \$85.00 | \$70.00 | \$45.00 | \$41.25 |

*Above are one-time rates. Frequency discounts allowed.

WTRF-TV (WHEELING, W. VA.)

LICENSEE: Tri-City Broadcasting Co. Address: 1205 Market St., Wheeling, W. Va. Phone Cedar 2-7777. (For full listing see Wheeling, W. Va.)

TOLEDO

(Lucas County)

WGTE-TV*

(*Non-Commercial Educational)
(Target Date, Unknown)

LICENSEE: Greater Toledo Educational Television Foundation, Inc. Address: 121 Southard Ave., Postal Zone 1.
FACILITIES: Ch. 36. Authorized RF Rad. Pow.: Visual 206 kw, Aural 150 kw. Antenna Height: Above average terrain 100 ft.; above ground 200 ft.
REPRESENTATIVES: Washington Attorney, Kringer & Jorgensen; Consulting Engineer, A. B. Rifer.
EXECUTIVES: Ann E. Knowler, pres.; R. L. Bostman, sec. Mgnt. Herbert M. Shumaker, vp.; W. Clyde Slater, treas.

WSPD-TV

LICENSEE: Storer Broadcasting Co. Address: 138 Huron St. Postal Zone 4. Phone: Cherry 5-6201. TWX No. 694.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 116 kw, Aural 126 kw. Present Operating Pow.: Visual 114 kw, Aural 150 kw. Antenna Height: Above average terrain 370 ft.; above ground 381 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 21, 1948.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Stations, Am. WSPD, Pm. WSPD-FM.

REPRESENTATIVES: Sales, The Kutz Agency; Washington Attorney, Dew, Lobins & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WGSS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.
Allen L. Haid, vp. & mgng. dir.
Bill Ashworth, natl. sls. mgr.
Al Rohfel, pgn. dir.
Bill Strongfellow, ch. engr.
Liz Wagner, prom. mgr.
James Ruder, news ed.

SUMMARY OF RATES (Card No. 12, March 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | | | | | \$225.00 | \$112.50 |
| Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun. Announcements—7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10:30-11 p.m., Sat.-Sun.) | \$1,300.00 | \$650.00 | \$400.00 | \$250.00 | \$175.00 | \$85.00 |
| Class B (8-7 p.m., Mon.-Fri., Noon-6 p.m., Sat.-Sun.) | \$750.00 | \$430.00 | \$260.00 | \$225.00 | \$160.00 | \$75.00 |
| Class C (All other times) | \$425.00 | \$255.00 | \$170.00 | \$145.00 | \$100.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

WTOH-TV

(Target Date, Unknown)

LICENSEE: Woodward Broadcasting Co. Address: 226 State St., Detroit, Mich.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 87.3 kw. Antenna Height: Above average terrain 420 ft.; above ground 437 ft.

REPRESENTATIVES: Washington Attorney, Fz, Strock, Blaine & Gaglio; Consulting Engineer, George F. Asher Engineering Co.

PRINCIPAL STOCKHOLDERS: See WUID-TV Detroit, Mich.

EXECUTIVES:

Max Oshin, pres. & treas. Jacob Nathan, vp. & sec.

YOUNGSTOWN
(Mahoning County)

WFMJ-TV

LICENSEE: Vindicator Printing Co. Address: 161 W Boardman St. Postal Zone 2. Phone: Riverside 4-5111. TWX No.: YO 15.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 67 kw. Present Operating Pow.: Visual 94 kw, Aural 47 kw. Antenna Height: Above average terrain 660 ft.; above ground 1,013 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 6, 1955.

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

REPRESENTATIVES: Sales, Headley-Head Tv., Washington Attorney, Fisher, Wayland Duvall & Southway; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Licensee publisher Youngstown Vindicator.

EXECUTIVES:

William F. Haug Jr., pres. J. A. Gray, pgn. dir.
Mitchell F. Stuber, gen. mgr. Frank A. Dieringer, ch. engr.
Tom. mgr. & elec. boy. Bill Lindsay, news ed.

SUMMARY OF RATES (Card No. 3, Dec. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-11:30 p.m., Mon.-Sat., 1-11:30 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$120.00 | \$80.00 |
| Class B (11:30-1:30 p.m., Mon.-Fri.; 1-3:30 p.m., Sat., 1:30 p.m.-sign.off., daily) | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$80.00 | \$60.00 |
| Class C (Sign-on-2 p.m., Mon.-Fri.; Sign-on-1 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

WSPD-TV's

"BILLION DOLLAR MARKET"

Population 1,657,400
Families 494,800
Television Homes 406,000

Percent tuned to WSPD-TV

Daytime 78%
Nighttime 91.5%



EFFECTIVE BUYING POWER

Total \$3,015,566,000
Per Capita 1,819
Per Family 6,094
RETAIL SALES
Total \$2,022,594,000
Per Family 4,087

SPENT FOR

Food \$449,499,000
Gen. Advc. 223,555,000
Furniture and Household 105,354,000
Automotive 408,185,000
Drug 62,275,000

WSPD Television . . . Toledo, Ohio



WSPD . . . TELEVISION 316000 WATTS

Represented Nationally by KATZ

OHIO

WKBN-TV

LICENSEE: WKBN Broadcasting Corp. Address: 333 Sunset Blvd. Phone: Sterling 3-1148. TWX No. TO 9811.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 62.5 kw, Aural 50.1 kw. Present Operating Pow.: Visual 52.3 kw, Aural 50.1 kw. Antenna Height: Above average terrain 560 ft., above ground 220 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1964.

AFFILIATIONS: Tv Networks, CBS, ABC Stations, Am. WKBN; Fm. WICBN-FM.

REPRESENTATIVES: Sales, Paul B. Baymer Co., Washington Attorney, Louie, Ziss, Young & Jansky; Consulting Engineer, Page, Creutz, Steel & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr., 50.3%, and Forest City Pub. Co. (Cleveland Plain Dealer and News-WRK-AM-FM-TV Cleveland), 49.7%.

EXECUTIVES:

W. P. Williamson Jr., pres. & gen. mgr. W. P. Williamson III, pub. rel. dir.
 J. L. Dowden, sta. mgr. & sa. mgr. Paul Turner, pgn. dir.
 H. T. Wilkens, ch. engr.

SUMMARY OF RATES (Card No. 4, Oct. 1, 1966)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-12:30 p.m., Mon.-Sat.; 1:30-10:30 p.m., Sun.) | \$250.00 | \$125.00 | \$157.00 | \$125.00 | \$90.00 | \$45.00 |
| Class B (12:30-4:30 p.m., Mon.-Fri.; 12:30-6:30 p.m., Sat.; 12:50-2:50 p.m., Sun.; 10:00 p.m.-midnight, daily) | \$227.50 | \$113.75 | \$144.15 | \$101.25 | \$67.50 | \$33.75 |
| Class C (All other times) | \$220.00 | \$110.00 | \$137.50 | \$97.50 | \$70.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

WXTV (TV)

(Target Date, Unknown)

LICENSEE: Community Telecasting Co. Address: P. O. Box 158, Farrell, Pa.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 8.40 kw, Aural 3.41 kw. Antenna Height: Above average terrain 230 ft., above ground 227 ft.

REPRESENTATIVE: Washington Attorney, Carl L. Shipley; Consulting Engineer, Sanford A. Schaffa.

PRINCIPAL STOCKHOLDERS: Sanford A. Schaffa, 50%, and Guy W. Gally, 50%. Mr. Schaffa also owns WFAR Farrell, Pa.

EXECUTIVES:

Sanford A. Schaffa, co-own. Guy W. Gally, co-own.

ZANESVILLE

(Muskingum County)

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg. Phone: Gladstone 3-5421. TWX No.: 97.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 8.13 kw. Present Operating Pow.: Visual 16.2 kw, Aural 8.12 kw. Antenna Height: Above average terrain 546 ft., above ground 300 ft.

OPERATION: Began May 23, 1955.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC, Station, Am. WHIZ.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Robert F. Jones; Consulting Engineer, Lohnes & Oliver.

PRINCIPAL STOCKHOLDERS: Zanesville Publishing Co. (Zanesville Times Recorder and Signal), 63%; Southeastern Ohio Broadcasting System (WHIZ), 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%; Zanesville Pub. Co. also owns WTAP (TV) Parkersburg, W. Va., and 65% of WHIZ Zanesville.

EXECUTIVES:

Clay Littick, pres. William A. Hunt Sr., ch. engr.
 Allan Leard, mngng. dir. Edward F. Fisher, flm buy.
 Nate Milder, dir., sta. Naomi Lorton, prom mgr.
 Reed K. Melton, pgn. dir. Arthur Schraiber, news ed.

SUMMARY OF RATES (Card No. 1, April 1, 1961)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (8:20-11 p.m., Sun.-Sat.) | \$150.00 | \$75.00 | \$90.00 | \$57.50 | \$30.00 | \$15.00 |
| Class B (4:30-5:30 p.m., Sun.-Sat.; 11 p.m.-12:00 a.m., Sun.-Sat.) | \$120.00 | \$72.00 | \$84.00 | \$50.00 | \$26.00 | \$13.00 |
| Class C (All other times) | \$100.00 | \$50.00 | \$60.00 | \$38.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

OKLAHOMA

OKLAHOMA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Household No. | Retail Sales 1964 (\$000) | Food Sales 1964 (\$000) | Drug Sales 1964 (\$000) |
|--------------|------------------|--------------|---------------|---------------------------|-------------------------|-------------------------|
| Adair | 2,200 | 40 | 1,260 | 6,570 | 1,331 | 208 |
| Adelphi | 2,000 | 23 | 1,838 | 4,280 | 1,600 | 402 |
| Adota | 2,200 | 21 | 1,330 | 5,280 | 1,281 | 284 |
| Beaver | 2,100 | 15 | 400 | 1,807 | 707 | 221 |
| Beechham | 4,400 | 23 | 2,270 | 27,220 | 2,270 | 760 |
| Blaine | 4,100 | 27 | 2,250 | 11,020 | 1,827 | 277 |
| Bryan | 2,200 | 40 | 2,220 | 22,200 | 4,427 | 662 |
| Caddo | 8,200 | 29 | 4,870 | 24,777 | 7,267 | 847 |
| Canadian | 7,100 | 75 | 5,280 | 24,800 | 4,800 | 699 |
| Cartter | 12,900 | 43 | 4,270 | 54,200 | 13,107 | 1,820 |
| Cherokee | 2,400 | 30 | 1,710 | 5,000 | 2,410 | 234 |
| Choctaw | 4,200 | 12 | 500 | 9,120 | 2,200 | 320 |
| Cimarron | 1,200 | 10 | 200 | 2,200 | 500 | 254 |
| Cleveland | 10,000 | 20 | 6,500 | 67,400 | 4,220 | 1,407 |
| Coal | 1,000 | 11 | 410 | 1,400 | 200 | 112 |
| Comanche | 22,000 | 75 | 18,300 | 63,800 | 14,200 | 2,322 |
| Cotton | 2,100 | 28 | 1,700 | 7,700 | 1,700 | 134 |
| Craig | 4,200 | 20 | 2,400 | 14,800 | 2,700 | 207 |
| Creek | 12,400 | 30 | 3,700 | 21,700 | 8,200 | 1,120 |
| Custer | 2,600 | 47 | 2,610 | 20,120 | 3,800 | 465 |
| Delaware | 2,000 | 26 | 1,200 | 5,700 | 1,800 | 114 |
| Dewey | 2,200 | 47 | 1,020 | 4,200 | 1,200 | 127 |
| Ellis | 2,700 | 38 | 970 | 1,900 | 1,200 | 254 |
| Garfield | 18,100 | 28 | 10,010 | 70,000 | 20,244 | 2,870 |
| Garvin | 9,100 | 20 | 3,400 | 20,410 | 7,100 | 800 |
| Grady | 8,000 | 75 | 7,000 | 24,707 | 3,100 | 300 |
| Grant | 2,000 | 25 | 1,800 | 6,300 | 6,400 | 600 |
| Greer | 2,000 | 38 | 510 | 6,940 | 1,000 | 300 |
| Harrison | 3,100 | 35 | 700 | 5,770 | 1,007 | 200 |
| Harper | 1,000 | 28 | 540 | 3,720 | 1,844 | 280 |
| Haskell | 2,000 | 29 | 770 | 6,090 | 1,000 | 107 |
| Hughes | 4,200 | 47 | 2,210 | 11,820 | 2,217 | 420 |
| Jackson | 7,100 | 30 | 2,400 | 22,720 | 4,200 | 880 |
| Jefferson | 2,700 | 26 | 1,500 | 4,407 | 2,000 | 310 |
| Johnston | 2,000 | 21 | 1,270 | 4,555 | 1,710 | 107 |
| Kay | 10,000 | 20 | 11,000 | 67,102 | 13,594 | 2,242 |
| Kingfisher | 3,300 | 27 | 2,210 | 10,400 | 3,270 | 226 |
| Knows | 4,000 | 20 | 2,000 | 14,300 | 1,300 | 685 |
| Lattimer | 2,100 | 22 | 400 | 2,807 | 1,120 | 82 |
| LeFlore | 7,000 | 25 | 1,800 | 11,000 | 4,540 | 401 |
| Lincoln | 8,000 | 73 | 4,700 | 17,720 | 3,513 | 400 |
| Logan | 6,100 | 26 | 2,420 | 18,247 | 2,713 | 694 |
| Love | 1,700 | 40 | 610 | 2,033 | 1,240 | 124 |
| McClain | 4,400 | 20 | 2,000 | 8,000 | 2,220 | 281 |
| McCurtain | 6,000 | 30 | 1,700 | 12,300 | 3,011 | 371 |
| McFaddin | 2,000 | 47 | 1,100 | 7,074 | 1,000 | 107 |
| Major | 2,000 | 25 | 1,500 | 5,200 | 1,380 | 82 |
| Marshall | 2,000 | 40 | 800 | 4,244 | 1,200 | 224 |
| Mayes | 2,000 | 29 | 800 | 16,610 | 3,710 | 543 |
| Murray | 2,000 | 27 | 1,100 | 11,700 | 2,300 | 270 |
| Muskogee | 10,000 | 77 | 12,900 | 36,050 | 14,400 | 2,310 |
| Noble | 2,000 | 26 | 1,370 | 10,400 | 1,947 | 207 |
| Nowata | 1,000 | 22 | 3,500 | 4,022 | 3,300 | 247 |
| Oklfuskee | 2,000 | 20 | 1,270 | 8,100 | 2,104 | 100 |
| Oklahoma | 124,500 | 22 | 102,140 | 251,741 | 111,940 | 21,076 |
| Oklmulgee | 11,000 | 29 | 5,900 | 21,600 | 6,410 | 1,060 |
| Ottawa | 10,000 | 75 | 8,770 | 28,207 | 10,054 | 1,462 |
| Ottawa | 8,000 | 28 | 4,810 | 20,440 | 7,640 | 901 |
| Pawnee | 4,200 | 22 | 2,300 | 11,100 | 2,420 | 301 |
| Perce | 12,000 | 21 | 6,400 | 20,200 | 10,420 | 1,580 |
| Pittsburg | 10,100 | 44 | 4,010 | 20,682 | 6,504 | 1,020 |
| Pontotoc | 2,000 | 26 | 5,800 | 25,110 | 7,300 | 1,120 |
| Pottawatomie | 13,000 | 24 | 7,120 | 44,020 | 16,000 | 1,821 |
| Pottawatomie | 2,000 | 18 | 800 | 6,200 | 1,200 | 134 |
| Roger Mills | 1,000 | 27 | 800 | 3,840 | 1,520 | 117 |
| Seminole | 2,000 | 23 | 1,200 | 15,100 | 2,720 | 317 |
| Seminole | 11,000 | 20 | 5,730 | 20,400 | 2,974 | 940 |
| Stephens | 4,000 | 25 | 1,300 | 6,720 | 1,400 | 227 |
| Stephens | 4,100 | 21 | 4,200 | 42,000 | 10,000 | 1,422 |
| Texas | 2,000 | 20 | 600 | 14,144 | 1,820 | 512 |
| Tulman | 4,000 | 28 | 2,770 | 14,150 | 2,700 | 512 |
| Tulsa | 92,000 | 28 | 82,200 | 420,200 | 28,770 | 14,202 |
| Wagoner | 4,100 | 26 | 1,000 | 10,000 | 2,520 | 300 |
| Washington | 11,000 | 20 | 4,200 | 44,520 | 11,220 | 1,800 |
| Washington | 4,000 | 22 | 2,210 | 10,600 | 2,200 | 207 |
| Woods | 4,000 | 28 | 1,400 | 12,420 | 2,440 | 320 |
| Woodward | 1,200 | 26 | 1,200 | 11,621 | 2,000 | 494 |
| Total | 680,000 | 27% | 444,200 | \$2,362,040 | \$534,000 | \$82,267 |

Note: Food, drug and retail sales copyright 1967 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1966 and released in Sept. 1966, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ADA

(Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Address: P. O. Box 18, Postal Zone: 6, Plesh. Federal 2-2211. TWX No.: 29.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 261 kw, Aural 141 kw. Present Operating Pow.: Visual 261 kw, Aural 141 kw. Antenna Height: Above average terrain 700 ft., above ground 725 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 3, 1964.

AFFILIATIONS: Tv Networks, ABC, NBC, CBS, Stations, Am. KADA.

REPRESENTATIVES: Sales, Varnard, Hinzout & McConnell Inc. Clarke Brown Co. (Southwest); Washington Attorney, Spelman & Robinson; Consulting Engineer, Vandivere, Cohen & Weson.

PRINCIPAL STOCKHOLDERS: Bill Hoover, 26.5%, Brown Morris, 26.5%, Don Huth and wife, 8.8%, Roy Judge, 2.6%, and several others. Principals also own KWHH Wewoka-Seminole, Okla.

EXECUTIVES:

Bill Hoover, pres., gen. mgr., com. mgr. & flm buy. Doc Bowen, pgn. dir.
 Fred Smith, ch. engr.
 Brown Morris, vp., sta. mgr. & flm buy. Lusa Pyles, prom mgr.
 George Miller Jr., news ed.

SUMMARY OF RATES (Card No. 1, Aug. 15, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (8-11 p.m. daily, noon-4 p.m. Sun.) | \$125.00 | \$125.00 | \$90.00 | \$75.00 | \$50.00 | \$30.00 |
| Class B (Sign-on-4:30 p.m. 11 p.m.-sign-off, daily; sign-on-11:30 p.m. Sun.) | \$175.00 | \$175.00 | \$120.00 | \$105.00 | \$70.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

ARDMORE

(Custer County)

KV50-TV

LICENSEE: John F. Easley Trust. Address: 114 N. Washington. Phone: 3030.
FACILITIES: Ch. 12 Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 140 ft.; above ground 180 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Aug. 10, 1954.

AFFILIATIONS: Tv Network, NBC. Station, Am. KV50.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Estate of John F. Easley (John E. Rosen, executor), 100%. Estate also owns Ardmore Ardmore.

EXECUTIVES:

John Easley Rosen, gen. mgr. Hill Kolb, ch. engr.
 Gordon E. Lusk, com. mgr. & Barbara Whittier, pres. mgr.
 news ed.
 J. Galy Varnell, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, June 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|----------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A (8-10 p.m., daily) | \$130.00 | \$80.00 | \$65.00 | \$50.00 | \$30.00 | \$15.00 |
| Class B (All other times) | \$120.00 | \$72.00 | \$58.00 | \$45.00 | \$27.00 | \$13.00 |

Above are one-time rates. Frequency discounts allowed.

ENID

(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 505 E. Randolph. Phone: Adams 4-5000. TWX No.: 557.

FACILITIES: Ch. 5 Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 50 kw. Present Operating Pow.: Visual 200 kw, Aural 50 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 1,354 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began July 24, 1954.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair Tv. Assoc.; Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: P. R. Banta, 26.7%; L. D. Banta, 26.1%; George Streets, 15.1%; James B. Cummins, 12.57%; Bruce E. Wallace, 10.27%; John E. Alf, 2.87%; Helen Fineman, 4.7%; Ed McElroy, 3.89%; and Walter F. Schaffa, 4.59%.

EXECUTIVES:

P. R. Banta, pres. Evelyn Green, pgm. dir.
 George Streets, gen. mgr. & film Eugene Clark, ch. engr.
 buy. Casey Columbia, pres. mgr.
 Charlie Kern, com. mgr. Travis Miles, news ed.

SUMMARY OF RATES (Card No. 2, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.) | \$200.00 | \$100.00 | \$70.00 | \$50.00 | \$30.00 | \$10.00 |
| Class A (10-11 p.m., daily; 6-7 p.m., Mon.-Sat.) | \$500.00 | \$300.00 | \$200.00 | \$127.50 | \$100.00 | \$40.00 |
| Class B (4-8 p.m., daily) | \$400.00 | \$200.00 | \$120.00 | \$100.00 | \$85.00 | \$30.00 |
| Class C (Sign-on-4 p.m., daily) | \$300.00 | \$144.00 | \$90.00 | \$60.00 | \$50.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

LAWTON

(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Broadcasting Co. Address: P. O. Box 669. Phone: High 3-1300. TWX No.: 472.

FACILITIES: Ch. 7 Authorized Eff. Rad. Pow.: Visual 3.12 kw, Aural 4.57 kw. Present Operating Pow.: Visual 3.12 kw, Aural 4.57 kw. Antenna Height: Above average terrain 340 ft.; above ground 526 ft.

OPERATION: Began March 8, 1952.

AFFILIATIONS: Tv Network, ABC. Station, Am. KSWO.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, W. H. Buford.

PRINCIPAL STOCKHOLDERS: R. H. Drewry, 31.5%; T. H. Warrentin, 15.5%; J. R. Montgomery, 15.5%; and R. P. Scott, 13.5%. Linnace also owns 50% of KRSD Duncan, Okla. Mr. Drewry owns 74.0% of KGWA Enid, Okla., and 25% of KMID-TV Midland, Tex.; Mr. Warrentin owns 10.5% of KQWA and 18.4% of KMID-TV.

EXECUTIVES:

R. H. Drewry, pres. James Lockheed, ch. engr.
 Emmett L. Keough, gen. mgr. R. H. Scott, film buy.
 F. N. Goode, comp. H. S. Ross Jr., pres. mgr.
 Al Shove, com. mgr. Joe Humann, news ed.
 Tom Reddell, pgm. dir.

SUMMARY OF RATES (Card No. 2, June 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (6-10:30 p.m., Mon.-Sat.; 1-11 p.m., Sun.) | \$100.00 | \$50.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |
| Class B (4-8 p.m., 10:30-11:30 p.m., Mon.-Sat.) | \$130.00 | \$75.00 | \$48.00 | \$42.00 | \$30.00 | \$15.00 |
| Class C (Sign-on-4 p.m., 11:00 p.m.-sign-off, Mon.-Sat.) | \$100.00 | \$50.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

OKLAHOMA CITY

(Oklahoma County)

KETA (TV)*

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: P.A. Box 2000, Norman, Okla. Phone: Jefferson 4-4200.

FACILITIES: Ch. 11 Authorized Eff. Rad. Pow.: Visual 226 kw, Aural 191 kw. Present Operating Pow.: Visual 212 kw, Aural 181 kw. Antenna Height: Above average terrain 1,400 ft.; above ground 1,372 ft.

OPERATION: Began April 15, 1956.

REPRESENTATIVES: Washington Attorney, Cobb & Marks; Consulting Engineer, George C. Davis.

EXECUTIVES:

John W. Dunn, gen. mgr. Keith E. Stagg, ch. engr.
 Marcus W. Fuller, pgm. dir.

KGEO-TV (ENID, OKLA.)

LICENSEE: Streets Electronics Inc. Address: P.O. Box 1588. Phone: Adams 4-5000 (For full listing see Enid, Okla.).

KTVQ (TV)†

LICENSEE: Republic Television & Radio Co. Address: 1001 Claussen. Phone: Jackson 3-1241.

FACILITIES: Ch. 22 Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Antenna Height: Above average terrain 460 ft.; above ground 500 ft.

OPERATION: Began Nov. 1, 1955.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, VanDivers, Cohen & Weord.

PRINCIPAL STOCKHOLDERS: Duke Duwall and John Esau, trustees.

*KTVQ (TV) has suspended operation but has not returned its CP.

THRILLS that send ratings up, up, up!

"HARBOR COMMAND"
 with **WENDELL COREY**

ZIV Television

ZIV'S SPECTACULAR NEW IMPACT SERIES!

OKLAHOMA CITY (Cont.)

KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: 7401 N. Lincoln Blvd. Postal Zone: 14. Phone: Victor 3-4841; TWX No.: OC 222

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,320 ft.; above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 20, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knode; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Video Investment Co. (John T. Griffin), 90%; Roy J. Turner, 12.5%; Luther T. Dulaney, 12.5%; F. E. Harper, 12.5%. Video Independent Theatres, 12.5%. For other Griffin interests see KTVX (TV) Tulsa, Okla. Video Independent Theatres owns KSPS (TV) Hot Springs, Ark.; KVTI (TV) Santa Fe, N. M.; community antenna systems in Texas, Oklahoma and New Mexico and theatres in those states.

EXECUTIVES:

John T. Griffin, chm. of bd.

Roy J. Turner, pres.

Edgar T. Bell, exec. vp. & gen. mgr.

Fred L. Vance, com. mgr.

W. Perry Dickey, pgm. dir. & film buy.

Morris W. Thomas, sk. mgr.

Monte Tjaden, prom. mgr.

Bruce B. Palmer, news ed.

Wayne C. Liles, farm dir.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (Program Units—7-10 p.m., daily. Announcements—8:59-10:01 p.m., daily) | \$900.00 | \$450.00 | \$300.00 | \$225.00 | \$150.00 | \$112.50 |
| Class A (Program Units—6-5 p.m., 10-10:30 p.m., daily. Announcements—6:59-6:59 p.m., 10:01-10:31 p.m., daily) | \$600.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 |
| Class B Program Units, 10-10:31 p.m., daily, 4-6 p.m., Sun. Announcements, 10:31-11:01 p.m., daily, 3:59-5:59 p.m., Sun.) | \$450.00 | \$225.00 | \$150.00 | \$112.50 | \$75.00 | \$56.25 |
| Class C (Program Units, before 6 p.m., Mon.-Sat.; before 4 p.m., Sun.; after 11 p.m., daily. Announcements, before 3:59 p.m., Mon.-Sat.; before 1:59 p.m., Sun.; after 11:01 p.m., daily) | \$300.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$37.50 |

Above are one-time rates. Frequency discounts allowed.

WKY-TV

LICENSEE: WKY Television System Inc. Address: P. O. Box 8986, Hutton Station. Postal Zone: 14. Phone: TUNING 9-3161; TWX No.: OC 506.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 40 kw. Present Operating Pow.: Visual 100 kw, Aural 40 kw. Antenna Height: Above average terrain 820 ft., above ground 940 ft.

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

OPERATION: Began June 8, 1955.

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

REPRESENTATIVES: Sales, The Kess Agency; Washington Attorney, Parsons, Bell & Dwyer; Consulting Engineer, A. D. Bing & Assoc.

PRINCIPAL STOCKHOLDER: Oklahoma Publishing Co. (The Daily Oklahoman, Oklahoma City Times and Farmer-Stockman), 100%. Licensee also owns WFA-TV Montgomery, Ala., and WTVT (TV) Tampa, Fla.

EXECUTIVES:

E. K. Gaylord, pres.

R. W. Whitsett, v.p. mgr.

Jim Terrell, natl. sds. mgr.

Keith Matlock, ex. mgr. & film buy.

Gene Lyons, ch. mgr.

W. J. White, prom. mgr.

Bob Gaudin, news ed.

SUMMARY OF RATES (Card No. 11, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.) | \$750.00 | \$375.00 | \$250.00 | \$187.50 | \$125.00 | \$93.75 |
| Class A (6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 4-6 p.m., 10-10:30 p.m., Sun.) | \$500.00 | \$250.00 | \$166.67 | \$125.00 | \$83.33 | \$62.50 |
| Class B (10:30-11 p.m., Mon.-Sun.) | \$300.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$37.50 |
| Class C (7 a.m.-6 p.m., Mon.-Fri.; 10:00-6 p.m., Sat.; 10:00-11 p.m., Sun.) | \$225.00 | \$112.50 | \$75.00 | \$56.25 | \$37.50 | \$28.12 |
| Class D (10:00-11 a.m., Mon.-Fri.; 11 p.m.-10:00 p.m., Mon.-Sun.) | \$150.00 | \$75.00 | \$50.00 | \$37.50 | \$25.00 | \$18.75 |

Above are one-time rates. Frequency discounts allowed.

TULSA

(Tulsa County)

KCEB (TV)

LICENSEE: Elfred Deck, Address: 2077 E. 15th St. Phone: M-8126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 20.5 kw. Antenna Height: Above average terrain 820 ft., above ground 404 ft.

OPERATION: Began March 13, 1954.

REPRESENTATIVES: Washington Attorney, Cullum & Schreiber; Consulting Engineer, George C. Davis.

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 70.5 kw, Aural 45.7 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 1,333 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

THE TOWER WITH THE SALES POWER IN OKLAHOMA KWTV OKLAHOMA CITY

Telecasting from Oklahoma's famous 1,572' tower

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager



Represented by
AVERY-KNODEL, INC.

**WKY-TV COVERAGE means
MORE PEOPLE - MORE MONEY - MORE SALES**

WKY-TV COVERS . . .

69% OF OKLAHOMA'S POPULATION.*

165,000 MORE PEOPLE than in the area covered by the other Oklahoma City Television Station . . . EQUAL TO MORE THAN ONE HALF OF THE POPULATION OF OKLAHOMA CITY!

**Sales Management's 1957 Survey of Buying Power and N.C.S. #2*

WKY-TV COVERS . . .

68% OF OKLAHOMA'S RETAIL SALES.*

134 MILLION DOLLARS MORE in retail sales than in the area covered by the other Oklahoma City Television Station . . . GREATER THAN THE TOTAL OF OKLAHOMA CITY'S ANNUAL RETAIL FOOD AND DRUG SALES!

**MORE PEOPLE +
MORE MONEY =
MORE SALES FOR YOU!**

In addition to 54 Oklahoma County coverage, WKY-TV serves 8 counties in Kansas and 4 in Texas . . . a total of 66 counties.



NBC Channel 4
THE NATION'S FIRST
COLOR TV STATION

The WKY Television System, Inc.
WKY Oklahoma City
WSFA-TV Montgomery
WTVT Tampa—St. Petersburg

Represented by the Katz Agency



TULSA (Cont.)

KVOO-TV

EXECUTIVES:

Harold C. Stuart, pres.
C. B. Akers, gen. mgr.
John Devins, com. mgr.
Bill Badier, pgm. dir.

Jack Bushnell, ch. engr.
Allen Cox, film tray.
Gordon Gerhardt, act. prom. mgr.
Forrest Brokaw, news ed.

SUMMARY OF RATES (Card No. 2, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | \$750.00 | \$450.00 | \$300.00 | \$200.00 | \$175.00 | \$150.00 |
| Class A (8:30-1 p.m., 10-10:30 p.m., daily) | \$600.00 | \$350.00 | \$250.00 | \$175.00 | \$150.00 | \$125.00 |
| Class B (8-8:30 p.m., 10:30-11 p.m., daily) | \$450.00 | \$250.00 | \$175.00 | \$125.00 | \$100.00 | \$85.00 |
| Class C (10 a.m.-3 p.m., 12 p.m., sign-off, daily) | \$325.00 | \$175.00 | \$125.00 | \$85.00 | \$70.00 | \$60.00 |
| Class D (Sign-off, 10 a.m., daily) | \$210.00 | \$125.00 | \$85.00 | \$60.00 | \$50.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

OREGON

OREGON MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales (1954-1955) | Food Sales (1954-1955) | Drug Sales (1954-1955) |
|------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Baker | 4,200 | 27 | 1,260 | 18,104 | 2,329 | 210 |
| Benton | 15,400 | 27 | 4,157 | 59,355 | 7,830 | 800 |
| Clatsop | 20,200 | 62 | 12,524 | 75,630 | 14,112 | 4,175 |
| Clatsop | 10,300 | 22 | 2,266 | 22,668 | 4,227 | 740 |
| Columbia | 1,000 | 42 | 420 | 14,300 | 2,847 | 400 |
| Coos | 17,800 | 20 | 3,560 | 50,245 | 17,284 | 2,400 |
| Crook | 2,500 | 22 | 550 | 12,400 | 2,892 | 410 |
| Curry | 2,700 | 24 | 648 | 17,694 | 2,627 | 310 |
| Douglas | 6,700 | 22 | 1,474 | 20,170 | 4,700 | 1,112 |
| Douglas | 20,000 | 34 | 6,800 | 81,220 | 24,100 | 3,070 |
| Gilliam | 1,000 | 27 | 270 | 5,000 | 794 | 170 |
| Grant | 2,600 | 18 | 468 | 9,115 | 2,005 | 240 |
| Harney | 2,000 | 14 | 280 | 8,747 | 1,327 | 300 |
| Hood River | 3,800 | 34 | 1,292 | 10,652 | 4,280 | 597 |
| Jackson | 21,500 | 50 | 10,750 | 85,914 | 19,877 | 2,000 |
| Jefferson | 2,100 | 24 | 504 | 9,400 | 1,920 | 191 |
| Josephine | 10,300 | 28 | 2,884 | 24,105 | 8,870 | 1,212 |
| Klamath | 10,200 | 21 | 2,142 | 31,070 | 13,607 | 1,300 |
| Lane | 1,800 | 14 | 252 | 9,720 | 2,421 | 407 |
| Lane | 47,400 | 22 | 10,428 | 160,522 | 46,772 | 6,300 |
| Linn | 2,000 | 22 | 440 | 10,400 | 2,000 | 407 |
| Linn | 18,500 | 25 | 4,625 | 24,084 | 12,200 | 1,200 |
| Mahoning | 8,000 | 48 | 3,840 | 20,747 | 4,900 | 700 |
| Marion | 20,000 | 24 | 4,800 | 120,200 | 24,240 | 2,240 |
| Marion | 1,200 | 27 | 324 | 6,120 | 1,247 | 100 |
| Multnomah | 177,200 | 20 | 35,440 | 281,222 | 182,722 | 18,727 |
| Polk | 7,200 | 40 | 2,880 | 15,984 | 3,272 | 1,200 |
| Sherman | 700 | 21 | 147 | 1,870 | 234 | 100 |
| Tillamook | 4,000 | 20 | 800 | 21,200 | 4,200 | 600 |
| Wasco | 12,000 | 22 | 2,640 | 27,240 | 12,494 | 1,700 |
| Union | 2,000 | 27 | 540 | 15,210 | 4,200 | 600 |
| Wallowa | 2,000 | 27 | 540 | 8,900 | 1,204 | 400 |
| Wasco | 1,200 | 24 | 288 | 14,140 | 4,200 | 1,200 |
| Washington | 22,000 | 20 | 4,400 | 17,000 | 10,200 | 1,012 |
| Wheeler | 1,100 | 10 | 110 | 1,331 | 326 | 60 |
| Yamhill | 8,500 | 20 | 1,700 | 24,710 | 7,200 | 1,124 |
| Total | 627,700 | 23% | 140,300 | \$1,120,200 | \$400,700 | \$50,300 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV and circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

COOS BAY

(Coos County)

KOOS-TV

(Target Date, Unknown)

LICENSEE: KOOS Inc. Address: Hall Bldg.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 28.5 kw, Aural 117 kw. Antenna Height: Above average terrain 800 ft., above ground 500 ft.

AFFILIATION: Station, AM, KOOS.

REPRESENTATIVES: Attorney, Heorns & Bullard, San Francisco; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, 94.7%, and others. Mr. Sackett also owns 80% of KBOW Oakland, Calif., and 25% of KVAN-AM-TV Vancouver, Wash., and is publisher of Coos Bay Times and weekly Olympian Press, Oakland, Calif.

EXECUTIVES:

Sheldon F. Sackett, pres.

CORVALLIS

(Benton County)

KOAC-TV*

(Target Date, Oct. 1, 1957)
(*Non-Commercial Educational)

LICENSEE: State Board of Higher Education, State of Oregon. Address: Oregon State College Campus. Phone: Plans 2-4661.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Antenna Height: Above average terrain 1,200 ft., above ground 227 ft.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

EXECUTIVES:

R. E. Kleiberg, pres.
Henry F. Cabell, vp.
John H. Richards, chairman

James M. Morris, pgm. mgr.
Grant Fetkert, ch. engr.

IT TAKES **2** IN TULSA!

"COVERAGE"

"WAMPUM"

A BILLION DOLLAR MARKET

Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma.

Your key to this treasure chest is... KVOO-TV Tulsa County alone is a \$500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you... through Channel 2. When do you start?

KVOO-TV
channel **2**



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SHE OFFERS YOU A LOVELY SALES CURVE
ON **KOIN-TV**, PORTLAND, OREGON...
EXCLUSIVE 30-COUNTY COVERAGE...
RATINGS YOU WISH EVERYBODY HAD,
The boys from CBS-TV Spot Sales
have her vital statistics in their little black book.



EUGENE

(Lane County)

KVAL-TV (Parent Station of Satellite KPIC [TV] Roseburg, Ore.)

LICENSEE: Eugene Television Inc. Address: P.O. Box 905. Phone: District 3-2281 TWX No. 82 315

FACILITIES: Ch. 12 Authorized 200 kw. Rad. Pow.: Visual 25 kw, Aural 25.4 kw. Present Operating Pow.: Visual 22 kw, Aural 22.4 kw. Antenna Height: Above average terrain 1200 ft., above ground 297 ft.

EQUIPPED TO COLLECT network programs.

OPERATION: Began April 16, 1954.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC

REPRESENTATIVES: Sales, George P. Hollingsbery Co., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Loucks, Egan, Young & Jenck.

PRINCIPAL STOCKHOLDERS: C. H. Fisher and wife, 25.0%; and the following own 5.0% each: Robert P. Booth, Lew P. Bishop, Thomas Wain, W. L. Abel, Harvey S. Benson, E. T. Gerson, William H. Russell, Willie H. Shepard, J. Don Smith, Harry Thomas, C. Phillip Tylman, and Edna Fisher, 1%. The Fishers also own KUMA Pendleton, KJRH Hood River, and KJLE The Dalles, all Ore., and KACT Astoria, Wash. Mr. Bishop and others also own KORE Eugene and KCOV Corvallis, both Ore. Also license owns 50% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

Robert P. Booth, pres. Robert E. Anderson, gen. mgr. & news ed.
S. W. McCready, gen. mgt. & film buy.
Philip George, inc. sta. coord. Aivin H. Bernard, engr. dir.
Alyce R. Sheets, prom. mgr.

SUMMARY OF RATES (Card No. 1, Oct. 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. | |
|--|----------|----------|----------|----------|-----------------|---------|---------|
| Class A (6:30-10:30 p.m. Mon. Sat.) 7-10:30 p.m. Sun.) | \$100.00 | \$120.00 | \$150.00 | \$197.00 | \$75.00 | \$85.00 | \$21.00 |
| Class B (8-10:30 p.m. Mon., Fri.; 7-10:30 p.m. Sat.) | \$80.00 | \$100.00 | \$120.00 | \$150.00 | \$67.00 | \$77.00 | \$19.00 |
| Class C (All other times) | \$60.00 | \$75.00 | \$90.00 | \$110.00 | \$45.00 | \$55.00 | \$14.00 |

Above are one-time rates. Frequency discounts allowed.

KLAMATH FALLS

(Klamath County)

KOTI-TV

LICENSEE: California-Oregon Television Inc. Address: P.O. Box 733. Phone: Toledo 4-8121. TWX No. KF 46.

FACILITIES: Ch. 2 Authorized 200 kw. Rad. Pow.: Visual 22.5 kw, Aural 6.75 kw. Present Operating Pow.: Visual 17.5 kw, Aural 5.75 kw. Antenna Height: Above average terrain 1100 ft., above ground 109 ft.

OPERATION: Began Aug. 12, 1954.

AFFILIATIONS: Tv Networks CBS, NBC, ABC

REPRESENTATIVES: Sales, Blair Tv Assoc., Washington Attorney, Dempsey & Kopyovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Same ownership as KBES-TV Medford, Ore.

EXECUTIVES:

William H. Smullin, pres. & dir. S. L. Smith, ch. engr.
Walter Richards, mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. | |
|--|----------|---------|---------|---------|-----------------|---------|---------|
| Class A (10:30-12 p.m., Mon., Fri.; 9-10 p.m., Sat., Sun.) | \$120.00 | \$90.00 | \$60.00 | \$30.00 | \$20.00 | \$20.00 | \$15.00 |
| Class B (Noon-1 p.m., 2-4:30 p.m., 10-11 p.m., Mon.-Fri.; noon-8 p.m., 10-11 p.m., Sat., Sun.) | \$120.00 | \$75.00 | \$45.00 | \$25.00 | \$24.00 | \$24.00 | \$12.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$35.00 | \$25.00 | \$20.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

MEDFORD

(Jackson County)

KBES-TV

LICENSEE: California-Oregon Television Inc. Address: P. O. Box 1100. Phone: Irving 3-8801. TWX No. MF 57.

FACILITIES: Ch. 5 Authorized 200 kw. Rad. Pow.: Visual 28.5 kw, Aural 15.8 kw. Present Operating Pow.: Visual 28.5 kw, Aural 15.8 kw. Antenna Height: Above average terrain 436 ft., above ground 159 ft.

OPERATION: Began Aug. 1, 1955.

AFFILIATIONS: Tv Networks CBS, NBC, ABC

REPRESENTATIVES: Sales, Blair Tv Assoc., Washington Attorney, Dempsey & Kopyovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Ames Voorhes and family, 50%; William H. Smullin, 50%. Same ownership as KUIN and KGPQ (FM) Grants Pass, Ore. Mr. Smullin also owns KJEM-AM-TV and KJED (FM) Eureka, Calif. Mr. Voorhes is publisher of Grants Pass (Ore.) Courier. Licensee also owns KOTI (TV) Klamath Falls and 50% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

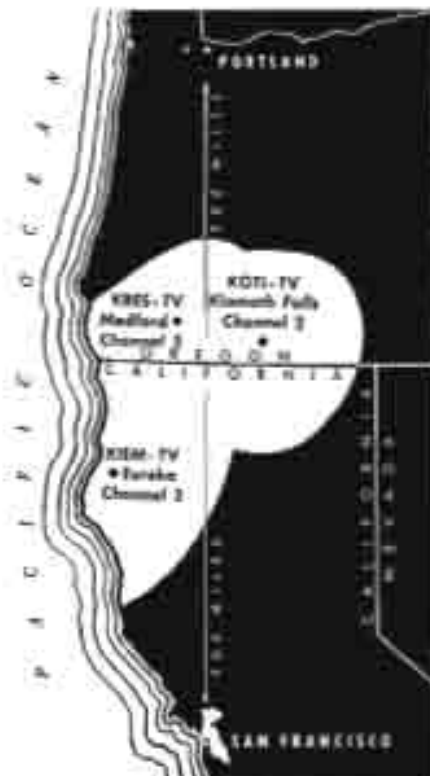
Everett A. Fisher, vp. & bus. mgr. Jerold Poole, sta. mgr.
Edward Malone, vp. & tech. dir. Edward Barnett, com. mgr.
William H. Smullin, gen. mgr.

SUMMARY OF RATES (Card No. 1, June 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. | |
|--|----------|----------|----------|---------|---------|---------|---------|
| Class A (6:30-10 p.m., Mon.-Fri.; 8-10 p.m., Sat., Sun.) | \$220.00 | \$150.00 | \$100.00 | \$42.50 | \$20.00 | \$20.00 | \$25.00 |
| Class B (Noon-1 p.m., 5-6:30 p.m., 10-11 p.m., Mon.-Fri.; noon-8 p.m., 10-11 p.m., Sat., Sun.) | \$100.00 | \$100.00 | \$72.00 | \$42.00 | \$45.00 | \$45.00 | \$18.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$35.00 | \$25.00 | \$25.00 | \$25.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

THE CALIF.-ORE. TV TRIO



The Smullin TV Stations . . .

. . . BRIDGE THE GAP between San Francisco and Portland with EXCLUSIVE VHF Coverage on Channel 2, 3 and 5.

- KOTI** CHANNEL 2
Klamath Falls, Ore.
 - KIEM** CHANNEL 3
Eureka, Calif.
 - KBES** CHANNEL 5
Medford, Ore.
- } CBS
} NBC
} ABC

Three markets — one billing

MARKET FACTS

| | |
|---------------------------|---------------|
| POPULATION | 356,330 |
| FAMILIES | 115,760 |
| TV FAMILIES | 88,106 |
| RETAIL SALES | \$487,971,000 |
| CONSUMER SPENDABLE INCOME | \$651,366,000 |

for CALIF.-ORE. TV TRIO

call Don Telford, Mgr.

Phone Eureka, Hillside 3-3123 TWX EX16

OR 88K **BLAIR Television ASSOCIATES INC.** national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

PORTLAND
(Multnomah County)

KGW-TV

LICENSEE: Pioneer Broadcasting Co. Address: 1129 S. W. 10th Ave. Postal Zone 5. Phone: Capital 3-6384. TWX No.: PD 227.

FACILITIES: Ch. 5 Authorized Eff. Rad. Pow.: Visual 314 kw. Aural 181 kw. Present Operating Pow.: Visual 314 kw. Aural 181 kw. Antenna Height: Above average terrain 1,150 ft.; above ground 963.3 ft.

EQUIPPED TO COLORCAST network programs, local 1200 programs, local film local slides.

OPERATION: Began Dec. 15, 1955.

AFFILIATIONS: Tv Network, ABC Station, Am, KGW

REPRESENTATIVES: Sales, Blah-Tv, Washington Attorney, Halsey, Wulfsberg & Kenehan; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: King Broadcasting Co. (KING-AM-TV Seattle, Wash.), 75.95%; Gordon T. Orput, 1.2%; Harry A. Kuckenberg, 1.47%; Paul F. Murphy, 5.25%; and Frank W. Cookingham, 5%. KING Broadcasting Co. has purchased control of KREM-AM-FM-TV Spokane, Wash., pending FCC approval.

EXECUTIVES:

Dorothy S. Bullitt, exec. vp.
Walter R. Wagstaff, sta. mgr.
John Pinedell, sta. mgr.

Tom Dargatz, pgm. dir.
Clara Handwall, ch. engr.
Richard Ross, news ed.

SUMMARY OF RATES (Card No. 1, Oct. 11, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (8:59-10:01 p.m., Sun.-Sat.) | \$700.00 | \$420.00 | \$280.00 | \$210.00 | \$140.00 | \$100.00 |
| Class A (10:29-6:59 p.m., 10:01-10:01 p.m., Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$120.00 | \$80.00 |
| Class B (4:29-4:30 p.m., 10:31 p.m.-sign-off, Mon.-Fri.; 2:59-4:30 p.m., 10:31 p.m.-sign-off, Sat., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$70.00 |
| Class C (Sign-on-4:29 p.m., Mon.-Fri.; sign-on-2:59 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KOIN-TV

LICENSEE: Mount Hood Radio & Television Broadcasting Corp. Address: 149 S. W. Columbia St. Postal Zone 1. Phone: Capital 5-4223. TWX No.: PD 788.

FACILITIES: Ch. 4 Authorized Eff. Rad. Pow.: Visual 189 kw. Aural 26 kw. Present Operating Pow.: Visual 189 kw. Aural 26 kw. Antenna Height: Above average terrain 1,150 ft.; above ground 788 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Sept. 28, 1955.

AFFILIATIONS: Tv Network, CBS Station, Am, KOIN; Pm, KOIN-FM.

REPRESENTATIVES: Sales, CBS Tv Spot Sales; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Overtz, Steel & Weisschmitt.

PRINCIPAL STOCKHOLDERS: Theodore R. Gambie, C. Howard Land and associates, 50%; Central New York Broadcasting Co. (WEYR-AM-FM-TV Syracuse, N. Y.-Newhouse), 50%. Mr. Gambie also owns 10% of KOMO-TV Seattle, Wash. Mr. Land also owns 2.5% of KOMO-TV and 24.18% of KPXH Wichita, Kan. For Newhouse holdings see WEYR-TV Syracuse, N. Y.

EXECUTIVES:

Ted R. Gambie, pres. & film buy.
C. Howard Land, mgng. dir.
John L. Palmer, natl. sta. mgr.
Frank H. Coffin, loc. sta. mgr.

Ted W. Cooke, pgm. dir.
Louis S. Bookwalter, ch. engr.
Robert McGill, prom. mgr.
Tai Tripp, news ed.

SUMMARY OF RATES (Card No. 3, July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7:29-10:01 p.m., Mon.-Sat.; 8:29-10:01 p.m., Sun.) | \$900.00 | \$540.00 | \$360.00 | \$270.00 | \$180.00 | \$120.00 |

| | | | | | | |
|--|----------|----------|----------|----------|----------|----------|
| Class A (8:29-7:29 p.m., Mon.-Sat.; 4:29-7:29 p.m., Sun.; 10:01-10:31 p.m., daily) | \$800.00 | \$480.00 | \$320.00 | \$240.00 | \$160.00 | \$110.00 |
| Class B (4:29-4:30 p.m., Mon.-Sat.; 11:31 a.m.-4:30 p.m., Sun.; 10:31 p.m.-midnight, daily) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$120.00 | \$80.00 |
| Class C (7:29 a.m.-4:30 p.m., Mon.-Sat.; 10:31 a.m.-11:30 a.m., Sun.) (midnight-sign-off, daily) | \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$80.00 | \$50.00 |
| Class D (Sign-on-10:30 a.m., daily) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

KPTV (TV)

LICENSEE: Oregon Television Inc. Address: 725 S. W. 26th Place. Postal Zone 5. Phone: Capitol 3-9921. TWX No.: PD 40.

FACILITIES: Ch. 12 Authorized Eff. Rad. Pow.: Visual 314 kw. Aural 181 kw. Present Operating Pow.: Visual 314 kw. Aural 181 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 260 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1952.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: George Haggarty, 100%.

EXECUTIVES:

George Haggarty, pres.
F. J. Hurdan, vp.-gen. mgr. & film buy.
Gordon White, pgm. dir.

Gene Phelps, ch. engr.
Al McLaughlin, prom. mgr.
Gene Bredler, news ed.

SUMMARY OF RATES (Card No. 2, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (7:29-10:30 p.m., daily) | | | | | \$180.00 | \$90.00 |
| Class A (Program Units-8:29-11 p.m., Mon.-Sat.; 3-11 p.m., Sun. Antennaschedule-8:29-7:29 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 3-7:30 p.m., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$210.00 | \$140.00 | \$100.00 |
| Class B (6-8:29 p.m., Mon.-Fri.; 11-11:29 p.m., daily; 3-4:30 p.m., Sat.; 9-9:30 p.m., Sun.) | \$400.00 | \$240.00 | \$160.00 | \$120.00 | \$80.00 | \$50.00 |
| Class C (3-6 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; sign-on-3 p.m., Sat., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$40.00 |
| Class D (Sign-on-3 p.m., Mon.-Fri.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

ROSEBURG

(Douglas County)

KPIC (TV) (Satellite of KVAL-TV Eugene, Ore.)

LICENSEE: South West Oregon Television Broadcasting Corp. Address: P. O. Box 699. Phone: Orchard 2-1121. TWX No.: RS 41.

FACILITIES: Ch. 4 Authorized Eff. Rad. Pow.: Visual 3.2T kw. Aural 1.69 kw. Present Operating Pow.: Visual 1.37 kw. Aural 2.62 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 173 ft.

OPERATION: Began April 1, 1956.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Bernard.

PRINCIPAL STOCKHOLDERS: KVAL Eugene and KBES Medford, both Ovs.

EXECUTIVES:

C. H. Fisher, pres.
S. W. McCready, gen. mgr. & film buy.

Aaron Boe, com. mgr. & pgm. dir.
Danny Bridges, ch. engr.
Alyce R. Sheets, prom. mgr.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|---------|---------|---------|---------|---------|
| Class A (8:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$30.00 | \$20.00 |
| Class B (3-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.) | \$120.00 | \$72.00 | \$48.00 | \$36.00 | \$24.00 | \$16.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

SALEM

(Marion County)

KSLM-TV

(Target Date, Unknown)

LICENSEE: Oregon Radio Inc. Address: P. O. Box 611.

FACILITIES: Ch. 5 Authorized Eff. Rad. Pow.: Visual 1.5 kw. Aural 175 kw. Antenna Height: Above average terrain 379 ft.; above ground 224 ft.

AFFILIATION: Station, Am, KSLM.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duval & Southward; Consulting Engineer, Alvin H. Bernard.

PRINCIPAL STOCKHOLDER: Glenn McCormick, 100%. also owns 56% of KYOS Medford, Calif., and 40% of KCOV Corvallis, Ore.

EXECUTIVES:

Glenn E. McCormick, pres. & gen. mgr.

SHOWMANSHIP

... Filmed on locations
NEW AND FRESH TO TV!

"HARBOR COMMAND"
starring **WENDELL COREY**
Ziv's spectacular new impact series!



NOW...

KPTV · PORTLAND is VHF

Channel 12 · NBC Television

KPTV . . . Oregon's first television station and the world's first commercial UHF station—now gives you a new, VHF Channel 12 in the Portland market. When you buy KPTV Channel 12, you get four exclusive "plusses" offered by *no other Portland TV station*: (1) Top-rated NBC shows and stars; (2) The best local shows and film packages of *two* stations (KPTV merged with KLOR, the former Channel 12); (3) Almost 5 years of viewer loyalty to Oregon's *first* TV station; (4) *Proven results* for hundreds of advertisers. Be sure the bright, new KPTV, Channel 12 is on your advertising schedule.



KPTV

Channel
12
Portland, Oregon

NBC Television

Represented Nationally by George P. Hollinbery Co.

PENNSYLVANIA MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales (1954-1955) | Food Sales (1954-1955) | Drug Sales (1954-1955) |
|----------------|------------------|-------------------------|----------------|--------------------------|------------------------|------------------------|
| Adams | 12,100 | 72 | 8,700 | 45,000 | 1,800 | 2,124 |
| Allegheny | 402,000 | 80 | 321,600 | 1,212,000 | 360,000 | 80,000 |
| Armstrong | 22,000 | 80 | 17,600 | 84,000 | 17,000 | 1,000 |
| Beaver | 22,000 | 80 | 17,600 | 84,000 | 21,000 | 2,700 |
| Bedford | 11,000 | 80 | 8,800 | 45,000 | 7,000 | 600 |
| Berks | 75,000 | 80 | 60,000 | 290,000 | 74,000 | 8,000 |
| Blair | 41,000 | 80 | 32,800 | 136,000 | 30,000 | 3,500 |
| Bradford | 13,000 | 70 | 9,100 | 44,000 | 10,000 | 1,000 |
| Bucks | 60,000 | 80 | 48,000 | 233,000 | 52,000 | 6,000 |
| Butler | 20,000 | 80 | 16,000 | 70,000 | 22,000 | 2,500 |
| Cambria | 36,000 | 80 | 28,800 | 141,000 | 35,000 | 4,000 |
| Cameron | 1,000 | 80 | 800 | 4,000 | 2,000 | 100 |
| Carbon | 10,000 | 70 | 7,000 | 34,000 | 12,000 | 900 |
| Centre | 17,000 | 70 | 11,900 | 61,000 | 14,000 | 2,000 |
| Chester | 46,000 | 80 | 36,800 | 180,000 | 42,000 | 5,000 |
| Clarton | 10,000 | 80 | 8,000 | 35,000 | 7,000 | 700 |
| Clearfield | 25,000 | 80 | 20,000 | 71,000 | 17,000 | 1,500 |
| Clinton | 10,000 | 80 | 8,000 | 34,000 | 8,000 | 600 |
| Columbia | 10,000 | 80 | 8,000 | 34,000 | 14,000 | 1,000 |
| Crawford | 34,000 | 70 | 23,800 | 111,000 | 28,000 | 2,800 |
| Cumberland | 31,000 | 74 | 22,940 | 112,000 | 20,000 | 2,000 |
| Dauphin | 60,000 | 81 | 48,600 | 275,000 | 60,000 | 7,000 |
| Delaware | 190,000 | 80 | 152,000 | 690,000 | 160,000 | 17,000 |
| Elk | 5,000 | 80 | 4,000 | 18,000 | 11,000 | 900 |
| Erie | 70,000 | 84 | 58,800 | 277,000 | 64,000 | 7,500 |
| Fayette | 62,000 | 84 | 52,000 | 240,000 | 43,000 | 4,500 |
| Forest | 1,000 | 80 | 800 | 3,000 | 700 | 80 |
| Franklin | 25,000 | 77 | 19,250 | 82,000 | 18,000 | 2,000 |
| Fulton | 5,000 | 80 | 4,000 | 18,000 | 1,200 | 80 |
| Greene | 12,000 | 72 | 8,640 | 37,000 | 8,000 | 600 |
| Huntingdon | 11,000 | 80 | 8,800 | 39,000 | 1,000 | 300 |
| Indiana | 21,000 | 80 | 16,800 | 79,000 | 15,000 | 1,500 |
| Jefferson | 14,000 | 80 | 11,200 | 48,000 | 11,000 | 900 |
| Juniata | 4,000 | 80 | 3,200 | 11,000 | 2,000 | 80 |
| Lancaster | 75,000 | 81 | 60,750 | 241,000 | 61,000 | 6,200 |
| Lancaster | 71,000 | 80 | 56,800 | 239,000 | 56,000 | 6,100 |
| Lawrence | 32,000 | 80 | 25,600 | 107,000 | 20,000 | 2,400 |
| Lebanon | 27,000 | 80 | 21,600 | 84,000 | 21,000 | 1,700 |
| Lehigh | 60,000 | 80 | 48,000 | 202,000 | 51,000 | 6,100 |
| Luzerne | 100,000 | 70 | 70,000 | 273,000 | 60,000 | 7,000 |
| Lycoming | 32,000 | 80 | 25,600 | 100,000 | 20,000 | 2,500 |
| McKean | 17,000 | 80 | 13,600 | 54,000 | 14,000 | 1,300 |
| Mercer | 3,000 | 80 | 2,400 | 9,000 | 2,000 | 200 |
| Monroe | 12,000 | 80 | 9,600 | 38,000 | 8,000 | 1,200 |
| Montgomery | 114,000 | 80 | 91,200 | 358,000 | 124,000 | 14,000 |
| Montour | 2,000 | 80 | 1,600 | 6,000 | 1,000 | 100 |
| Northampton | 20,000 | 80 | 16,000 | 72,000 | 16,000 | 1,500 |
| Northumberland | 14,000 | 80 | 11,200 | 48,000 | 10,000 | 1,000 |
| Perry | 2,000 | 80 | 1,600 | 6,000 | 1,000 | 100 |
| Philadelphia | 680,000 | 80 | 544,000 | 2,360,000 | 560,000 | 60,000 |
| Pike | 3,000 | 80 | 2,400 | 9,000 | 2,000 | 200 |
| Polk | 4,000 | 80 | 3,200 | 12,000 | 3,000 | 300 |
| Schuylkill | 90,000 | 70 | 63,000 | 277,000 | 62,000 | 7,000 |
| Snyder | 4,000 | 80 | 3,200 | 12,000 | 3,000 | 300 |
| Somerset | 22,000 | 71 | 15,620 | 62,000 | 14,000 | 1,300 |
| Sullivan | 1,000 | 77 | 770 | 3,000 | 1,000 | 100 |
| Susquehanna | 5,000 | 70 | 3,500 | 12,000 | 3,000 | 300 |
| Tioga | 10,000 | 80 | 8,000 | 31,000 | 8,000 | 800 |
| Union | 4,000 | 80 | 3,200 | 12,000 | 3,000 | 300 |
| Venango | 10,000 | 80 | 8,000 | 31,000 | 7,000 | 1,000 |
| Warren | 22,000 | 80 | 17,600 | 66,000 | 14,000 | 1,500 |
| Washington | 82,000 | 80 | 65,600 | 260,000 | 60,000 | 6,000 |
| Wayne | 7,000 | 80 | 5,600 | 24,000 | 6,000 | 600 |
| Westmoreland | 80,000 | 80 | 64,000 | 260,000 | 60,000 | 6,000 |
| Wyoming | 4,000 | 77 | 3,080 | 12,000 | 3,000 | 400 |
| York | 60,000 | 80 | 48,000 | 190,000 | 40,000 | 4,500 |
| Total | 3,200,000 | 80% | 2,560,000 | 11,000,000 | 2,500,000 | 240,000 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction in unaltered form is prohibited. TV set circulation figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county; number of households with one or more tv sets and percentage of households with tv.

ALLENTOWN
(Lehigh County)

WFMZ-TV1

LICENSEE: Penn-Allen Broadcasting Co. Address: N. 7th St. Pkwy. Phone: Hemlock 3-4222

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 11.4 kw, Aural 0.6 kw. Antenna Height: Above average terrain 300 ft., above ground 400 ft.

OPERATION: Began Dec. 4, 1954.

AFFILIATION: Duquesne, Pm, WFMZ (PM).

REPRESENTATIVES: Washington Attorney, Kuben & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: WFDC Inc. (WFDC-AM-FM Washington, 25%; Horace W. Green, 42%; Raymond F. Kuhn, 18%; Earl J. Hahn, 15%; and over 200 others.

EXECUTIVES: Raymond F. Kuhn, pres.

(WFMZ-TV has suspended operation and has not returned its CP.)

WQCY (TV)

(Target Date, Unknown)

LICENSEE: WKAF Inc. Address: P. O. Box 899 Phone: Hemlock 3-2385

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 141 kw. Antenna Height: Above average terrain 710 ft., above ground 140 ft.

AFFILIATION: Station, Am, WKAF.

REPRESENTATIVES: Washington Attorney, Welsh, Mori & Morgan; Consulting Engineer, Page, Creutz, Stone & Waldman.

PRINCIPAL STOCKHOLDERS: N. Joe Rahall, Fern E. Rahall, Sam C. Rahall, and estate of Deem F. Rahall, each 24.4%; C. Frank Corlizo, 4.6%; The Rahall's also own WTSP St. Petersburg, Fla.; WFLA Maitland, N. H.; 26.2% of WNAK Harrisburg, Pa.; 17.0% of WYMB Beckley, W. Va., and 26.1% of WCBS-TV Charleston, W. Va.

EXECUTIVES: G. R. Davies, gen. mgr.

ALTOONA
(Blair County)

WFBC-TV

LICENSEE: Triangle Publications Inc. Address: 1225 11th Ave. Phone: Altoona 4-8031 TWX No. A 889

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 120 kw. Present Operating Pow.: Visual 120 kw, Aural 120 kw. Antenna Height: Above average terrain 260 ft., above ground 160 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, WFBC.

REPRESENTATIVES: Sales, High-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Rear & Kennedy.

PRINCIPAL STOCKHOLDER: See WFIL-TV Philadelphia.

EXECUTIVES: Edward M. Scala, gen. mgr.; Jack Snyder, sta. mgr.; George Carroll, gen. dir.; E. R. Brubaker, ch. engr.; Betty Adams, film dir.; David F. Proff, adv. & prom. mgr.; William Krogh, sta. mgr.; Edward B. Benedict, dir. natl. ad. (New York)

SUMMARY OF RATES (Card No. 7, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7:30-10:30 p.m., Mon.-Fri.; 9-10:30 a.m., Sun.) | \$750.00 | \$375.00 | \$250.00 | \$150.00 | \$75.00 | \$37.50 |
| Class A (9-11:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:00-11 p.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$200.00 | \$120.00 | \$60.00 | \$30.00 |
| Class B (5-8 p.m., Mon.-Fri., noon-3 p.m., Sat.; noon-3 p.m., Sun.; 11-11:55 p.m., Sun.-Sat.) | \$400.00 | \$200.00 | \$130.00 | \$80.00 | \$40.00 | \$20.00 |
| Class C (9 a.m.-2 p.m., Mon.-Fri.; 11:45 a.m.-noon, Sun.-Sat.; 3 a.m.-noon, Sat., Sun.) | \$300.00 | \$150.00 | \$100.00 | \$60.00 | \$30.00 | \$15.00 |
| Class D (Sign-on-3 sec., Sun.-Sat.) | \$175.00 | \$87.50 | \$58.30 | \$32.50 | \$16.25 | \$8.10 |

Above are one-time rates. Frequency discounts allowed.

BETHLEHEM
(Northampton County)

WLEV-TV

LICENSEE: Associated Broadcasters Inc. Address: P. O. Box 111. Phone: Hemlock 4-6222 TWX No. 1 An 26

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 1.61 kw, Aural 3.98 kw. Present Operating Pow.: Visual 1.41 kw, Aural 3.36 kw. Antenna Height: Above average terrain 400 ft., above ground 325 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 21, 1952.

AFFILIATIONS: Tv Network, NBC, Stations, Am, WEST; Pm, WEST-FM.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: John F. Steinman, 30%; and James Hole Steinman, 30%. For other Steinman-owned stations see WGAL-TV Lancaster, Pa.

EXECUTIVES: C. R. McCullough, pres.; J. E. Matboil, ch. engr.; J. Robert Gulick, natl. sta. mgr.; Elmer C. Anderson, sta. mgr. & film dir.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (8:30-11 p.m., daily) | \$200.00 | \$100.00 | \$66.60 | \$33.30 | \$16.65 | \$8.30 |
| Class B (5-8 p.m., Mon.-Sat.; 1-5:30 p.m., Sun.) | \$150.00 | \$75.00 | \$50.00 | \$25.00 | \$12.50 | \$6.25 |
| Class C All other times | \$100.00 | \$50.00 | \$33.30 | \$16.65 | \$8.30 | \$4.15 |

Above are one-time rates. Frequency discounts allowed. *Eight second 10-50% of announcement rates.

EASTON

(Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 2017 Nantuxet Hwy. Phone: 3-0001.
FACILITIES: Ch. 37. Authorized Eff. Rad. Pow. Visual 83 kw, Aural 44 kw.
 Present Operating Pow. Visual 25 kw, Aural 14 kw. Antenna Height:
 Above average terrain 1200 ft., above ground 461 ft.

OPERATION: Began Aug. 12, 1955.
AFFILIATIONS: Tv Networks, ABC, Stations, Am. WEEK; Pm. WHEX-FM.
REPRESENTATIVES: Sales, Hensley-Seed Tv.; Washington Attorney, Eliot C. Lewis; Consulting Engineer, Paul Gouley Co.

PRINCIPAL STOCKHOLDER: Eastern Publishing Co. (Eastern Express), 100%.

EXECUTIVES:
 J. L. Stockhouse, pres. Peter F. Gallagher, asst. mgng.
 Charles B. Thon, gen. mgr. prom. & film buy.
 William T. Luffman, gen. asst. mgr. Robert A. Francis, ch. engr.

SUMMARY OF RATES (Card No. 1, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or less | 10 Sec. |
|--|----------|----------|---------|---------|--------------|---------|
| Class A (6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.) | \$175.00 | \$100.00 | \$70.00 | \$50.00 | \$40.00 | \$30.00 |
| Class B (12-5 p.m., Mon.-Fri.; 1-9 p.m., Sat., Sun.) | \$132.00 | \$75.00 | \$48.00 | \$32.00 | \$22.00 | \$16.00 |
| Class C (All other times) | \$87.50 | \$52.50 | \$33.00 | \$27.00 | \$21.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

ERIE

(Erie County)

WICU (TV)

LICENSEE: Dispatch Inc. Address: 1014 State St. Suite 2000, 1. Phone: Erie 4-2217 TWX No. ER 85.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow. Visual 7 kw, Aural 13 kw.
 Present Operating Pow. Visual 2 kw, Aural 1.3 kw. Antenna Height:
 Above average terrain 110 ft., above ground 300 ft.

EQUIPPED TO COLOCAST network programs.
OPERATION: Began March 15, 1959.
AFFILIATIONS: Tv Networks, ABC, NBC, Stations, Am. WEEK.

REPRESENTATIVES: Sales, Edward Petty & Co., Washington Attorney, McGrath & Brown, Consulting Engineer, Lobrow & Calver.

PRINCIPAL STOCKHOLDERS: Mr. Lamb also owns WMAC-TV Mansfield, Ohio; WHOO-AM-FM Orlando, Fla.

EXECUTIVES:
 Edward Lamb, pres. Michael Cass, ch. engr.
 Ben McLaughlin, gen. mgr. John Cook, film buy.
 Bob Lundquist, com. mgr. Bob Washler, prom. mgr.
 James N. Spence, asst. asst. mgr. Van Canfort, news ed.
 Joe Lapacki, asst. dir.

SUMMARY OF RATES (Card No. 9, Nov. 16, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or less | 10 Sec. |
|--|----------|----------|---------|---------|--------------|---------|
| Class A (7-10:30 p.m., daily) | \$200.00 | \$125.00 | \$90.00 | \$65.00 | \$50.00 | \$35.00 |
| Class B (5-7 p.m., 10:30-11:30 p.m., daily) | \$155.00 | \$95.00 | \$70.00 | \$50.00 | \$35.00 | \$25.00 |
| Class C (Noon-5 p.m., 1:30 a.m.-midnight, daily) | \$105.00 | \$65.00 | \$45.00 | \$30.00 | \$20.00 | \$15.00 |
| Class D (Midnight-noon, daily) | \$75.00 | \$45.00 | \$30.00 | \$20.00 | \$15.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7000. TWX No. ER 85.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow. Visual 170 kw, Aural 81.2 kw.
 Present Operating Pow. Visual 170 kw, Aural 81.2 kw. Antenna Height:
 Above average terrain 500 ft., above ground 722 ft.

EQUIPPED TO COLOCAST network programs.
OPERATION: Began April 25, 1954.
AFFILIATIONS: Tv Networks, CBS, ABC.
REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Rear & Kennedy.

PRINCIPAL STOCKHOLDERS: George J. Mead, 26.6%; John J. Mead, 17%; A. B. Minadeo, 12.2%; Jacob A. Young, 11.1%; J. T. Simmons, 12.5%; John W. English, 6.9%; John J. Boland, 6.0%; James H. McBrer, 4.8%; B. Walker Bennett, 4.0%; Charles E. Denny, 4.0%; and others Messrs. English, McBrer and Boland each own 11.5% of WNAO-AM-FM-TV Raleigh, N. C.; Messrs. Young and Bennett own WIBC-AM-FM Erie. The Meads publish the Erie News and Times.

EXECUTIVES:
 George J. Mead, pres. Ed Zellefrow, ch. engr.
 Cecil M. Sandbury, gen. mgr. Bob Harris, prom. mgr.
 Jay B. Sondheim, com. mgr. Fred Seymour, news co.
 Roger Garrett, asst. mgr. ops. & film buy.

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WSEE @ ERIE, PA.
CHANNEL 35

Represented by
YOUNG TELEVISION, INC.

PENNSYLVANIA

SUMMARY OF RATES (Card No. 4, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (8-10 p.m., Mon.-Fri.; 7-11 p.m., Sat., Sun.) | \$150.00 | \$120.00 | \$100.00 | \$75.00 | \$60.00 | \$30.00 |
| Class A (5-8 p.m., 10-11 p.m., Mon.-Fri.; 8-7 p.m., 11-11:30 p.m., Sat., Sun.) | \$220.00 | \$150.00 | \$140.00 | \$87.50 | \$65.00 | \$30.00 |
| Class B (6-7 p.m., 11-11:30 p.m., Mon.-Fri.; 1-6 p.m., 11:30-midnight, Sat., Sun.) | \$225.00 | \$135.00 | \$90.00 | \$70.75 | \$50.00 | \$20.50 |
| Class C (Noon-6 p.m., 11-30 p.m.-midnight, Mon.-Fri.; sign-on-1 p.m., midnight-sign-off, Sat., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$42.50 | \$37.50 | \$10.00 |
| Class D (Sign-on-noon, midnight-sign-off, Mon.-Fri.) | \$100.00 | \$60.00 | \$40.00 | \$35.00 | \$30.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

HARRISBURG

(Dauphin County)

WCMB-TV†

LICENSEE: Rosenzweig Co. Address: 228 Court St. Phone: Cedar 4-3085.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 82 kw. Antenna Height: Above average terrain 990 ft.; above ground 430 ft.
AFFILIATION: Station, Am. WCMB.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson.
PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr., 90%; Edgar K. Smith, 10%.
EXECUTIVES: Edgar T. Shepard Jr., pres. Ed K. Smith, vp. & gen. mgr.
 †WCMB-TV has suspended operation but has not returned its CP.

WHP-TV

LICENSEE: WHP Inc. Address: 218 Locust St. Phone: Cedar 4-2311. TWX No.: HD 194.
FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 447 kw, Aural 224 kw. Present Operating Pow.: Visual 187 kw, Aural 100 kw. Antenna Height: Above average terrain 910 ft.; above ground 280 ft.
OPERATION: Began April 1, 1953.
AFFILIATIONS: Tv Network, CBS. Station, Am. WHP; Pm. WHP-FM.
REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDER: Telegraph Press Inc. (E. J. Stackpole and family), 90%.
EXECUTIVES: A. K. Redmond, gen. & com. mgr. Beatrice Pospiger, ch. serv. dir.
 Dick Redmond, pgm. mgr. & film buy. E. Daniel Liebeswenger, ch. engr. Joe Harper, news ed.

SUMMARY OF RATES (Card No. 1, March 14, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.) | \$225.00 | \$135.00 | \$120.00 | \$115.00 | \$100.00 | \$35.00 |
| Class B (6-7:30 p.m., Mon.-Sat.; 11-11:30 p.m., Mon.-Sun.; 3-8 p.m., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$20.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$42.50 | \$35.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WTPA (TV)

LICENSEE: The Patriot News Co. Address: 1225 Hoffman St. Phone: Cedar 6-7171. TWX No.: HEG 91.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 640 kw, Aural 324 kw. Present Operating Pow.: Visual 180 kw, Aural 110 kw. Antenna Height: Above average terrain 1,120 ft.; above ground 368 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 18, 1953.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Harrington, Richter & Parsons; Washington Attorney, Fisher, Wayland, Duvall & Southmyer; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: S. I. Newhouse and family, 100%. Licensee publishes Harrisburg Patriot and News. For other Newhouse interests see WFTB-TV Syracuse, N. Y.
EXECUTIVES: Donald D. Wear, gen. mgr. Paul D. Gross, ch. engr.
 Allen P. Solada, com. mgr. Rick Hiker, prom. mgr.
 E. Roy McCruey, pgm. dir. & film buy. James Magee, news ed.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class A (7:30-10:30 p.m., daily) | \$350.00 | \$210.00 | \$140.00 | \$110.00 | \$87.50 | \$70.00 |
| Class B (10:30-11 p.m., 5-7:30 p.m., daily) | \$290.00 | \$170.00 | \$100.00 | \$70.00 | \$50.00 | \$30.00 |
| Class C (All other times) | \$175.00 | \$105.00 | \$70.00 | \$47.75 | \$40.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

HAZELTON

(Luzerne County)

WAZL-TV

(Target Date, Unknown)

LICENSEE: Hazleton Broadcasting Co. Inc. Address: 708 Hazleton National Bank Bldg. Phone: Gladstone 4-3531. TWX No.: HETN 42.
FACILITIES: Ch. 60. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Antenna Height: Above average terrain 685 ft.; above ground 495 ft.
AFFILIATIONS: Station, Am. WAZL; Pm. WAZL-FM.
REPRESENTATIVES: Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDERS: Victor C. Dishes, George M. Chinnell and Elida M. Delroth, each 25%. Principals also own WYDA Boston, WHOL Allentown, Pa., and WIDE Hackettfield, Me. Mr. Dishes also owns WMLM Harrisburg, Pa.
EXECUTIVES: Victor C. Dishes, pres.

JOHNSTOWN

(Cambria County)

WARD-TV

LICENSEE: Revell Ready Co. Address: Fourth Bldg. Phone: 6-1234. TWX No.: 202.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 31.2 kw, Aural 16 kw. Present Operating Pow.: Visual 21.2 kw, Aural 10 kw. Antenna Height: Above average terrain 410 ft.; above ground 342 ft.
OPERATION: Began Oct. 13, 1952.
AFFILIATIONS: Tv Networks, CBS, ABC. Station, Am. WARD; Pm. WARD-FM.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmyer; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Dr. George Garfield and wife, 78.5%; Walter M. Thomas, 12%.
EXECUTIVES: Robert H. Nelson, vp. gen. mgr. A. Davis, pgm. dir.
 Kim buy. & prom. mgr. Ernest Kelly, ch. engr.
 Howard C. Evans, com. engr. Frank C. Jordan, news ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$90.00 | \$70.00 | \$50.00 | \$37.50 |
| Class B (All other times) | \$125.00 | \$75.00 | \$50.00 | \$37.50 | \$25.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

WJAC-TV

LICENSEE: WJAC Inc. Address: 320 Main St. Phone: 5-1262. TWX No.: JTN 70.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 76.8 kw, Aural 35.4 kw. Present Operating Pow.: Visual 30.2 kw, Aural 25.4 kw. Antenna 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. 18, 1949.
AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am. WJAC; Pm. WJAC-FM.
REPRESENTATIVES: Sales, The Kay Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDER: Johnstown Tribune.
EXECUTIVES: Walter W. Krebs, pres. Theodore E. Campbell, ch. engr.
 Alvin D. Schmitt, gen. mgr. Edward Klym, news ed.
 John H. Hagburn, com. mgr.
 Frank P. Cummins, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 16, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Mon.-Sun.) | \$1,000.00 | \$600.00 | \$400.00 | \$300.00 | \$200.00 | \$120.00 |
| Class A (8:30-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 5-7:30 p.m., 10:30-11 p.m., Sun.) | \$800.00 | \$500.00 | \$350.00 | \$275.00 | \$200.00 | \$112.50 |
| Class B (6-8:30 p.m., Mon.-Sat.) | \$400.00 | \$250.00 | \$160.00 | \$125.00 | \$100.00 | \$75.00 |
| Class C (8 a.m.-6 p.m., 11 p.m.-sign-off, Mon.-Sat.; 8 a.m.-5 p.m., 11 p.m.-sign-off, Sun.) | \$420.00 | \$260.00 | \$170.00 | \$130.00 | \$100.00 | \$80.00 |
| Class D (Before 8 a.m., Mon.-Sun.) | \$210.00 | \$135.00 | \$90.00 | \$70.00 | \$50.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

LANCASTER
(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: Lincoln Hwy. W. Phone: Express 3-3551. TWX No.: LN 34

FACILITIES: Ch. 8 Authorized EE Rad. Pow.: Visual 218 kw. Aural 118 kw. Present Operating Pow.: Visual 218 kw. Aural 118 kw. Antenna Height: Above average terrain 1,000 ft., above ground 400 ft.

OPERATION: Began March 18, 1959

AFFILIATIONS: Tv Networks, NBC, CBS, Stations, Am, WGAL; Fm, WGAL-FM.

REPRESENTATIVES: Sales, Meeker Tv., Washington Attorney, Duke M. Patrick, Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: J. Hale Steinhilber, 24%; John F. Steinhilber, 18.3%; S. W. Steinhilber, 8.2%; L. T. Steinhilber, 4%; and C. S. Nuzan, 4%. The Steinhilbers also own WLEW-TV Bethlehem, WKAK-AM-FM-TV Williamsport, WKBO Harrisburg, WBAW Reading, WOPX York, WEST-AM-FM Easton, all Pa., and WDEL-AM-FM Wilmington, Del.; and publish the Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, pres. & gen. mgr.
J. Robert Culick, asst. gen. mgr. in charge ad.
Harold E. Miller, sta. mgr.
Paul C. Rodenhauer, gen. dir.
J. E. Mathot, ch. engr.
Paul L. Woodland, prom. mgr.

SUMMARY OF RATES (Card No. 15, Aug. 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 3 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (8-10 p.m., daily) | \$1,200.00 | \$750.00 | \$480.00 | \$300.00 | \$240.00 | \$120.00 |
| Class A (8:25-9 p.m., 10-11 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$250.00 | \$200.00 | \$100.00 |
| Class B (5-6:30 p.m., Mon.-Sat., 1-2:30 p.m., Sun.) | \$750.00 | \$420.00 | \$280.00 | \$180.00 | \$150.00 | \$75.00 |
| Class C (All other times) | \$500.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

WLAN-TV

(Target Date, Unknown)

LICENSEE: Peoples Broadcasting Co. Address: 205 N. Queen St. Phone: Express 4-7221. TWX No.: LN 04

FACILITIES: Ch. 28 Authorized EE Rad. Pow.: Visual 17 kw. Aural 8.12 kw. Antenna Height: Above average terrain 280 ft., above ground 203 ft.

AFFILIATION: Station, Am, WLAN

REPRESENTATIVES: Sales, Headley-Sweet Tv., Washington Attorney, Stephen Toltz Jr., Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: F. M. Altkorffer, 81%; Barbara H. Altkorffer, 12%; Samuel M. Altkorffer, 7%. F. H. Altkorffer-owns 21% of WKOP-AM-FM Binghamton, N. Y.

EXECUTIVES:

Frank H. Altkorffer, pres. & ch. engr.
S. M. Altkorffer, gen. mgr. & film buy.
J. Stanley Baker, num. mgr.
Julian Skinnell, gen. dir.
Robert Welsh, prom. mgr.
George Tanner, news ed.

LEBANON

(Lebanon County)

WLBR-TV

LICENSEE: Triangle Publications Inc. Address: 8th & Cumberland Sts. Phone: Lebanon 3-1401

FACILITIES: Ch. 18 Authorized EE Rad. Pow.: Visual 120 kw. Aural 61.2 kw. Present Operating Pow.: Visual 120 kw. Aural 61.2 kw. Antenna Height: Above average terrain 680 ft., above ground 475 ft.

OPERATION: Began Oct. 13, 1952

REPRESENTATIVES: Sales, Busk Tv., Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kerr & Kennedy

PRINCIPAL STOCKHOLDER: See WFIL-TV Philadelphia

EXECUTIVES:

Frank Palmer, gen. mgr.
Leonard Savage, ops. mgr.
Edward H. Benedict, ch. engr. (New York)

SUMMARY OF RATES (Card No. 1, May 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 3 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class A (7-7:30 p.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$48.00 | \$32.00 | \$16.00 |
| Class B (6-7 p.m., Sun.-Sat., 10-11 p.m., Mon.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$36.00 | \$24.00 | \$12.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$24.00 | \$16.00 | \$8.00 |

Above are one-time rates. Frequency discounts allowed.

America's 10th TV Market now delivers

more than **ONE MILLION FAMILIES**

WGAL-TV

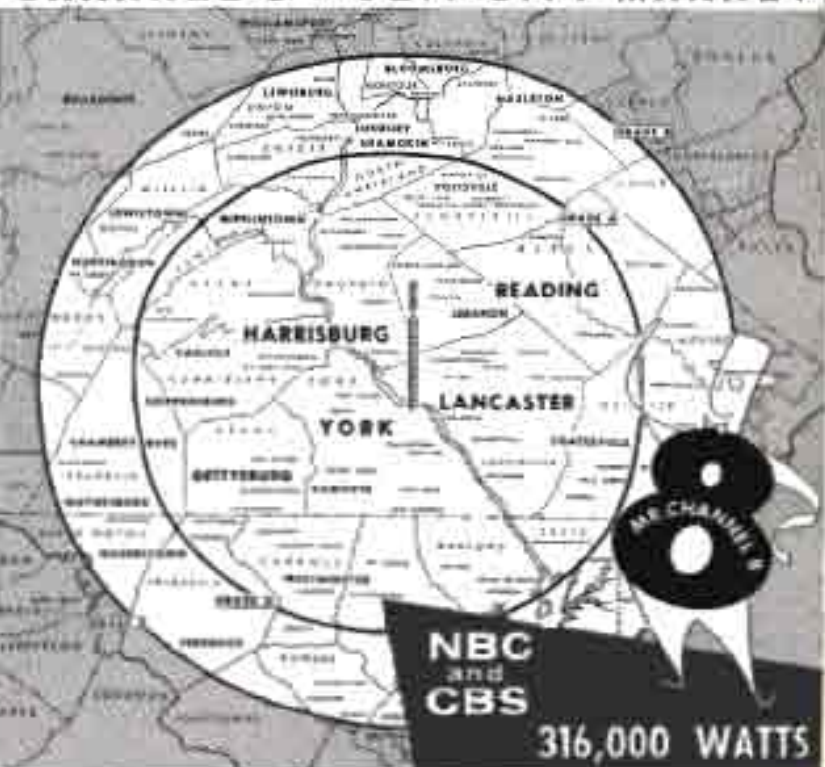
Lancaster, Penna. NBC and CBS

1,015,655 families
917,320 TV sets
3 1/2 million people
\$3 1/2 billion retail sales
\$6 1/2 billion annual income

STEINMAN STATION
Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York Chicago Los Angeles San Francisco

CHANNEL 8 MULTI-CITY MARKET



LOCK HAVEN

(Clinton County)

WPBZ-TV (Satellite of WILK-TV Wilkes-Barre, Pa.)

(Target Date, Unknown)

LICENSEE: Lock Haven Broadcasting Corp. Address: 152 1/2 E. Main St.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11 kw. Antenna Height: Above average terrain 300 ft.; above ground 100 ft.

AFFILIATION: Station: Am. WPBZ.
REPRESENTATIVES: Washington Attorney, Walter L. Davis; Consulting Engineer, George C. Davis

PRINCIPAL STOCKHOLDERS: Donald C. Welch, 10%; Thomas Caprio, 10%; John B. Furness, 10%; Mrs. W. C. Halter, 10%; A. H. Lopez, 10%; W. P. Piper Jr., 10%; T. V. Wald, 10%; Conrad W. Keller, 5%; Rebecca Gross, 5%; G. F. Warner Jr., 5%, and others.

EXECUTIVES:
 Donald C. Welch, pres.

NEW CASTLE

(Laurens County)

WKST-TV

LICENSEE: WKST Inc. Address: New Castle Pa. Phone: Oliver 4-8000.
FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 107 kw. Antenna Height: Above average terrain 300 ft.; above ground 100 ft.

AFFILIATIONS: TV Network, ABC Stations, Am. WKST
REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Robert F. Jones; Consulting Engineer, Lohsen & Culver

PRINCIPAL STOCKHOLDERS: S. W. Townsend and wife, 34%; Charles H. Johnson, 18%; A. W. Graham, 12%.

EXECUTIVES:
 S. W. Townsend, pres. & treas. Harry Reith, vp. & gen. mgr.
 *WKST-TV began operating April 4, 1952 but quit air Jan. 16, 1960, reverting to CP status; Sept. 17, 1961 is target date for resumption of operation.

PHILADELPHIA

(Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Montrose Aves. Postal Zone 21. Phone: Greenwood 7-4900.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural 104 kw. Present Operating Pow.: Visual 310 kw, Aural 150 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 970 ft.

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

OPERATION: Began March 1, 1961.
AFFILIATIONS: TV Network, CBS. Stations: Am. WCAU; Frn. WCAU-FM.
REPRESENTATIVES: Sales, CBS TV spot Sales; Washington Attorney, Pierson, Salt & Downs

PRINCIPAL STOCKHOLDER: Same as Philadelphia Bulletin; Licensee also owns 50% of WDAU-TV Scranton, Pa.

EXECUTIVES:
 Donald W. Thornburgh, pres. & gen. mgr.
 Joseph L. Tierney, exec. vp.
 Robert M. McCreevy, vp. in chg. tv sta.
 Charles Vanda, vp. in chg. tv
 John G. Leach, vp. in chg. engng.
 Norman Lechner, gen. mgr.
 Robert H. Pryor, vp. in chg. pub. aff.
 Charles Shaw, news dir.

SUMMARY OF RATES (Call No. 11, April 15, 1961)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|------------|------------|----------|----------|----------|----------|
| Class AA (8-10:30 p.m., Sun.-Sat.) | \$1,250.00 | \$1,050.00 | | | \$750.00 | \$375.00 |
| Class A (7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat., Sun.; 10:30-11 p.m., Sun.-Sat.) | \$2,200.00 | \$1,320.00 | \$850.00 | \$770.00 | \$550.00 | \$250.00 |
| Class B (Program Units—6:30-7:30 p.m., Mon.-Fri.; 9-9:30 p.m., Sat.; 1-7 p.m., Sun. Announcements—6:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.; 5-7 p.m., Sat.; 1-7 p.m., Sun.) | \$1,300.00 | \$1,020.00 | \$680.00 | \$590.00 | \$420.00 | \$175.00 |
| Class C (Program Units—4 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11:15 p.m.-1 a.m., Sun.-Sat.) | \$1,250.00 | \$750.00 | \$500.00 | \$475.00 | \$325.00 | \$125.00 |
| Class D (1-4 a.m., Mon.-Fri.; 1-4 a.m., Sat., Sun.) | \$750.00 | \$450.00 | \$300.00 | \$225.00 | \$150.00 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

WFIL-TV

LICENSEE: Triangle Publications Inc. Address: 488 & Market Sts. Postal Zone 22. Phone: Evergreen 3-4700, TWX No. PH 400

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 27 kw. Present Operating Pow.: Visual 94 kw, Aural 27 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,110 ft.

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

OPERATION: Began Sept. 12, 1947.
AFFILIATIONS: TV Network, ABC Stations, Am. WFIL; Frn. WFIL-FM.
REPRESENTATIVES: Sales, Blair-TV; Washington Attorney, Lynn Wilner & Bergson; Consulting Engineer, Gear & Rummey

PRINCIPAL STOCKHOLDER: Walter H. Annenberg and family; Triangle also owns WFBG-AM-TV Allentown, Pa.; WLDH-TV Lebanon, Pa.; WNSF-AM-TV Binghamton, N. Y.; WHIC-AM-FM-TV New Haven, Conn.; and 50% of WBBG Harrisburg, Pa. Triangle publishes the Philadelphia Inquirer, TV Guide, Seventeen, Official Detective, Missing Telegraph and Daily Racing Form.

EXECUTIVES:
 Roger W. Clegg, vp. & gen. mgr.
 George A. Koehler, sta. mgr.
 Kenneth W. Stowman, gen. ch. mgr.
 Sherman Gregory, tr. sta. mgr.
 Jim Peck, gen. ch.
 Harry E. Shaw, ch. mgr.
 Joe Emmertmann, adv. & promo. ch.
 Donald Beck, Sr., news & sp. events
 John C. Marion, bus. mgr.
 Edward J. Benedict, dir. of op. (New York)

SUMMARY OF RATES (Call No. 14, June 1, 1960)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|------------|------------|------------|------------|-----------------|----------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$1,200.00 | \$1,020.00 | \$1,200.00 | \$1,000.00 | \$600.00 | \$300.00 |
| Class A (7-7:30 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.) | \$2,200.00 | \$1,320.00 | \$850.00 | \$770.00 | \$550.00 | \$250.00 |
| Class B (6-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-7 p.m., Sun.) | \$1,700.00 | \$1,020.00 | \$680.00 | \$590.00 | \$420.00 | \$175.00 |
| Class C (2:30-5 p.m., Mon.-Fri.) | \$1,300.00 | \$780.00 | \$520.00 | \$430.00 | \$310.00 | \$125.00 |
| Class D (Sign-on-1:30 p.m., Mon.-Fri.; sign-off 1 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, Sun.-Sat.) | \$1,850.00 | \$650.00 | \$420.00 | \$350.00 | \$260.00 | \$225.00 |

Above are one-time rates. Frequency discounts allowed.

A COLORFUL LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

Ready to work for you in Ziv's spectacular new IMPACT series!



"HARBOR COMMAND"



starring **WENDELL COREY**

WHYY-TV*

(Target Date, Sept. 1957)
 (*Non-Commercial Educational)

LICENSEE: Metropolitan Philadelphia Educational Radio & Tv Corp. Address: 1625 Chestnut St. Postal Zone, 5 Phone Locust 9-2270.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 115 kw. Aural 52.2 kw. Antenna Height: Above average terrain 595 ft.; above ground 595 ft.
AFFILIATION: Station, Pm. WHYY-FM.
REPRESENTATIVES: Attorney, Saul, Ewing, Remick & Saut, Philadelphia.
EXECUTIVES:
 William Goldman, pres. James W. Keefer, gen. mgr.
 Richard S. Burdick, mgng. dir. Samuel H. Barboor, ch. engr.

WPHD (TV)

(Target Date, Unknown)

LICENSEE: Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.
FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 537 kw. Aural 200 kw. Antenna Height: Above average terrain 340 ft.; above ground 295 ft.
REPRESENTATIVES: Washington Attorney, Martin W. Kraines, New York; Consulting Engineer, Thomas R. Friedman.
PRINCIPAL STOCKHOLDER: Herbert Mayer, 100%. Mr. Mayer also owns WHMB (TV), Boston.
EXECUTIVES:
 Herbert Mayer, own.

WRCV-TV

LICENSEE: National Broadcasting Co. Address: 1019 Walnut St. Postal Zone, 1 Phone Locust 4-3700. TWX No. PS 267.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,124 ft.
EQUIPPED TO COLORCAST: network programs, local live programs, local films, local slides.
OPERATION: Began Sept. 1, 1947.
AFFILIATIONS: Tv Network, NBC. Station, Am. WRCV.
REPRESENTATIVES: Sales, NBC Spot Sales.
PRINCIPAL STOCKHOLDER: See WBCA-TV New York.
EXECUTIVES:
 Robert W. Sarnoff, pres. William A. Howard, mgt. asst. tech. ops.
 Lloyd E. Yoder, vp. & gen. mgr. John P. Wiley, adv. & prom. mgr.
 Curtis D. Peck, dir. ops. Edward H. Wallace, capt. news & sp. events.
 Theodore H. Waberski Jr., dir. sds. Stan Lee Briza, gen. dir.

SUMMARY OF RATES (Card No. 1, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 15 Sec. |
|---|------------|------------|------------|------------|----------|----------|
| Class AAA (1:30-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.) | | | | | \$200.00 | \$415.00 |
| Class AA (Program Units—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. Announcements—7:30-1:30 p.m., Mon.-Sat.; 8-8:30 p.m., Sun.; 10:30-11 p.m., daily) | \$3,300.00 | \$1,920.00 | \$1,230.00 | \$1,130.00 | \$660.00 | \$200.00 |
| Class A (Program Units—1-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun. Announcements—7-7:30 p.m., Mon.-Sat.; 8-8:30 p.m., Sun.; 10:30-11 p.m., daily) | \$2,000.00 | \$1,200.00 | \$800.00 | \$700.00 | \$450.00 | \$250.00 |
| Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat.; 1-6 p.m., Sun. Announcements—5:30-7 p.m., Mon.-Fri.; 12:30-7 p.m., Sat.; 12:30-4 p.m., Sun.) | \$1,500.00 | \$900.00 | \$600.00 | \$525.00 | \$375.00 | \$200.00 |
| Class C (Program Units—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-4 p.m., Sat.-Sun.; 11 p.m.-1 a.m., daily. Announcements—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-12:30 p.m., Sat.-Sun.; 11 p.m.-12:30 a.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$350.00 | \$225.00 | \$110.00 |
| Class D (Program Units—Sign-on-9 a.m., daily; 1 a.m.-sign-off, daily. Announcements—Sign-on-9 a.m., daily; 12:30 a.m.-sign-off, daily) | \$700.00 | \$420.00 | \$280.00 | \$240.00 | \$175.00 | \$90.00 |

Above are one-time rates. Frequency discounts allowed.

WSES (TV)

(Target Date, Unknown)

LICENSEE: Philadelphia Broadcasting Co. Address: Western Savings Fund Bldg. **FACILITIES:** Ch. 30. Authorized Eff. Rad. Pow.: Visual 115 kw. Aural 117 kw. Antenna Height: Above average terrain 550 ft.; above ground 630 ft.
REPRESENTATIVES: Washington Attorney, Wash. Hunt & Morgan; Consulting Engineer, Jamky & Bailey.
PRINCIPAL STOCKHOLDERS: William L. Jones, 57%; Sadore B. Sley, 29%; Murray Berkon, 14%.
EXECUTIVES:
 William L. Jones, pres. Sadore B. Sley, pres.
 Murray Berkon, vp.

WVUE (TV) (WILMINGTON, DEL.)

LICENSEE: Eborer Broadcasting Co. Address: Suburban Station Bldg., Philadelphia. Phone: Locust 9-2222 (For full listing see Wilmington, Del.)

PITTSBURGH

(Allegheny County)

WENS (TV)

LICENSEE: Telecasting Inc. Address: Carron House Postal Zone, 19 Phone: Express 1-1243. TWX No. PG 609.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw. Aural 100 kw. Present Operating Pow.: Visual 200 kw. Aural 100 kw. Antenna Height: Above average terrain 525 ft.; above ground 525 ft.
OPERATION: Began Aug. 1, 1953.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC.
REPRESENTATIVES: Sales, The Bradford Co., Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jamky & Bailey.
PRINCIPAL STOCKHOLDERS: Thomas F. Johnson, 18.75%; L. H. Jarret, 25%; Henry Oliver Neo and family, 1.25%; Oliver Dymco Corp., 8%; A. Demoran Faust, 4.75%, and others. Mr. Jarret has negative control by virtue of ownership of all Class B voting stock. Mr. Neo and family control Tyrone Corp. and have varying interests in WFOA Portland, WAH-AM-TV Bangor, and WMTW (TV) Poland Spring, all Maine.
EXECUTIVES:
 Thomas F. Johnson, pres. Vera E. Oldenburg, ds. mgr.
 Larry H. Jarret, exec. vp. gen. mgr. James Hurley, ch. engr.
 A film buy.

SUMMARY OF RATES (Card No. 2A, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 15 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class A (8:30-10:30 p.m., daily) | \$450.00 | \$270.00 | \$180.00 | \$135.00 | \$112.50 | \$90.00 |
| Class B (8-10:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6:30 p.m., Sat., Sun.) | \$315.00 | \$202.50 | \$135.00 | \$101.25 | \$84.40 | \$67.50 |
| Class C (8-9 p.m., Mon.-Fri.; 11-11:30 p.m., daily) | \$270.00 | \$162.00 | \$108.00 | \$81.00 | \$67.50 | \$54.00 |
| Class D (News-8 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; noon-1 p.m., Sat., Sun.) | \$150.00 | \$100.00 | \$75.00 | \$56.00 | \$45.00 | \$36.00 |
| Class E (Sign-on-noon, daily) | \$135.00 | \$81.00 | \$54.00 | \$40.50 | \$33.75 | \$27.00 |

Above are one-time rates. Frequency discounts allowed.

WJIC (TV)

(Target Date, Sept. 1957)

LICENSEE: WJIC Inc. Address: 700 Ivory Ave. Postal Zone, 14. Phone: Wallington 1-6000. TWX No. PG 15.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw. Aural 158 kw. Present Operating Pow.: Visual 316 kw. Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 842 ft.
EQUIPPED TO COLORCAST: network programs.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Blair-Ty; Washington Attorney, Segal, Smith & Hennessy.
PRINCIPAL STOCKHOLDER: P. G. Publishing Co. (Pittsburgh Post-Gazette), 100%. Some interests own WWSW-AM-FM Pittsburgh and Toledo (Ohio) Radio, applicant for ch. 11 there. Pittsburgh Radio Supply House holds option to purchase 50% of station, conditioned on sale of the WJAS Pittsburgh (Supply House also owns WJLH Greensburg, Pa.).
EXECUTIVES:
 O. M. Schless, pres. Henry H. Kaber, ch. engr.
 Robert A. Miraman, gen. mgr. Coley E. Augustine, pres. mgr.
 Roger D. Rice, com. mgr. Sheldon Weaver, prod. dir. & film buy.

SUMMARY OF RATES (Card No. 1, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 15 Sec. |
|--|------------|------------|----------|----------|----------|----------|
| Class AA (Program Units—7:30-11 p.m., Sun.-Sat. Announcements—7:30-11:01 p.m., Sun.-Sat.) | \$1,800.00 | \$1,080.00 | \$720.00 | \$540.00 | \$450.00 | \$225.00 |
| Class A (Program Units—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.; 5-7:30 p.m., Sat., Sun. Announcements—5:30-7:30 p.m., Mon.-Fri.; 11:31-11:51 p.m., Sat., Sun.; 11:01-11:30 p.m., Mon.-Fri.; 4:30-7:30 p.m., Sat., Sun.) | \$1,800.00 | \$900.00 | \$600.00 | \$450.00 | \$360.00 | \$180.00 |
| Class B (Program Units—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.; 11:30-midnight, Sun.-Sat. Announcements—4:30-5:30 p.m., Mon.-Fri.; 12:30-4:30 p.m., Sat., Sun.; 11:40 p.m.-12:40 a.m., Mon.-Fri.; 11:31 p.m.-12:31 a.m., Sat., Sun.) | \$1,200.00 | \$600.00 | \$400.00 | \$300.00 | \$240.00 | \$120.00 |
| Class C (Program Units—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun. Announcements—6:30 a.m.-4:30 p.m., Mon.-Fri.; 4:30 a.m.-12:30 p.m., Sat., Sun.) | \$900.00 | \$540.00 | \$360.00 | \$270.00 | \$225.00 | \$112.50 |
| Class D (Program Units—Midnight-3 a.m., Sun.-Sat.; Announcements—12:01-2:05 a.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$200.00 | \$150.00 | \$140.00 | \$70.00 |

Above are one-time rates. Frequency discounts allowed, except announcements which take flat rate.

WKJF-TV 1

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Postal Zone, 11. Phone: Hubbard 1-2626.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 174 kw. Aural 82.5 kw. Antenna Height: Above average terrain 520 ft.; above ground 428 ft.
OPERATION: Began Aug. 1, 1953.
AFFILIATION: Station, Pm. WKJF-FM.
REPRESENTATIVES: Washington Attorney, Dew, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDER: Agnes J. Reeves Greer 100%. Mrs. Greer also owns 98% of WJEB Dover, Ohio; 51% of WAJR-AM-FM Morgantown and WYNE Elkins, both of W. Va.; Morgantown Dominion News and Post, and New Martinsville (W. Va. weekly) Wetzel Republican.
EXECUTIVES:
 Agnes J. Reeves Greer, pres. Thomas J. Daugherty, gen. mgr.
 WKJF-TV has suspended operation but has not returned its CP

PITTSBURGH (Cont.)

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Address: 437 Fifth Ave. Postal Zone: 13. Phone: Museum 3-1399.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 138 kw, Aural 69.2 kw. Present Operating Pow.: Visual 138 kw, Aural 69.2 kw. Antenna Height: Above average terrain 1,630 ft.; above ground 537 ft.
OPERATION: Began April, 1954.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Parizer.
EXECUTIVES:
 Leland Hazard, chmn. Ralph J. Tangney, pgm. dir.
 John T. Ryan Jr., pres. Edward C. Horstman, ch. engr.
 John F. White, gen. mgr. Mildred Popovich, news ed.

WTVQ (TV)

(Target Date, Unknown)

LICENSEE: Golden Triangle Television Corp. Address: 300 W. First St. Postal Zone: 2. Phone: Michigan 8861.
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Antenna Height: Above average terrain 490 ft.; above ground 930 ft.
REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gagnone; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Loren Berry, 50%; Ronald H. Woodyard, 50%. Mr. Woodyard owns 29.1% of WONE-WIFE (TV) Dayton, Ohio; Mr. Berry owns 16.7% of WONE-WIFE, 21.2% of WEOL-AM-FM-TV Elyria, Ohio, and 10% of WVKO-AM-FM Columbus, Ohio.
EXECUTIVE:
 Ronald B. Woodyard, pres.

KDKA-TV

LICENSEE: Westinghouse Broadcasting Co. Inc. Address: 1 Gateway Center. Postal Zone: 22. Phone: Express 1-3090. TWX No.: PG 188.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 300 ft.; above ground 883 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 11, 1949.
AFFILIATIONS: Tv Networks, CBS, NDC, ABC, Stations, Am, KDKA; Fm, KDKA.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, John 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 also owns WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, both Mass.; KYW-AM-FM-TV Cleveland, Ohio; KPX(TV) San Francisco, Calif.; WJZ-TV Baltimore, Md.; WIND-AM-TV Chicago, Ill.; WOVO Fort Wayne, Ind.; and KEX-AM-FM Portland, Ore.
EXECUTIVES:
 D. H. McGannon, pres. WBC Ray Rogers, ch. engr.
 Harold C. Lund, vp. Dick Dreyfus, film dir.
 Jerome R. Reeves, gen. mgr. David N. Lewis, prom. mgr.
 John Still, sta. mgr. Bill Burns, news dir.
 E. Calvin Jones, adm. mgr.

SUMMARY OF RATES (Card No. 12, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (Program Units—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7:25-11:01 p.m., Mon.-Fri.; 5:59-11:01 p.m., Sat., Sun.) | | | | | | |
| \$2,000.00 | \$1,300.00 | \$800.00 | \$700.00 | \$600.00 | \$500.00 | \$250.00 |
| Class A (Program Units—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat. Announcements—5:59-7:29 p.m., Mon.-Fri.; 11:01-11:31 p.m., Sun.-Sat.) | | | | | | |
| \$1,700.00 | \$1,000.00 | \$690.00 | \$510.00 | \$420.00 | \$330.00 | \$175.00 |
| Class B (Program Units—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11:30-midnight, Sun.-Sat. Announcements—4:59-5:59 p.m., Mon.-Fri.; 12:59-5:59 p.m., Sat., Sun.; 11:31 p.m.-12:01 a.m., Sun.-Sat.) | | | | | | |
| \$1,500.00 | \$900.00 | \$600.00 | \$450.00 | \$375.00 | \$300.00 | \$150.00 |
| Class C (Program Units—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.-Sun. Announcements—4:59 a.m.-4:59 p.m., Mon.-Fri.; 8:59 a.m.-12:59 p.m., Sat., Sun.) | | | | | | |
| \$1,100.00 | \$650.00 | \$440.00 | \$330.00 | \$275.00 | \$175.00 | \$87.50 |
| Class D (Program Units—Sign-on-9 a.m., Sun.-Sat.; midnight-sign-off, Sun.-Sat. Announcements—sign-on-8:59 a.m., Sun.-Sat.; 12:01 a.m.-sign-off, Sun.-Sat.) | | | | | | |
| \$700.00 | \$420.00 | \$280.00 | \$210.00 | \$175.00 | \$125.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

READING

(Berks County)

WEUU-TV†

LICENSEE: Hawley Broadcasting Co. Address: 433 Penn St. Phone: Franklin 6-7335. TWX No.: RD 25
FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 81 kw. Antenna Height: Above average terrain 1,630 ft.; above ground 498 ft.
OPERATION: Began April 15, 1953.
AFFILIATION: Station, Am, WEUU
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDER: Reading Eagle Co. (Reading Eagle), 100%.
EXECUTIVES:
 William J. Roehn, pres. K. Richard Creitz, gen. mgr.

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

WHUM-TV†

LICENSEE: Eastern Radio Corp. Address: Berkshre Hotel. Phone: Franklin 5-3851. TWX No.: BOG 9E
FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 390 kw, Aural 120 kw. Antenna Height: Above average terrain 1,770 ft.; above ground 1,034 ft.
OPERATION: Began Feb. 22, 1952
AFFILIATION: Station, Am, WHUM.
REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: Humbolt J. Greig, 38.2%; 61% of stock is held in voting trust.
EXECUTIVE:
 Robert G. Magee, vp. & gen. mgr.

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

SCRANTON

(Lackawanna County)

WARM-TV

LICENSEE: Union Broadcasting Co. Address: 332 Madison Ave. Postal Zone: 10. Phone: Diamond 3-1245. TWX No.: SN 30.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Present Operating Pow.: Visual 191 kw, Aural 102 kw. Antenna Height: Above average terrain 1,220 ft.; above ground 348 ft.
OPERATION: Began Feb. 9, 1954.
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, 68%; Martin F. Memolo, 22.7%; William M. Dawson, 3%; Roswell J. Parker, 1.5%; Samuel M. Feigenbaum, 1.5%; Arthur Bolin, 1%, and Earl E. Gress, 1%. Mr. Scranton also owns 30% of WTVE (TV) Elmira, N. Y.
EXECUTIVES:
 Martin F. Memolo, pres. Roswell J. Parker, ch. engr.
 William M. Dawson, gen. mgr. William Halpin, film buy.
 Samuel Feigenbaum, com. mgr. Frances M. Brestin, prom. mgr.
 Arthur Bolin, pgm. dir. John Von Bergen, news ed.

SUMMARY OF RATES (Card No. 1, June 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | \$ Sec. |
|--|----------|---------|---------|---------|---------|---------|
| Class A (7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.) | | | | | | |
| \$225.00 | \$135.00 | \$90.00 | \$75.00 | \$60.00 | \$45.00 | \$22.50 |
| Class B (3-6 p.m., Sat.; 1-5 p.m., Sun.; 9-7 p.m., Mon.-Sat.) | | | | | | |
| \$100.25 | \$101.25 | \$67.50 | \$55.25 | \$43.00 | \$33.75 | \$16.88 |
| Class C (All other times) | | | | | | |
| \$112.50 | \$67.50 | \$45.00 | \$37.50 | \$30.00 | \$22.50 | \$11.25 |

Above are one-time rates. Frequency discounts allowed.

WDAU-TV

LICENSEE: Scranton Broadcasters Inc. Address: 1009 Wyoming Ave. Postal Zone: 9. Phone: Diamond 2-7834. TWX No.: SN 10.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 479 kw, Aural 245 kw. Present Operating Pow.: Visual 479 kw, Aural 245 kw. Antenna Height: Above average terrain 1,356 ft.; above ground 421 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 7, 1953.
AFFILIATIONS: Tv Networks, CBS, Stations, Am, WGBU; Fm, WGBU-FM.
REPRESENTATIVES: Sales, H-R Television; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Philadelphia Bulletin, 50%; Mrs. M. E. Megargee and family, 50%. Philadelphia Bulletin also owns WCAU-AM-FM-TV Philadelphia.
EXECUTIVES:
 Donald W. Thornburgh, pres. Mort Rosenthal, pgm. dir. & film buy.
 Vance L. Bekersley, exec. vp. & gen. mgr. Kenneth R. Cooke, ch. engr.
 Anton J. Moe, sta. mgr. Doug Holcomb, prom. mgr.
 R. K. McDowell, sta. mgr. Tom Powell, news ed.

SUMMARY OF RATES (Card No. 5, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | \$ Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (8-10:30 p.m., Sun.-Sat.) | | | | | | |
| \$600.00 | \$380.00 | \$260.00 | \$210.00 | \$150.00 | \$125.00 | \$62.50 |
| Class A (7-8 p.m., 10:30-11 p.m., Sun.-Sat.) | | | | | | |
| \$400.00 | \$240.00 | \$160.00 | \$140.00 | \$100.00 | \$80.00 | \$40.00 |
| Class B (6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11-11:35 p.m., Sun.-Sat.) | | | | | | |
| \$300.00 | \$180.00 | \$120.00 | \$105.00 | \$75.00 | \$60.00 | \$30.00 |
| Class C (11 a.m.-6 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.; 11:35 p.m.-sign-off, Sun.-Sat.) | | | | | | |
| \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 | \$20.00 |
| Class D (Sign-on-11 a.m., Sun.-Sat.) | | | | | | |
| \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WTVU (TV)†

LICENSEE: Appalachian Co. Address: Hotel Jermyn. Phone: Diamond 7-3234
FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.00 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 371 ft.
OPERATION: Began Aug. 17, 1953.
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Frank Collins and wife, 100%.
EXECUTIVES:
 Frank J. Collins, pres. June C. Collins, treas.

†WTVU (TV) has suspended operation but has not returned its CP.

SUNBURY
(Northumberland County)

WKOK-TV

(Target Date, Unknown)

LICENSEE: Sunbury Broadcasting Corp. Address: 1150 N. Front St.
FACILITIES: Ch. 36 Authorized ER Rad. Pow.: Visual 12.5 kw, Aural 6.8 kw. Antenna Height: Above average terrain 300 ft.; above ground 241 ft.
AFFILIATION: Station, Am. WKOK.
REPRESENTATIVES: Washington Attorney, Dow, Lehner & Aderbaum; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: James A. Beck, 45%; Harry E. Hedden, 25%; estate of George E. Beck, 10%; Mrs. Leon H. Meyer, 10%. Insurlocking ownership with Sunbury Dam.
EXECUTIVES:
Harry H. Hedden, pres. Homer R. Smith, gen. mgr.

WILKES-BARRE
(Luzerne County)

WBRE-TV

LICENSEE: WBRE-TV Inc. Address: 62 E. Franklin St. Phone: Valley 3-3101. TWX No.: WKBB 46.
FACILITIES: Ch. 28 Authorized ER Rad. Pow.: Visual 568 kw, Aural 302 kw. Present Operating Pow.: Visual 508 kw, Aural 302 kw. Antenna Height: Above average terrain 1,300 ft.; above ground 429 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Jan. 1, 1953.
AFFILIATIONS: Tv Networks, NBC, Stations, Am. WBRE; Fm. WBRE-Fm.
REPRESENTATIVES: Sales, Bradley-Beet Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, Robert M. Stillman & Assoc.
PRINCIPAL STOCKHOLDERS: Louis G. Baltimore, 64%; David M. Baltimore, 10%; Marcell B. Baltimore, 10%. Licensee also owns WSCH Scranton, Pa.
EXECUTIVES:
Louis G. Baltimore, pres. Phil A. O'Neill, gen. mgr.
David M. Baltimore, sp. & gen. mgr. Franklin D. Condit, sp. dir. & film mgr.
Ernest Lewis, nat'l. dir. mgr. Charles Sakowski, ch. mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (9-10:30 p.m., Mon.-Sun.) | \$225.00 | \$112.50 | \$75.00 | \$50.00 | \$37.50 | \$25.00 |
| Class A (6:30-8 p.m., 10:30-11 p.m., Mon.-Sun.) | \$400.00 | \$200.00 | \$133.33 | \$88.89 | \$62.96 | \$41.97 |
| Class B (5-6:30 p.m., Mon.-Sat.; 1-4:30 p.m., Sun.) | \$200.00 | \$100.00 | \$66.67 | \$44.44 | \$33.33 | \$22.22 |
| Class C (2-5 p.m., Mon.-Sat.; 11 p.m.-1 a.m., Mon.-Sun.) | \$200.00 | \$100.00 | \$66.67 | \$44.44 | \$33.33 | \$22.22 |
| Class D (7 a.m.-2 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sun.; 7 a.m.-2 p.m., Sat.) | \$100.00 | \$50.00 | \$33.33 | \$22.22 | \$16.67 | \$11.11 |

Above are one-time rates. Frequency discounts allowed.

WILK-TV

LICENSEE: Wyoming Valley Broadcasting Co. Address: 30 N. Franklin St. Phone: Valley 4-9955. TWX No.: WKBB 46.
FACILITIES: Ch. 34 Authorized ER Rad. Pow.: Visual 776 kw, Aural 398 kw. Present Operating Pow.: Visual 776 kw, Aural 398 kw. Antenna Height: Above average terrain 1,300 ft.; above ground 343 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 26, 1952.
AFFILIATIONS: Tv Network, ABC, Station, Am. WILK.
REPRESENTATIVES: Sales, Avery-Knaedel; Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Crests, Steel & Waldenmitt.
PRINCIPAL STOCKHOLDERS: Maxted Jenkins and wife, Roy E. Morgan, Thomas P. Shefferson, Harold Gray Verrill, L. Wise, Edna W. Morgan, Leon Schwartz, Gerald L. Wise (in trust) all own 12 1/2%. Mr. Gray owns 50% of WCED-AM-FM Du Bois, Pa. and DuBois Courier-Express; Vernon and Gerald Wise and family own Butler (Pa.) Eagle.
EXECUTIVES:
Mitchell Jenkins, pres. Hal Berg, gen. dir. & film buy.
Roy E. Morgan, exec. vp. Theodore French, ch. engr.
Thomas P. Shefferson, treas. & nat'l. dir. & film buy. Louise Tille, pres. mgr.
Malcolm Dale, com. mgr. Thomas A. Rigler, news ed.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 10 Sec. |
|---------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class AA (9-10 p.m., Sun.-Sat.) | \$170.00 | \$85.00 | \$56.67 | \$37.78 | \$25.19 | \$16.79 |

BROADCASTING • TELECASTING

| | | | | | | |
|--|----------|----------|---------|---------|---------|---------|
| Class A (7-9 p.m., 10-10:30 p.m., Sun.-Sat.) | \$225.00 | \$112.50 | \$75.00 | \$50.00 | \$37.50 | \$25.00 |
| Class B (5-7 p.m., 10:30-11 p.m., daily) | \$275.00 | \$137.50 | \$91.67 | \$61.11 | \$45.83 | \$30.85 |
| Class C (All other times) | \$150.00 | \$75.00 | \$50.00 | \$33.33 | \$25.00 | \$16.67 |

Above are one-time rates. Frequency discounts allowed.

WILLIAMSPORT
(Lycoming County)

WRAC-TV

(Target Date, Unknown)

LICENSEE: WGAL Inc. Address: 1302 W. 4th St. Phone: 2-6118.
FACILITIES: Ch. 28 Authorized ER Rad. Pow.: Visual 21 kw, Aural 10.2 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 342 ft.
AFFILIATIONS: Stations, Am. WRAC; Fm. WRAC-Fm.
REPRESENTATIVES: Washington Attorney, Spearman & Roberts; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDER: WGAL Inc. (Steinman interests), 100%. For other Station stations see WGAL-TV Lancaster, Pa.
EXECUTIVE:
George E. Joy, pres. & gen. mgr.

YORK

(York County)

WNOW-TV

LICENSEE: WNOW Inc. Address: 20 South Duke St. Phone: 37-611.
FACILITIES: Ch. 49 Authorized ER Rad. Pow.: Visual 67.7 kw, Aural 32.8 kw. Present Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Height: Above average terrain 600 ft.; above ground 394 ft.
OPERATION: Began Nov. 5, 1952.
AFFILIATIONS: Tv Networks, NBC, Stations, Am. WNOW; Fm. WNOW-Fm.
REPRESENTATIVES: Sales, Robert E. Keller; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jancky & Bailey.
PRINCIPAL STOCKHOLDER: Owned by Granite State Broadcasting Co. (W. F. Hunt Jr., Ralph Gottlieb).
EXECUTIVES:
W. F. Hunt Jr., pres. Daniel Morrow, gen. dir. & news ed.
Ralph Gottlieb, exec. vp. Glen M. Winter, ch. engr.
Richard E. Burg, com. mgr.

SUMMARY OF RATES (Card No. 1, March 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|---------|---------|---------|---------|
| Class A (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.) | \$200.00 | \$125.00 | \$83.33 | \$55.56 | \$40.00 | \$26.67 |
| Class B (5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$150.00 | \$94.00 | \$62.67 | \$41.78 | \$30.50 | \$20.33 |
| Class C (All other times) | \$100.00 | \$62.50 | \$41.67 | \$27.78 | \$20.00 | \$13.33 |

Above are one-time rates. Frequency discounts allowed.

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co. Address: E. Queen St. Extended, Phone: 23-221. TWX No.: York 46.
FACILITIES: Ch. 42 Authorized ER Rad. Pow.: Visual 120 kw, Aural 60.1 kw. Present Operating Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 520 ft.; above ground 418 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1952.
AFFILIATIONS: Tv Network, ABC, Station, Am. WSBA.
REPRESENTATIVES: Sales, Young TV; Washington Attorney, Loucks, Ziss, Young & Jancky; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Estate of Louis J. Appell, 80%; Louis J. Appell Jr., 10%; George N. Appell, 10%; Helen A. Norton, 10%.
EXECUTIVES:
Louis J. Appell Jr., pres. & gen. mgr. Jon Curtis, gen. dir. & film buy.
Arthur C. Haber, ch. engr. Stephen B. Fayer, prom. dir.
Robert M. Stough, asst. mgr.

SUMMARY OF RATES (Card No. 1, Oct. 1, 1952)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.) | \$200.00 | \$125.00 | \$83.33 | \$55.56 | \$40.00 | \$26.67 |
| Class B (5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$150.00 | \$94.00 | \$62.67 | \$41.78 | \$30.50 | \$20.33 |
| Class C (All other times) | \$100.00 | \$62.50 | \$41.67 | \$27.78 | \$20.00 | \$13.33 |

Above are one-time rates. Frequency discounts allowed.

RHODE ISLAND MARKET DATA BY COUNTIES

| County | Total Households | Television % | Television Households No. | Retail Sales 1954(\$000) | Food Sales 1954(\$000) | Drug Sales 1954(\$000) |
|------------|------------------|--------------|---------------------------|--------------------------|------------------------|------------------------|
| Bristol | 5,800 | 38 | 2,200 | \$4,000 | 5,200 | 1,200 |
| Kent | 27,000 | 32 | 8,700 | \$1,345 | \$2,182 | 1,273 |
| Newport | 12,000 | 35 | 4,200 | \$1,040 | 1,652 | 2,871 |
| Providence | 179,000 | 36 | 65,040 | \$93,950 | \$48,251 | 75,260 |
| Washington | 13,500 | 32 | 4,320 | \$6,760 | 13,974 | 1,925 |
| Total | 249,300 | 35% | 93,300 | \$107,045 | \$71,157 | \$73,259 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

PROVIDENCE
(Providence County)

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Westwood St. Postal Zone: E Phone: Goupee 1-8925. TWX No.: PR 32.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 215 kw. Aural 188 kw. Present Operating Pow.: Visual 315 kw. Aural 146 kw. Antenna Height: Above average terrain 520 ft.; above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 19, 1949.

AFFILIATIONS: Tv Networks, NBC, Antl. Station, Am, WJAR.

REPRESENTATIVES: Sales, Edward Peiry & Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: The Outlet Co., a department store.

EXECUTIVES:

George O. Griffin, vp.
Joseph S. Beecher, adm. asst. to vp.
Dave Sturtevant, dir. to ch.
Bernard Hammer, pgm. dir.
Thomas C. J. Price, ch. engr.
Frederick E. Griffin, ops. mgr.
Edward Buchanan, sin. mgr.
Warren Wilson, news ed.

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 1 Min. | 15 Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class AA (6-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat., Sun.) | \$1,000.00 | \$700.00 | \$520.00 | \$400.00 | \$320.00 | \$120.00 |
| Class A (7:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily) | \$1,150.00 | \$800.00 | \$600.00 | \$450.00 | \$350.00 | \$110.00 |
| Class B (7-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat., Sun.; 11-11:30 p.m., daily) | \$850.00 | \$610.00 | \$460.00 | \$345.00 | \$270.00 | \$70.00 |
| Class C (8:30-9 p.m., Mon.-Fri.; 8:30-9 p.m., Sat., Sun.; 11:30 p.m., sign-off, daily) | \$675.00 | \$485.00 | \$360.00 | \$270.00 | \$210.00 | \$60.00 |
| Class D (Sign-on-noon, daily) | \$200.00 | \$150.00 | \$110.00 | \$80.00 | \$60.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WNET (TV) 1

LICENSEE: Channel 16 of Rhode Island Inc. Address: P. O. Box 1235. Postal Zone: 1. Phone: Blackstone 2-8224.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 220 kw. Aural 135 kw. Antenna Height: Above average terrain 519 ft.; above ground 853 ft.

OPERATION: Began March 21, 1954.

REPRESENTATIVES: Washington Attorney, Cuttane & Schotner; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harold C. Arzoo, Samuel Harris and John Dunes, each 33.33%, and others.

EXECUTIVE:

Harold C. Arzoo, pres.

WNET (TV) has suspended operation but has not returned its CP.



RATING POWER
in the thrilling action stories of

"HARBOR COMMAND"
with **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

WPRO-TV

LICENSEE: Cherry & Webb Broadcasting Co. Address: 24 Mason St. Postal Zone: E. Phone: Plantation 1-0736. TWX No.: PR 95.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 220 kw. Aural 182 kw. Present Operating Pow.: Visual 315 kw. Aural 182 kw. Antenna Height: Above average terrain 615 ft.; above ground 825 ft.

OPERATION: Began March 21, 1954.

AFFILIATIONS: Tv Network, CBS. Station, Am, WPRO; Pm, WPRO-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McHenry.

PRINCIPAL STOCKHOLDERS: William B. Cherry Jr., 44.2%; Anne Cherry Gross, 14.9%; Charles W. Kizowick, 10.2%. Grant made following merger agreement, which when options averaged will result in WPRO-TV being owned 44% by Cherry & Webb Broadcasting Co., 20% by Kops Broadcasting Co., 20% by Greater Providence Broadcasting Co. and 16% by George Taylor and Robert T. Hughes jointly. Mr. Cherry is 44% owner of WDBB-AM-FM-TV Orlando, Fla.

EXECUTIVES:

William S. Cherry Jr., pres.
Arnold F. Schoen Jr., gm. mgr.
Raymond A. Gilvard, gm. dir.
John V. Ferri, ch. engr.
Reginald W. Wulke, vmm. mgr.
Donald S. Moelker, prod. mgr.

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 1 Min. | 15 Sec. |
|---|------------|----------|----------|----------|----------|----------|
| Class AA (6-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat., Sun.) | \$1,000.00 | \$700.00 | \$520.00 | \$400.00 | \$320.00 | \$120.00 |
| Class A (Program Units—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.; Announcements—7:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., Mon.-Sun.) | \$1,100.00 | \$800.00 | \$600.00 | \$450.00 | \$350.00 | \$110.00 |
| Class B (7-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat., Sun.; 11-11:30 p.m., Mon.-Sun.) | \$850.00 | \$650.00 | \$480.00 | \$360.00 | \$280.00 | \$70.00 |
| Class C (10 a.m. & 2 p.m., Mon.-Fri.; noon-4 p.m., Sat., Sun.; 11:00 p.m., sign-off, Mon.-Sun.) | \$650.00 | \$480.00 | \$360.00 | \$270.00 | \$210.00 | \$60.00 |
| Class D (Sign-on-10 a.m., Mon.-Fri.; sign-on-noon, Sat., Sun.) | \$200.00 | \$150.00 | \$110.00 | \$80.00 | \$60.00 | \$20.00 |

SOUTH CAROLINA

SOUTH CAROLINA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Television Households No. | Retail Sales 1954(\$000) | Food Sales 1954(\$000) | Drug Sales 1954(\$000) |
|-------------|------------------|--------------|---------------------------|--------------------------|------------------------|------------------------|
| Abbeville | 5,300 | 36 | 1,908 | 12,420 | 1,982 | 720 |
| Aiken | 26,100 | 31 | 8,193 | 52,415 | 11,152 | 2,292 |
| Allendale | 2,300 | 30 | 690 | 7,730 | 1,002 | 222 |
| Anderson | 23,400 | 34 | 7,956 | 78,902 | 15,600 | 2,607 |
| Charleston | 3,900 | 30 | 1,170 | 12,951 | 1,631 | 237 |
| Cherokee | 7,000 | 30 | 2,100 | 13,254 | 1,279 | 301 |
| Chesler | 4,100 | 34 | 1,394 | 10,320 | 1,418 | 413 |
| Cherokee | 4,800 | 30 | 1,440 | 11,550 | 1,876 | 409 |
| Calhoun | 3,200 | 42 | 1,344 | 6,760 | 1,210 | 175 |
| Charleston | 55,800 | 34 | 19,172 | 182,974 | 42,834 | 6,675 |
| Charleston | 3,500 | 41 | 1,435 | 12,992 | 1,293 | 312 |
| Cherokee | 7,200 | 34 | 2,448 | 13,222 | 1,947 | 712 |
| Charleston | 1,800 | 39 | 702 | 10,949 | 1,709 | 420 |
| Charleston | 4,200 | 27 | 1,134 | 14,110 | 1,724 | 375 |
| Colleton | 1,100 | 36 | 396 | 7,422 | 1,014 | 301 |
| Darlington | 12,200 | 47 | 5,734 | 34,299 | 4,420 | 980 |
| Dillon | 4,800 | 30 | 1,440 | 15,180 | 1,217 | 311 |
| Dorchester | 9,300 | 39 | 3,627 | 15,770 | 1,760 | 450 |
| Edgefield | 2,700 | 39 | 1,053 | 10,200 | 1,442 | 410 |
| Fairfield | 4,700 | 34 | 1,618 | 9,345 | 1,277 | 320 |
| Florence | 10,900 | 30 | 3,270 | 14,631 | 1,425 | 2,190 |
| Georgetown | 7,700 | 39 | 3,003 | 25,220 | 3,132 | 824 |
| Greenville | 30,800 | 38 | 11,704 | 202,751 | 44,453 | 6,254 |
| Greenwood | 11,800 | 37 | 4,366 | 20,550 | 2,363 | 2,269 |
| Hampton | 4,200 | 34 | 1,428 | 12,722 | 1,493 | 341 |
| Horry | 13,500 | 27 | 3,645 | 20,685 | 10,200 | 1,020 |
| Jasper | 1,200 | 34 | 408 | 7,728 | 1,002 | 180 |
| Kershaw | 7,400 | 35 | 2,590 | 22,640 | 2,628 | 660 |
| Lancaster | 3,800 | 34 | 1,292 | 28,122 | 1,426 | 420 |
| Laurens | 11,200 | 36 | 4,032 | 20,977 | 1,442 | 645 |
| Lee | 4,800 | 39 | 1,872 | 20,260 | 2,662 | 322 |
| Lexington | 11,400 | 32 | 3,648 | 26,278 | 2,722 | 922 |
| McCormick | 4,200 | 39 | 1,638 | 9,280 | 1,272 | 152 |
| Marion | 7,000 | 39 | 2,730 | 22,090 | 2,267 | 620 |
| Marlboro | 7,100 | 39 | 2,769 | 17,579 | 1,828 | 482 |
| Newberry | 3,800 | 37 | 1,406 | 21,710 | 1,620 | 297 |
| Orangeburg | 6,200 | 37 | 2,294 | 22,444 | 1,891 | 524 |
| Orangeburg | 10,100 | 37 | 3,737 | 40,010 | 11,170 | 1,542 |
| Pickens | 10,100 | 41 | 4,141 | 20,713 | 2,210 | 1,227 |
| Richland | 42,200 | 30 | 12,660 | 186,222 | 20,734 | 5,118 |
| Spartanburg | 1,800 | 44 | 792 | 6,200 | 1,420 | 188 |
| Spartanburg | 40,800 | 38 | 15,504 | 121,270 | 20,170 | 4,147 |
| Sumter | 14,200 | 38 | 5,396 | 23,220 | 11,750 | 1,277 |
| Union | 1,200 | 33 | 396 | 10,217 | 1,037 | 470 |
| Williamburg | 4,200 | 38 | 1,596 | 22,422 | 1,201 | 420 |
| York | 24,200 | 32 | 7,744 | 53,200 | 12,702 | 1,685 |
| Total | 108,200 | 32% | 34,588 | \$1,128,260 | \$412,222 | \$51,262 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

WPRO-TV Channel

12

PROVIDENCE, R.I.



**CHART YOUR
SALES COURSE**

TO

**Southeastern
New England's
BIG THREE MARKET**

**Providence
Fall River
New Bedford**

ON

WPRO TV

**BASIC CBS TELEVISION
CHANNEL 12 MAX. POWER**

Ask your Blairman

ANDERSON

(Anderson County)

WAIM-TV (GREENVILLE)

LICENSEE: Wilton E. Hall. Address: 333 Kingsley Bl. Phone: Canal 9-3311. TWX No.: AND. 9C-800.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 81.3 kw. Present Operating Pow.: Visual 170 kw, Aural 81.3 kw. Antenna Height: Above average terrain 380 ft.; above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 15, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am. WAIM; Fm. WCAC(FM).

REPRESENTATIVES: Sales, Headley-Road Tv.; Washington Attorney, Collins & Scheiner; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Mr. Hall is publisher of Anderson Independent and Mail.

EXECUTIVES:

Wilton E. Hall, pres.
Glynis F. Warnock, gen. mgr.
John McCollum, com. mgr.
Ray Barath, pers. dir.
Earl Cosma, ch. engr.
G. Paul Browne, prom. mgr.

SUMMARY OF RATES (Card No. 1, Aug. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|-----------------------------------|----------|---------|---------|---------|---------|---------|
| Class A (7-10:30 p.m., Sun.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$30.00 | \$15.00 |
| Class B (All other times) | \$125.00 | \$75.00 | \$50.00 | \$37.50 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

CAMDEN

(Kershaw County)

WACA-TV

(Target Date, Unknown)

LICENSEE: Camden Broadcasting Corp. Phone: Hemlock 5-0311.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 75 kw, Aural 45 kw. Antenna Height: Above average terrain 330 ft.; above ground 370 ft.

AFFILIATION: Station, Am. WACA.

REPRESENTATIVES: Washington Attorney, A. L. Smith, Consulting Engineer, William E. Dennis Jr.

PRINCIPAL STOCKHOLDERS: Haywood S. Bowden, 31%; Thomas J. Richards, 2%; Harold W. Funderburg, 4%; Woodward E. Bowden, 10%, and others.

EXECUTIVES:

Haywood S. Bowden, pres. Harold J. Richards, vp. & gen. mgr.

CHARLESTON

(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Address: 515 E. Bay St. Phone: 3-8371. TWX No.: CH 338.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 480 ft.; above ground 515 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1951.

AFFILIATIONS: Tv Networks, CBS, ABC. Stations, Am. WCSC; Fm. WCSC-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Linnas & Albertson; Consulting Engineer, Lehnas & Colver.

PRINCIPAL STOCKHOLDERS: John M. Rivers, 51.74%, and others.

EXECUTIVES:

John M. Rivers, pres.
Roland Weeks, gen. mgr. & com. mgr.
Charles Hall, pers. dir.
John Droughton, ch. engr.
Ralph Thornley, fin. adv.
Annis Lee Small, prom. mgr.
Ken Kiper, news ed.

SUMMARY OF RATES (Card No. 3, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 10 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (Program Units—7-10:30 p.m., Sun.-Sat. Announcements—4:29-10:31 p.m., Mon.-Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |
| Class B (Program Units—6-7 p.m., Mon.-Sat.; 12-5-7 p.m., Sun.; 10:31-11:30 p.m., Mon.-Sun.) Announcements—4:29-4:59 p.m., Mon.-Sat.; 12:30-1:30 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |
| Class C (All other times) | \$100.00 | \$60.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

WCSC-TV, Channel 5

CHARLESTON, S. C.



Dominates this BOOMING Billion-Dollar Market!



John M. Rivers, President
PETERS, GRIFFIN, WOODWARD, INC.—National Representatives

WUSN-TV

LICENSEE: Southern Broadcasting Co., Address: P. O. Box 225, Phone: Mount Pleasant 214. TWX No.: MF 20.

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 25.7 kw. Present Operating Pow.: Visual 100 kw, Aural 33.7 kw. Antenna Height: Above average terrain 190 ft.; above ground 342 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 23, 1954.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Weed Tv, Washington Attorney, Eldon C. Lovett, Consulting Engineer, Gantroy & Jones.

PRINCIPAL STOCKHOLDERS: J. Drayton Battle, 11%; Sara C. Battle, 3.5%; Robinson Humphrey Co., 3.0%; C. Norwood Hadley Jr., 2.5%; George L. Bunt, 2.5%; Theodore D. Maybank, 1%, and others.

EXECUTIVES:

J. Drayton Battle, pres. & gen. mgr.
Douglas M. Bradham, sec. & asst. gen. mgr.
Orange E. Caldwell Jr., asst. mgr.
Clark W. Davis, prod. mgr.
Walter M. Nelson, ch. engr.
Ann Clark, prom. mgr.
Bill Drayton, news ed.

SUMMARY OF RATES (Card No. 4, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 15 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (7-10:30 p.m., Sun-Sat.) | \$300.00 | \$180.00 | \$120.00 | \$80.00 | \$55.00 | \$37.50 |
| Class B (6-7 p.m., Mon-Fri; News-3 p.m., Sun.; 10:30-11:30 p.m., daily) | \$200.00 | \$120.00 | \$80.00 | \$55.00 | \$45.00 | \$22.50 |
| Class C (High-noon-4 p.m., Mon-Fri; 11:30 p.m.-12:30 a.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$45.00 | \$35.00 | \$22.50 |

Above are one-time rates. Frequency discounts allowed.

(Target Date Unknown)

LICENSEE: Atlantic Coast Broadcasting Co. of Charleston, Address: 123 Church St.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow. Visual 88 kw, Aural 22 kw. Antenna Height: Above average terrain 267 ft.; above ground 471 ft.

REPRESENTATIVES: Washington Attorney, Cahn & Marks; Consulting Engineer: David W. Jefferson.

PRINCIPAL STOCKHOLDERS: Charles E. Smith, 40%; George H. Clinton, 40%; and others.

COLUMBIA

(Richland County)

WIS-TV

LICENSEE: Broadcasting Co. of The South, Address: 1111 Bull St. Phone: Alpine 3-6211. TWX No.: COLA 7145.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 125 kw. Present Operating Pow.: Visual 200 kw, Aural 125 kw. Antenna Height: Above average terrain 640 ft.; above ground 302 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 7, 1953.

AFFILIATIONS: Tv Networks, NBC, ABC, Stations, Am. Wis. Pm. WIS-PM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Limes & Albertson; Consulting Engineer, Lohman & Culver.

PRINCIPAL STOCKHOLDER: Broadcasting Co. of the South (B. Calhoun Hipp, pres.), 84%. Broadcasting Co. of the South also owns WIS-TV Charlotte, N.C.

EXECUTIVES:

G. Richard Shafte, pres.
Charles A. Batson, vp. & mgng. dir.
Law Egan, asst. mgr.
Diana Lovvorn, gen. dir.
Rachell Goldberg, ch. engr.
Adrian H. Kinsall, asst. prod. & film buy.
John Boncompagni, prom. mgr.
Gren Seibels, news dir.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (Program Units—7:30-10:30 p.m., Mon-Sun, Announcements—7:31-10:29 p.m., Mon-Fri; 8:00-10:29 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | | \$110.00 | \$55.00 |
| Class A (Program Units—4:30-7:30 p.m., Mon-Sun; 10:30-11 p.m., Mon-Sun, Announcements—8:31-7:31 p.m., Mon-Fri; 8:31-8:29 p.m., Sun.; 10:29-10:28 p.m., Mon-Sun.) | \$400.00 | \$240.00 | \$160.00 | \$100.00 | \$80.00 | \$40.00 |
| Class B (Program Units—5:30-6:30 p.m., Mon-Fri; 11-11:33 p.m., Mon-Fri, Announcements—5:31-6:31 p.m., Mon-Fri; 11:34-11:34 p.m., Mon-Fri.) | \$300.00 | \$180.00 | \$120.00 | \$75.00 | \$60.00 | \$30.00 |
| Class C (Program Units—10 a.m.-5:30 p.m., Mon-Sun; 11:33 p.m.-midnight, Mon-Sun, Announcements—10:01 a.m.-5:31 p.m., Mon-Sun; 11:34-11:33 p.m., Mon-Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$50.00 | \$40.00 |
| Class D (All other times) | \$150.00 | \$90.00 | \$60.00 | \$52.50 | \$37.50 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

5 Favorite Faces in South Carolina

Every survey ever made* shows these local personalities with undisputed dominance in the wide, wide area served by WIS-TV. They crystone WIS-TV's whopping audience superiority.

Reading the usual way, they are Spots Munzell, Gene Upright, "Cactus" Quave, Don Upton and Gren Seibels . . . five sales experts who attract more every day viewers every day.

Call your PCW Colonel . . . get these men, who are favored family friends to tens of thousands of South Carolinians; to sell more for you throughout central South Carolina.

(*in our 3 1/2 year lifetime)



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

President, G. Richard Shafte
Mngng. Dir., Charles A. Batson

COLUMBIA (Cont.)

WNOK-TV

LICENSEE: Palmetto Radio Corp. Address: 1411 Main St. Phone: 3-7737, TWX No. CO 7994.

FACILITIES: Ch. 5. Authorized ED. Rad. Pow.: Visual 741 kw, Aural 375 kw. Present Operating Pow.: Visual 613 kw, Aural 47.4 kw. Antenna Height: Above average terrain 610 ft., above ground 526 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1, 1963

AFFILIATIONS: TV Networks: CBS, ABC, Station Ass. WNOK.

REPRESENTATIVE: Sales: Paul H. Baymer & Co.; Washington Attorney, Conington & Harting; Consulting Engineer, Janney & Kelley

PRINCIPAL STOCKHOLDERS: (wvs) Kahn, 51.9%, W. Craft Jennings, 9%, Jules W. Lindsay III, 19.5%; Bernard Lyman, 2.7%; Carlisle Roberts, 4.7%; H. Moody McEwen, 2.9%; Louis G. Merritt, 2.2%, and others. Mr. Kahn is 41.9% owner of WORD-WOXY (FM) Spartanburg, S. C.

EXECUTIVES:

M. Moody McEwen Jr., vp. & gen. mgr.
John P. Bluhm, comm. mgr.
Granny Thomas, pgm. dir. & Bus. Mgr.
Carlton Bowers, ch. engr.
Pat Conder, prod. mgr.
Don Robertson, news ed.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1963)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (Program Units—6-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—5:30-11 p.m., Mon.-Fri.; 5:30-11 p.m., Sat., Sun.) | | | | | | |
| \$200.00 | \$120.00 | \$60.00 | \$48.00 | \$20.00 | \$40.00 | \$20.00 |
| Class B (Program Units—3-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun. Announcements—4:55-5:25 p.m., Mon.-Fri.; 12:55-5:55 p.m., Sat., Sun.) | | | | | | |
| \$120.00 | \$60.00 | \$30.00 | \$24.00 | \$15.00 | \$30.00 | \$15.00 |
| Class C (Program Units—Sign-on-1 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun. Announcements—Sign-on-4:30 p.m., Mon.-Fri.; sign-on-12:30 p.m., Sat., Sun., 11 p.m., sign-off, daily) | | | | | | |
| \$120.00 | \$60.00 | \$30.00 | \$24.00 | \$15.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

FLORENCE

(Florence County)

WBTW (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: P. O. Box 420, Phone: 9-1500, TWX No.: FLRC 301.

FACILITIES: Ch. 6. Authorized ED. Rad. Pow.: Visual 316 kw, Aural 151 kw. Present Operating Pow.: Visual 316 kw, Aural 151 kw. Antenna Height: Above average terrain 790 ft., above ground 624 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 18, 1964.

AFFILIATIONS: TV Networks: CBS, NBC, ABC.

REPRESENTATIVES: Sales: CBS TV Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: See WBTY (TV); Charlotte, N. C.

EXECUTIVES:

Joseph M. Bryan, pres.
Charles H. Crossfield, exec. vp. & gen. mgr.
J. William Quinn, engng. dir.
John H. Brock, ch. engr.
George B. Burnett, pgm. & prod. mgr. & film mgr.
Earl A. Bellars, engng. mgr.
Whitehead Smith, prom. & publicity mgr.

SUMMARY OF RATES (Card No. 1, April 14, 1963)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | | | | | | |
| | | | | | \$85.00 | \$42.50 |
| Class A (Program Units—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—6:55-7:25 p.m., 10-10:30 p.m., Mon.-Fri.; 5:30-1:30 p.m., 10-11 p.m., Sat., Sun.) | | | | | | |
| \$200.00 | \$100.00 | \$50.00 | \$40.00 | \$20.00 | \$40.00 | \$20.00 |
| Class B (Program Units—3-7 p.m., 10:30-11 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 1-6 p.m., Sun. Announcements—4:55-5:25 p.m., 10:30-11 p.m., Mon.-Fri.; 1:55-5:55 p.m., Sat.; 12:55-5:55 p.m., Sun.) | | | | | | |
| \$120.00 | \$60.00 | \$30.00 | \$24.00 | \$15.00 | \$30.00 | \$15.00 |
| Class C (Program Units—9 a.m.-9 p.m., Mon.-Sat.; 8 a.m.-1 p.m., Sun.; sign-off, daily. Announcements—8:00 a.m.-4:00 p.m., Mon.-Sat.; 8:30 a.m.-12:30 p.m., Sun.; 11 p.m., sign-off, daily) | | | | | | |
| \$120.00 | \$60.00 | \$30.00 | \$24.00 | \$15.00 | \$30.00 | \$15.00 |
| Class D (Program Units—Sign-on-9 a.m., daily. Announcements—sign-on-8:50 a.m., daily) | | | | | | |
| \$80.00 | \$40.00 | \$20.00 | \$16.00 | \$10.00 | \$20.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

2-MILLION PEOPLE 2-BILLION INCOME



IN THE WFBC-TV 4-STATE MARKET

WFBC-TV leads all South Carolina television stations by far*. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

| | |
|--------------|------------------|
| Population | 2,021,900 |
| Incomes | \$2,240,153,000. |
| Retail Sales | \$1,590,398,000. |
| Homes | 511,900 |

(Data from SALES MANAGEMENT Survey of Buying Power, May 10, 1957)



"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

NBC NETWORK

GREENVILLE
(Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton E. Hall, Address: 321 Kingsley Road, Anderson, S. C. Phone: (Canal) 9-1811. (For full listing see Anderson.)

WFBC-TV

LICENSEE: WHBC Inc., Address: 303 Rutherford St. Phone: 3-1223. TWX No.: QV 8811.

FACILITIES: Ch. 4, Authorized Ed. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 140 ft.; above ground 136 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 31, 1953.

AFFILIATIONS: Tv Network, NBC Stations, Am. WFBC, Pm. WFBC-FM.

REPRESENTATIVES: Sales, Wood Tv, Washington Attorney, Dew, Lohaus & Albertson; Consulting Engineer, Vandover, Cohen & Weary.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont), 45.5%; Robert A. Jolley and family, 12.8%; and others. Greenville News-Piedmont Co. owns Asheville (N. C.) Citizen-Times (WWHC Asheville). Asheville Citizen-Times has option to buy one-third of WLOS-TV Asheville.

EXECUTIVES:

H. A. Jolley Sr., pres.
Wilson C. Weary, asst. to pres. & film buy.
Kenneth Beachler, gen. mgr.
Robert Q. Glass Jr., com. mgr.
Harvin C. Dunson, pdg. dir.
William E. Garrison, ch. engr.
Edna Benson, prod. mgr.
Monty DuPuy, news ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 29 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | | | | | | |
| | \$112.50 | \$68.25 | | | | |
| Class A (7-10:30 p.m., daily) | | | | | | |
| | \$450.00 | \$270.00 | \$180.00 | \$135.00 | \$112.50 | \$90.00 |
| Class B (6-7 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 10:30-11 p.m., daily) | | | | | | |
| | \$337.50 | \$202.50 | \$135.00 | \$101.25 | \$84.38 | \$67.50 |
| Class C (Noon-5 p.m., Mon.-Sat.) | | | | | | |
| | \$270.00 | \$162.00 | \$108.00 | \$81.00 | \$67.50 | \$54.00 |
| Class D (Sign-on-comm., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily) | | | | | | |
| | \$180.00 | \$108.00 | \$72.00 | \$54.00 | \$45.00 | \$36.00 |

Above are one-time rates. Frequency discounts allowed.

WCVL (TV)†

LICENSEE: Greenville Television Co. Address: Catharine Towers, Phone 1-0471.

FACILITIES: Ch. 22, Authorized Ed. Rad. Pow.: Visual 17 kw, Aural 1.22 kw. Antenna Height: Above average terrain 138 ft.; above ground 131 ft.

OPERATION: Began July 14, 1953.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Durall & Southmayd.

PRINCIPAL STOCKHOLDERS: Edgar M. Harris, 47%, E. M. Caine, 31%, Colvin F. Tenney, 14%; Ben K. McKinnon, 2%; Lewis Village, 2%; Vivian M. Manning, 5%; Burnet R. Maybank, 2%, and others.

EXECUTIVES:

H. M. Caine, exec. vp.
Ben K. McKinnon, vp., gen. mgr.

†WCVL (TV) has suspended operation but has not returned to CP.

SPARTANBURG
(Spartanburg County)

WSPA-TV

LICENSEE: Spartan Broadcasting Co. Address: 224 E. Main St. Phone: 3-2022. TWX No.: ZP 86.

FACILITIES: Ch. 1, Authorized Ed. Rad. Pow.: Visual 237 kw, Aural 125 kw. Present Operating Pow.: Visual 227 kw, Aural 124 kw. Antenna Height: Above average terrain 128 ft.; above ground 84 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 25, 1954.

AFFILIATIONS: Tv Network, CBS Stations, Am. WSPA, Pm. WSPA-FM.

REPRESENTATIVES: Sales, George F. Hollingsworth Co.; Washington Attorney, Dempsey & Rapovitch; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, 36.8%; D. S. Harnsick, 41%; and others.

EXECUTIVES:

Walter J. Brown, pres. & gen. mgr.
Charles E. Bell, asst. to pres.
Robert H. Warren, loc. ad. mgr.
James D. Noble Jr., pdg. dir. & film buy.
Harold E. Beckwith, ch. engr.
William A. Adams, prod. mgr.
Charles W. Newcomb, news ed.

SUMMARY OF RATES (Card No. A, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 29 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7:30-10 p.m., daily) | | | | | | |
| | \$112.50 | \$68.25 | | | | |
| Class A (7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.) | | | | | | |
| | \$450.00 | \$270.00 | \$180.00 | \$137.50 | \$112.50 | \$90.00 |
| Class B (1-3 p.m., 12:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | | | | | | |
| | \$337.50 | \$202.50 | \$135.00 | \$101.25 | \$84.38 | \$67.50 |
| Class C (Noon-5 p.m., Mon.-Fri.) | | | | | | |
| | \$270.00 | \$162.00 | \$108.00 | \$81.75 | \$67.50 | \$54.00 |
| Class D (Sign-on-comm., Mon.-Fri.; sign-on-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily) | | | | | | |
| | \$180.00 | \$108.00 | \$72.25 | \$54.00 | \$45.00 | \$36.00 |

Above are one-time rates. Frequency discounts allowed.

SOUTH DAKOTA MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | No. | Retail Sales (1954/1953) | Food Sales (1954/1953) | Drug Sales (1954/1953) |
|-------------|------------------|-------------------------|--------|--------------------------|------------------------|------------------------|
| Aurora | 1,200 | 36 | 432 | 2,222 | 775 | 91 |
| Beadle | 4,500 | 25 | 1,125 | 24,125 | 4,240 | 304 |
| Bennett | 850 | 30 | 255 | 2,804 | 545 | 35 |
| Butte | 2,500 | 34 | 850 | 1,402 | 1,427 | 197 |
| Brookings | 1,500 | 39 | 585 | 10,000 | 2,214 | 252 |
| Brown | 25,500 | 27 | 6,885 | 42,300 | 1,288 | 1,177 |
| Brule | 1,700 | 24 | 408 | 7,411 | 1,194 | 204 |
| Burns | 400 | 20 | 80 | 207 | 121 | 11 |
| Butte | 2,800 | 31 | 868 | 12,228 | 2,185 | 457 |
| Cannon | 800 | 19 | 152 | 2,102 | 345 | 40 |
| Campbell | 4,000 | 21 | 840 | 9,082 | 1,529 | 120 |
| Charles Mix | 1,200 | 17 | 204 | 1,394 | 251 | 128 |
| Clark | 1,500 | 31 | 465 | 2,871 | 1,752 | 288 |
| Clay | 1,600 | 28 | 448 | 4,249 | 1,240 | 470 |
| Codington | 4,200 | 30 | 1,260 | 20,778 | 4,349 | 670 |
| Cornwall | 1,300 | 11 | 143 | 2,228 | 385 | 24 |
| Custer | 1,800 | 29 | 522 | 5,392 | 1,217 | 129 |
| DeSoto | 1,300 | 26 | 338 | 24,221 | 3,428 | 661 |
| Dewey | 1,400 | 14 | 196 | 3,340 | 1,239 | 398 |
| Drake | 1,700 | 30 | 510 | 2,874 | 706 | 72 |
| Dwight | 1,200 | 29 | 348 | 2,900 | 445 | 111 |
| Ellipton | 1,200 | 29 | 348 | 3,120 | 512 | 123 |
| Edmunds | 1,400 | 30 | 420 | 4,904 | 520 | 48 |
| Fall River | 1,300 | 30 | 390 | 12,005 | 2,229 | 394 |
| Faulk | 1,300 | 30 | 390 | 3,329 | 446 | 103 |
| Grant | 2,700 | 24 | 648 | 7,274 | 1,107 | 246 |
| Gregory | 2,000 | 30 | 600 | 4,634 | 1,094 | 121 |
| Haskell | 700 | 13 | 91 | 4,807 | 630 | 22 |
| Hamlin | 2,100 | 30 | 630 | 4,181 | 900 | 108 |
| Hand | 1,800 | 29 | 522 | 3,171 | 701 | 92 |
| Hanson | 1,200 | 30 | 360 | 1,002 | 283 | 44 |
| Harrison | 700 | 27 | 189 | 302 | 120 | 41 |
| Hughes | 2,000 | 30 | 600 | 17,407 | 3,902 | 970 |
| Hutchinson | 2,200 | 30 | 660 | 7,728 | 1,099 | 161 |
| Hyde | 700 | 21 | 147 | 2,369 | 331 | 22 |
| Jackson | 200 | 14 | 28 | 2,270 | 494 | 75 |
| Jerauld | 1,200 | 21 | 252 | 2,600 | 719 | 93 |
| Jones | 300 | 20 | 60 | 2,028 | 285 | 47 |
| Kingsbury | 2,800 | 30 | 840 | 8,214 | 1,020 | 101 |
| Lake | 2,100 | 30 | 630 | 11,204 | 2,264 | 389 |
| Lambert | 1,600 | 19 | 304 | 76,022 | 4,441 | 716 |
| Linn | 1,700 | 19 | 283 | 4,712 | 129 | 210 |
| Lyon | 1,100 | 18 | 198 | 2,008 | 311 | 35 |
| McCook | 2,400 | 30 | 720 | 6,210 | 940 | 112 |
| McPherson | 1,700 | 21 | 357 | 4,222 | 720 | 202 |
| Marshall | 2,100 | 21 | 441 | 4,450 | 481 | 184 |
| Mead | 1,100 | 30 | 330 | 4,492 | 2,344 | 220 |
| Meadell | 400 | 30 | 120 | 732 | 207 | 22 |
| Meade | 1,100 | 31 | 341 | 1,386 | 390 | 51 |
| Montana | 25,700 | 30 | 7,710 | 106,490 | 17,453 | 3,506 |
| Moody | 2,400 | 19 | 456 | 5,511 | 1,069 | 80 |
| Perrington | 27,300 | 30 | 8,190 | 74,000 | 12,002 | 2,642 |
| Pickrel | 1,600 | 30 | 480 | 8,944 | 1,022 | 143 |
| Pitkin | 1,200 | 30 | 360 | 4,028 | 682 | 90 |
| Roberts | 1,100 | 17 | 187 | 8,188 | 1,142 | 246 |
| Sanborn | 1,400 | 30 | 420 | 3,612 | 559 | 67 |
| Sheridan | 1,100 | 25 | 275 | 991 | 224 | 26 |
| Sioux | 3,400 | 30 | 1,020 | 9,000 | 2,002 | 228 |
| Stanley | 800 | 19 | 152 | 4,010 | 590 | 210 |
| Sully | 800 | 20 | 160 | 1,094 | 314 | 70 |
| Todd | 1,100 | 29 | 319 | 98 | 267 | 11 |
| Tripp | 2,400 | 18 | 432 | 12,075 | 1,620 | 225 |
| Tyler | 1,300 | 19 | 247 | 7,491 | 1,227 | 261 |
| Union | 1,200 | 19 | 228 | 6,927 | 877 | 106 |
| Walworth | 1,200 | 21 | 252 | 10,344 | 1,020 | 225 |
| Washburn | 200 | 20 | 40 | 119 | 96 | 11 |
| Yankton | 4,000 | 38 | 1,520 | 18,762 | 3,277 | 422 |
| Zachary | 700 | 21 | 147 | 681 | 289 | 60 |
| Total | 100,000 | 40% | 40,000 | \$971,020 | \$117,660 | \$20,120 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

ABERDEEN
(Brown County)

KXAB-TV

(Target Date, Unknown)

LICENSEE: North Dakota Broadcasting Co. Address: 400 W. Main Ave., Fargo, N. D.

FACILITIES: Ch. 4, Authorized Ed. Rad. Pow.: Visual 1.88 kw, Aural 794 kw. Antenna Height: Above average terrain 300 ft.; above ground 130 ft.

REPRESENTATIVES: Washington Attorney, Pivnon, Taylor, Crompton & Goodson.

PRINCIPAL STOCKHOLDERS: John W. Boier, 56%, and others. For Mr. Boier's other holdings see KCFB-TV Minot, N. D.

EXECUTIVE:

John W. Boier, pres.

DEADWOOD
(Lawrence County)

KDSJ-TV

(Target Date, Unknown)

LICENSEE: The Heart of the Black Hills Station. Address: 745 Main St. Phone: 106.

FACILITIES: Ch. 5, Authorized Ed. Rad. Pow.: Visual 1.22 kw, Aural 341 kw. Antenna Height: Above average terrain 570 ft.; above ground 160 ft.

AFFILIATION: Station, Am, KDSJ.

REPRESENTATIVES: Washington Attorney, A. L. Stein.

PRINCIPAL STOCKHOLDERS: John Eli and Harry Daniels, 50% each. They also own KDSJ-AM-TV Rapid City, S. D.

EXECUTIVES:

John Daniels, pdg.
El. Daniels, asst.
Harry Daniels, pres.

FLORENCE

(Codington County)

KDLO-TV (Satellite of KELO-TV Sioux Falls)

LICENSEE: Tri-State City Broadcasting Co. Address: Phillips Ave. & 5th St., Sioux Falls, S. D. Phone: 4-9041 (Sioux Falls) TWX No.: SX 8314.

FACILITIES: Ch. 1. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 66.3 kw. Present Operating Pow.: Visual 100 kw, Aural 66.3 kw. Antenna Height: Above average terrain 900 ft., above ground 250 ft.

OPERATION: Began Sept. 21, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KELO Sioux Falls.

REPRESENTATIVES: Sales, H-R Television, Duinger & 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. Les Froke, ch. engr.
 Evans A. Nord, gen. mgr. & own. Bob Johnson, film buy.
 mgr. Robert Rosen, prom. mgr.
 Jack Townsend, pgn. dir. Paul Beckstrand, news ed.

SUMMARY OF RATES (Sold in combination with KELO-TV Sioux Falls. Rates apply to simultaneous telecasts on both stations.)

RAPID CITY

(Pennington County)

KOTA-TV

LICENSEE: Duhamel Enterprises Inc. Address: Sixth & St. Joe Sts. Phone: 511-0000. TWX No.: KC 6402.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 124 kw, Aural 86.3 kw. Present Operating Pow.: Visual 124 kw, Aural 86.3 kw. Antenna Height: Above average terrain 340 ft., above ground 150 ft.

OPERATION: Began May 29, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, KOTA.

REPRESENTATIVES: Sales, Headley-Seed Tv. Washington Attorney, Fisher, Wayland, Durall & Scarborough; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Helen S. Duhamel, W.B. and others.

EXECUTIVES:

Helen S. Duhamel, pres. & gen. Robert Muntzich, ch. engr.
 mgr. Arthur L. Jones, prom. dir.
 William F. Turner, bus. & own. Stewart Steiss, news ed.
 mgr.
 J. Norman Hoffman, prod. dir. & film buy.

SUMMARY OF RATES (Card No. 1, June 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 1 Min. | ID. |
|----------|---------|---------|---------|---------|--------|---------|
| \$120.00 | \$60.00 | \$30.00 | \$20.00 | \$10.00 | \$2.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

KRSD-TV

(Target Date, Unknown)

LICENSEE: The Heart of the Black Hills Stations. Address: P. O. Box 606.

FACILITIES: Ch. 1. Authorized ET. Rad. Pow.: Visual 224 kw, Aural 207 kw. Antenna Height: Above average terrain 576 ft., above ground 295 ft.

AFFILIATION: Station, Am, KRSD.

REPRESENTATIVES: Washington Attorney, A. L. Sizin.

PRINCIPAL STOCKHOLDERS: See KRDL-TV Deadwood, S. D.

EXECUTIVES:

John Daniels, ptr. Harry Daniels, ptr.
 Eli Daniels, prod.

RELiance

KPLO-TV (Satellite of KELO-TV Sioux Falls)

LICENSEE: Midcontinent Broadcasting Co. Address: 3th St. & Phillips Ave., Sioux Falls, S. D. Phone: 4-9041 (Sioux Falls) TWX No.: SX 8314.

FACILITIES: Ch. 8. Authorized ET. Rad. Pow.: Visual 117 kw, Aural 118 kw. Present Operating Pow.: Visual 121 kw, Aural 118 kw. Antenna Height: Above average terrain 1115 ft., above ground 311 ft.

OPERATION: Began July 5, 1957.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, H-R Television, Duinger & 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. Les Froke, ch. engr.
 Evans A. Nord, gen. mgr. & own. Bob Johnson, film buy.
 mgr. Robert Rosen, prom. mgr.
 Jack Townsend, pgn. dir. Paul Beckstrand, news ed.

SUMMARY OF RATES (Sold in combination with KELO-TV Sioux Falls. Rates apply to simultaneous telecasts on both stations.)

SIoux Falls

(Minnehaha County)

KELO-TV (Parent Station of Satellites KDLO-TV Florence, KPLO-TV Reliance)

LICENSEE: Midcontinent Broadcasting Co. Address: 3th St. & Phillips Ave. Phone: 4-9041. TWX No.: SX 8314.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 212 kw, Aural 125 kw. Present Operating Pow.: Visual 212 kw, Aural 125 kw. Antenna Height: Above average terrain 900 ft., above ground 1032 ft.

OPERATION: Began May 12, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KELO.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Joseph L. Floyd, M. L. Benson and Edmund Reichen, each 33 1/3%. Also own KDLO-TV Florence and KPLO-TV Reliance, S. D.

EXECUTIVES:

Joe Floyd, pres. Les Froke, ch. engr.
 Evans A. Nord, gen. mgr. & own. Bob Johnson, film buy.
 mgr. Robert Rosen, prom. mgr.
 Jack Townsend, pgn. dir. Paul Beckstrand, news ed.

SUMMARY OF RATES (Card No. 2, June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 1 Min. | ID. |
|---|----------|----------|---------|---------|--------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | \$200.00 | \$100.00 | \$70.00 | \$35.00 | \$7.00 | \$10.00 |
| Class A (5-7 p.m., 10-10:30 p.m., Mon.-Sun.) | \$100.00 | \$50.00 | \$35.00 | \$17.50 | \$3.50 | \$5.00 |
| Class B (3-4 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; Noon-1 p.m., Mon.-Sat.; 1-4 p.m., Sun.) | \$50.00 | \$25.00 | \$17.50 | \$8.75 | \$1.75 | \$2.50 |
| Class C (All other times) | \$25.00 | \$12.50 | \$8.75 | \$4.37 | \$0.87 | \$1.25 |

Above are one-time rates. Frequency discounts allowed.

KSOO-TV

(Target Date, Unknown)

LICENSEE: KSOO Tv Inc. Address: 217 S. Phillips Ave. Phone: 4-5001.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 21.97 kw, Aural 11.56 kw. Antenna Height: Above average terrain 690 ft., above ground 673 ft.

AFFILIATION: Station, Am, KSOO.

REPRESENTATIVES: Washington Attorney, Regal, Smith & Hennesey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Morton H. Henkin, 100%.

EXECUTIVE:

Morton H. Henkin, pres.



EXCITEMENT UNLIMITED!

ASHORE! AT SEA! IN THE AIR!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR COMMAND"
 starring **WENDELL COREY**



TENNESSEE MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Anderson | 14,300 | 38 | 5,434 | 46,001 | 15,213 | 1,436 |
| Bedford | 8,900 | 37 | 3,293 | 24,227 | 7,712 | 444 |
| Bevins | 2,300 | 32 | 736 | 4,817 | 1,217 | 147 |
| Blount | 1,700 | 32 | 539 | 2,719 | 812 | 75 |
| Blount | 12,300 | 31 | 3,813 | 30,822 | 10,202 | 1,302 |
| Broadway | 4,800 | 31 | 1,488 | 20,208 | 6,100 | 1,119 |
| Campbell | 6,500 | 31 | 2,005 | 17,200 | 5,401 | 611 |
| Cannon | 2,100 | 30 | 630 | 5,790 | 883 | 109 |
| Carroll | 7,400 | 30 | 2,220 | 16,614 | 5,870 | 620 |
| Carter | 10,900 | 30 | 3,270 | 24,096 | 7,140 | 891 |
| Chestnut | 2,800 | 30 | 840 | 4,630 | 854 | 90 |
| Chester | 2,700 | 30 | 810 | 5,608 | 1,640 | 221 |
| Clatsop | 5,400 | 30 | 1,620 | 8,230 | 2,446 | 119 |
| Clay | 1,800 | 30 | 540 | 1,545 | 401 | 27 |
| Coke | 6,200 | 30 | 1,860 | 10,865 | 2,963 | 440 |
| Coffee | 7,600 | 30 | 2,280 | 23,028 | 5,389 | 601 |
| Crockett | 4,000 | 30 | 1,200 | 8,022 | 2,101 | 240 |
| Cumberland | 4,500 | 30 | 1,350 | 12,485 | 2,582 | 327 |
| Davidson | 96,800 | 28 | 27,104 | 447,377 | 152,222 | 12,285 |
| DeKalb | 2,400 | 30 | 720 | 2,880 | 874 | 102 |
| De Kalb | 2,800 | 30 | 840 | 4,221 | 907 | 91 |
| Dickson | 2,800 | 30 | 840 | 12,222 | 3,106 | 206 |
| Dyer | 4,800 | 30 | 1,440 | 8,222 | 2,222 | 137 |
| Dyer | 2,800 | 30 | 840 | 8,222 | 2,222 | 137 |
| Fayette | 2,200 | 30 | 660 | 1,222 | 1,222 | 137 |
| Franklin | 4,200 | 30 | 1,260 | 11,222 | 2,222 | 137 |
| Gibson | 12,800 | 30 | 3,840 | 28,222 | 8,222 | 1,222 |
| Giles | 4,800 | 30 | 1,440 | 12,222 | 3,222 | 222 |
| Greene | 2,800 | 30 | 840 | 3,222 | 1,222 | 137 |
| Greene | 10,400 | 30 | 3,120 | 24,222 | 7,222 | 840 |
| Grundy | 2,800 | 30 | 840 | 5,222 | 1,222 | 137 |
| Hamblin | 4,800 | 30 | 1,440 | 12,222 | 3,222 | 222 |
| Hamilton | 82,700 | 28 | 23,156 | 284,222 | 92,722 | 7,840 |
| Hancock | 2,800 | 30 | 840 | 1,222 | 1,222 | 137 |
| Hartman | 4,800 | 30 | 1,440 | 6,222 | 3,222 | 222 |
| Hartin | 4,800 | 30 | 1,440 | 9,222 | 1,881 | 180 |
| Hawkins | 7,800 | 30 | 2,340 | 18,001 | 2,271 | 170 |
| Haywood | 5,800 | 30 | 1,740 | 12,155 | 2,540 | 270 |
| Henderson | 4,100 | 30 | 1,230 | 8,222 | 1,940 | 207 |
| Henry | 4,500 | 30 | 1,350 | 10,704 | 4,387 | 580 |
| Hickman | 3,000 | 30 | 900 | 5,025 | 1,180 | 222 |
| Houston | 1,200 | 30 | 360 | 1,600 | 791 | 90 |
| Humphreys | 2,700 | 30 | 810 | 8,211 | 2,100 | 270 |
| Jackson | 2,500 | 30 | 750 | 5,614 | 1,763 | 20 |
| Jefferson | 4,800 | 30 | 1,440 | 11,800 | 2,508 | 280 |
| Johnson | 2,600 | 30 | 780 | 3,456 | 840 | 97 |
| Knox | 44,900 | 29 | 13,021 | 272,898 | 56,213 | 8,661 |
| Lake | 2,700 | 30 | 810 | 7,172 | 2,278 | 280 |
| Lauderdale | 4,800 | 30 | 1,440 | 12,444 | 2,522 | 280 |
| Lawrence | 4,800 | 30 | 1,440 | 10,222 | 2,800 | 444 |
| Lewis | 1,500 | 30 | 450 | 3,120 | 788 | 104 |
| Letcher | 6,200 | 30 | 1,860 | 10,222 | 3,222 | 222 |
| Letcher | 4,200 | 30 | 1,260 | 10,222 | 4,120 | 500 |
| Madison | 8,300 | 42 | 3,486 | 15,222 | 3,702 | 220 |

| County | Total Households | Television % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|---------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Madison | 2,800 | 30 | 840 | 11,172 | 1,763 | 220 |
| Madison | 2,800 | 30 | 840 | 4,405 | 1,222 | 137 |
| Madison | 17,200 | 41 | 7,064 | 32,222 | 13,248 | 1,280 |
| Madison | 2,800 | 30 | 840 | 12,222 | 2,701 | 220 |
| Madison | 2,800 | 30 | 840 | 12,222 | 2,989 | 444 |
| Madison | 10,800 | 31 | 3,348 | 32,424 | 8,424 | 432 |
| Madison | 1,200 | 40 | 480 | 1,121 | 120 | 100 |
| Madison | 5,200 | 30 | 1,560 | 13,806 | 3,286 | 422 |
| Madison | 12,100 | 44 | 5,324 | 41,102 | 8,454 | 1,071 |
| Madison | 1,200 | 27 | 324 | 910 | 215 | 100 |
| Madison | 3,100 | 30 | 930 | 2,701 | 1,001 | 100 |
| Madison | 8,000 | 31 | 2,480 | 20,224 | 4,522 | 580 |
| Madison | 3,500 | 30 | 1,050 | 8,247 | 1,021 | 220 |
| Madison | 1,500 | 21 | 315 | 2,106 | 602 | 48 |
| Madison | 1,000 | 32 | 320 | 1,200 | 142 | 50 |
| Madison | 3,000 | 34 | 1,020 | 6,171 | 1,025 | 142 |
| Madison | 7,000 | 40 | 2,800 | 10,319 | 2,020 | 240 |
| Madison | 2,800 | 43 | 1,204 | 10,746 | 2,802 | 400 |
| Madison | 8,200 | 34 | 2,788 | 14,228 | 4,227 | 1,000 |
| Madison | 6,800 | 34 | 2,312 | 17,222 | 4,222 | 420 |
| Madison | 11,100 | 32 | 3,552 | 31,403 | 7,807 | 770 |
| Madison | 4,000 | 32 | 1,280 | 8,222 | 2,222 | 144 |
| Madison | 1,200 | 32 | 384 | 2,222 | 602 | 144 |
| Madison | 2,400 | 32 | 768 | 10,222 | 2,702 | 280 |
| Madison | 140,900 | 30 | 42,270 | 800,222 | 47,122 | 20,140 |
| Madison | 1,800 | 32 | 576 | 5,222 | 1,000 | 220 |
| Madison | 2,800 | 30 | 840 | 3,222 | 790 | 42 |
| Madison | 28,700 | 30 | 8,610 | 100,222 | 24,222 | 2,820 |
| Madison | 2,700 | 30 | 810 | 10,111 | 4,404 | 470 |
| Madison | 7,200 | 30 | 2,160 | 12,117 | 4,120 | 470 |
| Madison | 1,800 | 31 | 558 | 5,720 | 1,024 | 130 |
| Madison | 1,200 | 34 | 408 | 5,749 | 1,870 | 21 |
| Madison | 1,900 | 32 | 608 | 7,214 | 896 | 100 |
| Madison | 800 | 32 | 256 | 690 | 70 | 100 |
| Madison | 5,200 | 41 | 2,124 | 17,428 | 2,485 | 310 |
| Madison | 15,200 | 40 | 6,080 | 34,274 | 12,845 | 1,814 |
| Madison | 2,200 | 21 | 462 | 4,140 | 814 | 87 |
| Madison | 7,800 | 34 | 2,652 | 13,383 | 2,220 | 301 |
| Madison | 2,800 | 30 | 840 | 7,053 | 2,147 | 230 |
| Madison | 6,800 | 28 | 1,904 | 10,212 | 4,177 | 300 |
| Madison | 7,500 | 35 | 2,625 | 10,148 | 4,164 | 287 |
| Madison | 880,000 | 60% | 528,000 | \$3,026,104 | \$636,201 | \$87,181 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BRISTOL

(Sullivan County)

WCYB-TV (BRISTOL, VA.)

LICENSEE: Appalachian Broadcasting Corp. Address: 111 Cumberland St., Bristol, Va. Phone: South 226, 1957 full listing see Bristol, Va.)

WCYB-TV
BRISTOL, VIRGINIA-TENNESSEE
JOHNSON CITY, TENNESSEE /
KINGSPORT, TENNESSEE

MAXIMUM POWER NBC ABC

TRI-CITIES

market places

OLD WORLD MARKET PLACE

10th NATIONAL MARKET
WCYB-TV delivers Bristol, Virginia-Tennessee, Kingsport, Tennessee and Johnson City, Tennessee.
(Sales Management, May 10, 1957)

12th SOUTHERN MARKET
WCYB-TV ranks in the upper fifth of 64 Southern markets.
(TV Magazine, January 1, 1957)

DOUBLE CONSUMER VIEWING
WCYB-TV lights tv tubes in twice as many homes as the other station in the market.

ADD IT UP!
WCYB-TV's continuous merchandising and promotion program accounts for dominance in the market.

THE X FACTOR
Availability? Other facts? Ask Weed Television Corporation, national rep for WCYB-TV.

CHATTANOOGA
(Hamilton County)

WDEF-TV

LICENSEE: WDEF Broadcasting Co. Address: Volunteer Bldg. Postal Zone: 1. Phone: Atnorol 7-2222. TWX No.: CT 1224.
FACILITIES: Ch. 12. Authorized ET. Rad. Pow.: Visual 318 kw, Aural 128 kw. Present Operating Pow.: Visual 258 kw, Aural 128 kw. Antenna Height: Above average terrain 900 ft., above ground 228 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 25, 1954.
AFFILIATIONS: Tv Networks, CBS, ABC. Station, Am. WDEF.
REPRESENTATIVES: Sales, The Brashers Co.; Washington Attorney, Phoenix, Ill. & Duval; Consulting Engineer, Russell P. May.
PRINCIPAL STOCKHOLDERS: Carter M. Parham, 21.25%; Edward Fittay Jr., 12.25%; and others.
EXECUTIVES:
 Carter M. Parham, pres.
 Harold E. Anderson, gen. mgr.
 Otto H. Bagley, sb. mgr.
 Morris Quave, pfm. dir., film buy. & prom. mgr.
 R. C. Basso, ch. engr.
 Short Lloyd, news ed.

SUMMARY OF RATES (Card No. 2, March 12, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/4 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.) | \$490.00 | \$270.00 | \$180.00 | \$137.50 | \$112.50 | \$80.00 |
| Class B (6-7 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-4 p.m., Sat., Sun.) | \$150.00 | \$80.00 | \$110.00 | \$67.50 | \$52.50 | \$35.00 |
| Class C (Noon-4 p.m., Mon.-Fri.; 11 p.m.-midn.-off, Sun.-Sat.) | \$80.00 | \$40.00 | \$70.00 | \$40.00 | \$30.00 | \$20.00 |
| Class D (7 a.m.-noon, Sat.-Sat.) | \$150.00 | \$80.00 | \$80.00 | \$37.10 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WRGP-TV

LICENSEE: Mountain City Television Inc. Address: 1214 McCain Ave. Postal Zone: 4. Phone: Oxford 5-1105. TWX No.: CT 1204.
FACILITIES: Ch. 3. Authorized ET. Rad. Pow.: Visual 128 kw, Aural 26 kw. Present Operating Pow.: Visual 88 kw, Aural 26 kw. Antenna Height: Above average terrain 1,070 ft., above ground 381 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 9, 1956.
AFFILIATIONS: Tv Networks, NMC, AYC.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duval & Southmayd.
PRINCIPAL STOCKHOLDERS: Ramon G. Patterson, 70%, and H-R Representatives Inc.-H-R Television Inc. Profit Sharing Trust, 30%. Mr. Patterson owns 2% of WAPO Chattanooga.
EXECUTIVES:
 R. G. Patterson, pres. & gen. mgr. & film buy.
 George F. Moore, com. mgr.
 Helen Patterson, vp. pfm. dir. & prom. mgr.
 R. B. Barnes, ch. engr.
 Steve Conrad, news ed.

SUMMARY OF RATES (Card No. 1, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/4 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class A (7-11 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$100.00 | \$80.00 | \$60.00 |
| Class B (6-7 p.m., Mon.-Fri.; Noon-1 p.m., Sat.-Sun.) | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$100.00 |
| Class C (Noon-4 p.m., Mon.-Fri.; 11 p.m.-midn.-off, daily) | \$100.00 | \$100.00 | \$70.00 | \$50.00 | \$40.00 | \$20.00 |

| Class D (All other times) | \$150.00 | \$80.00 | \$60.00 | \$52.50 | \$37.50 | \$20.00 |
|---------------------------|----------|---------|---------|---------|---------|---------|
|---------------------------|----------|---------|---------|---------|---------|---------|

Above are one-time rates. Frequency discounts allowed.

WROM-TV

LICENSEE: WROM-TV Inc. Address: P. O. Box 413, Rome, Ga. Phone: 2-0432.
FACILITIES: Ch. 9. Authorized ET. Rad. Pow.: Visual 318 kw, Aural 178 kw. Present Operating Pow.: Visual 218 kw, Aural 178 kw. Antenna Height: Above average terrain 1,430 ft., above ground 388 ft.
OPERATION: Began June 13, 1955.
AFFILIATIONS: Station, Am. WROM, Rome, Ga.
REPRESENTATIVES: Sales, Joseph Bentley McGuire; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Estate of Lena Covington, 20%. Voting control held as follows by minority stockholders: Dean Covington, 25%; Charles E. Dent 25%; Edward W. McKay, 25%; and Mary Jones, 10%. Carl W. Wings has conditional option to buy 10% interest.
EXECUTIVES:
 Dean Covington, pres.
 Edward McKay, gen. mgr. & prom. mgr.
 Charles Doss, com. mgr. & film buy.
 T. H. Robertson, ch. engr.

SUMMARY OF RATES (Card No. 1, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/4 Sec. |
|---|----------|---------|---------|---------|-----------------|----------|
| Class A (6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat., Sun.) | \$170.00 | \$90.00 | \$60.00 | \$32.50 | \$25.00 | \$15.00 |
| Class B (All other times) | \$112.00 | \$60.00 | \$40.00 | \$22.00 | \$20.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

JACKSON
(Madison County)

WDXI-TV

LICENSEE: Dixie Broadcasting Co. Address: P.O. Box 308. Phone: 7-9811. TWX No.: JA 81.
FACILITIES: Ch. 7. Authorized ET. Rad. Pow.: Visual 82.2 kw, Aural 41.1 kw. Present Operating Pow.: Visual 82.2 kw, Aural 41.1 kw. Antenna Height: Above average terrain 630 ft., above ground 361 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 6, 1955.
AFFILIATIONS: Tv Network, CBS. Station, Am. WD XI.
REPRESENTATIVES: Sales, Vernon Rindoff & McConnell; Washington Attorney, Prince, Taylor & Crumpton; Consulting Engineer, Keas & Kennedy.
PRINCIPAL STOCKHOLDERS: Aaron B. Robinson, 21.25%; Frank M. Davis, 6.67%; David M. Palmer Jr., 5.56%; Cecil G. Mumlock, 5.56%; D. F. Pynce, 4.44%; Harold I. Simpson, 11.25%; James W. Hoppers, 20%, and others. Mr. Robinson and associates also own WDXE Lawrenceburg, WDXM Clarksville, WDXK Union City, WTPB-AM-PM Paris, a3 Tenn., and WJMA Corinth, Miss. Mr. Prince owns 50% of WJMR Pensacola, Fla.
EXECUTIVES:
 Aaron B. Robinson, pres.
 John S. North, gen. mgr. & film buy.
 James Hoppers, pfm. dir. & film buy.
 James Thomas, ch. engr.
 Lawrence Dumas, prom. mgr.
 John Knight, news ed.

SUMMARY OF RATES (Card No. 2, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/4 Sec. |
|-----------------------------------|----------|----------|---------|---------|-----------------|----------|
| Class A (7-10:30 p.m., Mon.-Sun.) | \$220.00 | \$120.00 | \$80.00 | \$50.00 | \$40.00 | \$25.00 |
| Class B (All other times) | \$120.00 | \$60.00 | \$40.00 | \$27.50 | \$20.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

WDXI-TV Channel CBS-TV **7** Jackson, Tennessee

THE Center OF A \$400,000,000 MARKET

The "DIXIE" Market . . .

Where Thousands Spend Millions

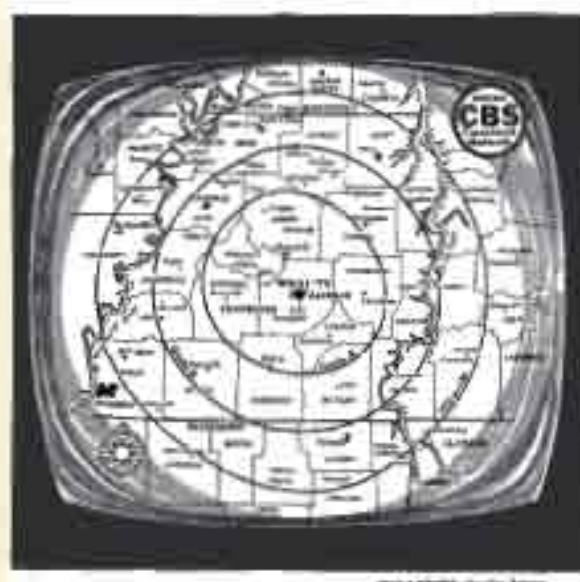
MARKET DATA

JACKSON, the largest city in this fast growing and rich market area, is located in the geographic center of West Tennessee. JACKSON'S retail sales top \$55,000,000.00. The industrial pay roll of this city has increased 163% in ten years and building permits by 1660% during the same period. JACKSON is the natural trade and service center in the area served by WDXI-TV.

WDXI-TV serves and sells this entire market with a population in excess of one-half million. WDXI-TV is the ONLY Television Station in the area with a consistent all-weather signal in over one-half the territory served.

Buy WDXI-TV, Jackson, Tenn.

SELL THE FASTEST GROWING MARKET IN "DIXIE"



JOHNSON CITY
(Washington County)

WJHL-TV (BRISTOL-KINGSFORT)

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2385. TWX No.: Johnson City 316.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 893 kw, Aural 139 kw. Present Operating Pow.: Visual 893 kw, Aural 132 kw. Antenna Height: Above average terrain 726 ft.; above ground 629 ft.

OPERATION: Began Oct. 28, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC. Stations Am, WJHL; Frn, WJHL-FM.

REPRESENTATIVES: Sales, Pearson Tv; Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster and wife, 48.8%; W. H. Lancaster Jr., 34.5%; and T. F. Dudley and wife, 16.7%.

EXECUTIVES:
W. H. Lancaster Sr., chmn. of hd. Howard Madler, ch. engr.
W. H. Lancaster Jr., pres. & gen. mgr. W. A. McDonald, prom. mgr.
J. Will Hall, als. mgr. Ralph Price, news ed.
Jack Sauman, pgn. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (6-11 p.m., Sun.-Sat.) | \$300.00 | \$180.00 | \$100.00 | \$75.00 | \$60.00 | \$30.00 |
| Class B (4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11-11:30 p.m., Sun.-Sat.) | \$225.00 | \$135.00 | \$80.00 | \$56.25 | \$45.00 | \$22.50 |
| Class C (10:30 a.m.-4 p.m., Mon.-Fri.; 10:20 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, Sun.-Sat.) | \$150.00 | \$90.00 | \$50.00 | \$37.50 | \$30.00 | \$15.00 |
| Class D (Sign-on-10:30 a.m., Sun.-Sat.) | \$80.00 | \$54.00 | \$35.00 | \$22.50 | \$18.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

KNOXVILLE
(Knox County)

WATE-TV

LICENSEE: WATE Inc. Address: 612 Gay St., S. W. Phone: 2-1111. TWX No.: 3CX 55.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 199 kw, Aural 30 kw. Present Operating Pow.: Visual 190 kw, Aural 50 kw. Antenna Height: Above average terrain 990 ft.; above ground 499 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1955.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Flaher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, 37.48%; W. Henry Linebaugh, 5.94%; Cowan Rodgers Jr., 4.91%; Frank A. Tucker, 4.28%; Clarence Beaman Jr., 3.42%; and others. Mr. Mountcastle, Mr. Linebaugh and John A. Ayres hold half of stock in voting trust; Mr. Rodgers, Mr. Tucker and Herbert J. Madden vote other half. Mr. Mountcastle is chairman of the board of Life & Casualty Insurance Co., principal in WLAC-AM-TV Nashville, Tenn.

EXECUTIVES:
W. H. Linebaugh, vp. & gen. mgr. Fred M. Andrews, ch. engr.
J. T. McCloud, com. mgr. Carl Fluster, prom. mgr.
John Reese, pgn. dir. & film buy.

SUMMARY OF RATES (Card No. 5, March 7, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10:30 p.m., Sun.-Sat.) | \$600.00 | \$360.00 | \$240.00 | \$180.00 | \$120.00 | \$60.00 |
| Class A (6:30-8 p.m., 10:30-11 p.m., Sun.-Sat.) | \$500.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$50.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 11-midnight, Sun.-Sat.; noon-6:30 p.m., Sat., Sun.) | \$350.00 | \$210.00 | \$140.00 | \$105.00 | \$70.00 | \$35.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WBIR-TV

LICENSEE: Radio Station WBIR Inc. Address: 1913 Hutchison Ave. Postal Zone: 17. Phone: 5-8101, TWX No.: KX 88.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 390 ft.; above ground 704 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 12, 1956.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WBIR; Frn, WBIR-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, William P. Hansner.

PRINCIPAL STOCKHOLDERS: Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati), 30%; Gilmore N. Nutt, 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, and WBRC-AM-TV Birmingham, Ala.

EXECUTIVES:
John P. Hart, pres. & gen. mgr. J. Rex Horton, tech. dir.
R. S. Quinn, Inc. com. mgr. Robert Wilson, prom. dir.
Neal Branch, pgn. dir. & film buy. Robert Henry, news dir.

SUMMARY OF RATES (Card No. 2, April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat., Sun.) | \$650.00 | \$390.00 | \$240.00 | \$210.00 | \$150.00 | \$80.00 |
| Class A (7-8 p.m., 10:30-11 p.m., Mon.-Fri.; 10:30-11 p.m., Sat., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$175.00 | \$125.00 | \$60.00 |
| Class B (6-7 p.m., 11 p.m.-sign-off*, Mon.-Sun.) | \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$50.00 |
| Class C (Sign-on-6 p.m., Mon.-Sun.) | \$225.00 | \$135.00 | \$90.00 | \$60.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.
*During summer (duration of DST in New York) 10-10:30 p.m. takes Class A rates instead of Class AA; 10:30-11 p.m. takes Class B rates instead of Class A; 8:30-7 p.m. takes Class A rates instead of Class B, but announcements at 6:30 p.m. take Class B rates.

WTVK (TV)

LICENSEE: South Central Broadcasting Co. Address: P.O. Box 1386. Phone: 9-2114. TWX No.: KX 85.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 480 ft.; above ground 257 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Loucks, Ziaa Young & Janaky; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht and wife, 40.1%; George F. Stoltz and wife, 40.1%; Leightman D. Geneva, 19.8%. Licensee also owns WIKY-AM-FM Evansville, Ind.

EXECUTIVES:
John A. Englebrecht, pres. & gen. mgr. Joseph E. Broyles, ch. engr.
com. mgr. & film buy. Jack P. Joyner, news ed.
William E. Eckstein, pgn. mgr.

SUMMARY OF RATES (Card No. 4, April 11, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 8 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (3-10:30 p.m., Sun.-Sat.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |
| Class A (6:30-8 p.m., 10:30-11 p.m., Sun.-Sat.) | \$250.00 | \$150.00 | \$100.00 | \$87.50 | \$75.00 | \$25.00 |
| Class B (3-6:30 p.m., Mon.-Fri.; 11 p.m.-midnight, Sun.-Sat.; noon-6:30 p.m., Sat., Sun.) | \$100.00 | \$60.00 | \$42.00 | \$33.00 | \$24.00 | \$12.00 |
| Class C (All other times) | \$120.00 | \$72.00 | \$48.00 | \$42.00 | \$36.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

WIN BIG RATINGS . . . BIG RESULTS
with Ziv's spectacular new **IMPACT** series!

"HARBOR COMMAND"

starring **WENDELL COREY**

at the helm of each half-hour adventure.



MEMPHIS
(Shelby County)

WHBQ-TV

LICENSEE: RKO Teleradio Pictures Inc. Address: 1261 Madison Ave. Postal Zone: 1. Phone: Broadway 4-3441. TWX No.: ME 146.
FACILITIES: Ch. 13. Authorized ET. Rad. Pow.: Visual 225 kw. Aural 125 kw. Present Operating Pow.: Visual 214 kw. Aural 124 kw. Antenna Height: Above average terrain 1,019 ft.; above ground 1,072 ft.
OPERATION: Began Sept. 27, 1953.
AFFILIATIONS: Tv Network, ABC. Station, Am, WHBQ.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Plesch, Ball & Dowd.
PRINCIPAL STOCKHOLDERS: See WHB-TV New York City.

EXECUTIVES:

Thomas F. O'Neil, pres.
William H. Grumbles, gen. mgr.
Boone F. Nevin, as. mgr.
Mark Forrester, mgn. dir. & film buy.
Wilton Roy, ch. engr.
William C. Rucker, prom. mgr.
Gene Roper, news ed.

SUMMARY OF RATES (Card No. 6, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 15 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$800.00 | \$400.00 | \$310.00 | \$225.00 | \$200.00 | \$100.00 |
| Class A (8:30-7 p.m., 9:30-10:30 p.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$230.00 | \$200.00 | \$175.00 | \$88.00 |
| Class B (5-8:30 p.m., daily; noon-6:30 p.m., Sun.) | \$325.00 | \$215.00 | \$170.00 | \$131.25 | \$105.00 | \$48.00 |
| Class C (Sign-on-4 p.m., Mon.-Sat.; 11 p.m.-sign-off, Sun.-Sat.) | \$200.00 | \$140.00 | \$110.00 | \$85.00 | \$70.00 | \$25.00 |

Above are one-line rates. Frequency discounts allowed.

WKNO-TV*

(*Non-Commercial Educational)

LICENSEE: Memphis Community Tv Foundation. Address: 268 Jefferson. Postal Zone: 1. Phone: Jackson 4-3825.
FACILITIES: Ch. 16. Authorized ET. Rad. Pow.: Visual 265 kw. Aural 125 kw. Present Operating Pow.: Visual 263 kw. Aural 125 kw. Antenna Height: Above average terrain 942 ft.; above ground 827 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local film, local slides.
OPERATION: Began June 23, 1956.
REPRESENTATIVES: Washington Attorney, Krueger & Jorgensen; Consulting Engineer, Cyril M. Braun.
EXECUTIVES: Julian B. Boudarant, pres.
Harold M. Martin, gen. mgr.
Keith J. Nighbert, mgn. dir.
Clemens E. LaFond, ch. engr.

WMCT (TV)

LICENSEE: Memphis Publishing Co. Address: Goodwyn Institute Bldg. Postal Zone: 1. Phone: Jackson 6-7494. TWX No.: ME 388.
FACILITIES: Ch. 5. Authorized ET. Rad. Pow.: Visual 180 kw. Aural 80.3 kw. Present Operating Pow.: Visual 180 kw. Aural 80.3 kw. Antenna Height: Above average terrain 1,013 ft.; above ground 1,068 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 11, 1948.
AFFILIATIONS: Tv Network, NBC. Station, Am, WMC; Frn, WMC(FM).
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: See WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Enoch Brown, pres.
H. W. Davick, gen. mgr.
Earl Cleveland, ch. engr.
Wilton Mount, mgn. dir. & film buy.
E. C. Fross Jr., ch. engr.
Walter E. Fross, prom. mgr.
Steve Warren, news ed.

SUMMARY OF RATES (Card No. 11A, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$800.00 | \$400.00 | \$310.00 | \$225.00 | \$200.00 | \$100.00 |
| Class A (8:30-7 p.m., 9:30-10:30 p.m., Sun.-Sat.) | \$750.00 | \$450.00 | \$330.00 | \$230.00 | \$200.00 | \$75.00 |
| Class B (8:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; noon-6:30 p.m., Sun.) | \$325.00 | \$215.00 | \$170.00 | \$131.25 | \$105.00 | \$48.00 |
| Class C (All other times) | \$420.00 | \$252.00 | \$168.00 | \$147.00 | \$105.00 | \$70.00 |

Above are one-time rates. Frequency discounts allowed.

WREC-TV

LICENSEE: WREC Broadcasting Service. Address: Hotel Peabody Bldg. Postal Zone: 1. Phone: Jackson 5-1313. TWX No.: ME 265.
FACILITIES: Ch. 3. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 80.3 kw. Present Operating Pow.: Visual 100 kw. Aural 80.3 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,077 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 1, 1956.
AFFILIATIONS: Tv Network, CBS. Station, Am, WREC.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Spearman & Robinson; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDER: Hoyt B. Wooten, 100%.
EXECUTIVES: Hoyt B. Wooten, pres. & gen. mgr.
Charles Brakenhoff, cons. mgr.
Jack Michael, mgn. dir. & film buy.
Wilson Itaney, ch. engr.
Fred Munson, prom. mgr.
Hum Hodge, news ed.
(Continues on page 212)

Man, it's big! . . .

the **Memphis** market

MO. MISS. ALA. TENN. ARK. KY.

Here is news of interest to every advertiser seeking top audience and top buying power . . . The Consumer Markets data for the State of Tennessee to January 1, 1957, released by Standard Rate and Data, shows Metropolitan Memphis one of the nation's dynamic markets . . . leading Tennessee's average in retail sales per household by nearly fifty percent!

What a box score of buying power for you to tap! . . . and the top TV station of the area (according to recent coverage figures) is resoundingly WMCT . . . reaching over 9.5% more TV homes than Station B and 17.67% more than Station C!

... and latest SRDS consumer markets data figures show how big it is!

Retail Sales per Household
\$4,565.00
43.1% above Tenn. average
... which is 18.4% above national average!

CSI per Household
(Income after taxes)
31.7% above Tennessee
... and 3% above national average!

WMCT Channel 5

the TV AREA station for the Memphis market

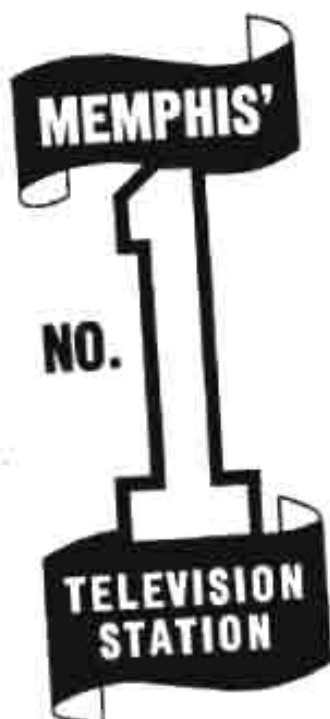
WMCT-WMCP-WMCT MEMPHIS FIRST TV STATION

100,000 WATTS • NBC BASIC

Address: Goodwyn Institute Bldg. Jackson 6-7494

Circle 111 on Reader Service Card

WREC-TV, Channel 3 is Always First in Memphis!



... delivering top coverage with top shows ... full power ... and highest antenna!

*First by A.R.B.!**

WREC-TV STATION "B" STATION "C"

41.3

31.9

31.6

*A.R.B. June 1957, Area Survey, Sign-on to Sign-off, Sun thru Sat.

*First by PULSE!**

STATION LEADS IN QUARTER HOURS TOTAL RATING POINTS

WREC-TV

344

7,061.4

STATION "B"

139

4,989.4

STATION "C"

9

3,489.1

*Pulse, May, 1957, Sign-on to Sign-off, Sun thru Sat.

WREC-TV
CHANNEL 3 MEMPHIS

Covering the entire Mid-South!

Represented Nationally by The Katz Agency



MEMPHIS (Cont.)

WREC-TV (Cont.)

SUMMARY OF RATES (Card No. 3, Feb. 11, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 29 Sec. | \$ Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Mon.-Sat., 9:30-10 p.m., Sun.) | \$500.00 | \$250.00 | \$225.00 | \$225.00 | \$200.00 | \$100.00 |
| Class A (8:30-9 p.m., 10-10:30 p.m., Sun.-Sat.) | \$750.00 | \$450.00 | \$207.50 | \$180.00 | \$172.50 | \$85.00 |
| Class B (7:30-8:30 p.m., 10:30-11 p.m., Mon.-Sat.; noon-5:30 p.m., 10:30-11 p.m., Sun.) | \$315.00 | \$210.00 | \$180.00 | \$132.50 | \$205.00 | \$32.00 |
| Class C (8 a.m.-5:30 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-5:30 p.m., 11 p.m.-sign-off, Sat.; sign-on-noon, 11 p.m.-sign-off, Sun.) | \$430.00 | \$253.00 | \$106.00 | \$147.00 | \$100.00 | \$70.00 |
| Class D (Sign-on-8 a.m., Mon.-Fri.) | \$200.00 | \$160.00 | \$112.00 | \$60.00 | \$70.00 | \$23.00 |

Above are one-time rates. Frequency discounts allowed.

NASHVILLE (Davidson County)

WLAC-TV

LICENSEE: WLAC-TV Inc. Address: 130 Fourth Ave. N. Postal Zone 2 (Phone: Chapel 2-4321, TWX No.: NV 16)

FACILITIES: Ch. 3, Antenna 233 ft. Rad. Pow. Visual 126 kw, Aural 30 kw. Present Operating Pow. Visual 100 kw, Aural 20 kw, Antenna Height: Above average terrain 1,270 ft., above ground 1,170 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 5, 1954.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency, Washington Attorney, Segal, Smith & Hennessey; Consulting Engineers, A. Earl Callum Jr.

PRINCIPAL STOCKHOLDERS: Life & Casualty Insurance Co. of Tennessee, 80% ; Y. B. Baker Jr., 25% ; and A. G. Beaman, 5% ; Paul Mountcastle, chairman of board, Life & Casualty, is 11.43% owner of WATE (TV) Knoxville, and 5.15% owner of WROL Knoxville.

EXECUTIVES:

T. D. Baker Jr., exec. vp. & gen. mgr. ; Ralph L. Hunsby, ch. engr. ; Ruth C. Taylor, gen. to mgr. ; James G. Wharton, prom. mgr. ; Robert M. Beaman, gen. in. mgr. ; Joseph Loughlin, news dir. ; Roy A. Smith, opx. mgr. & film buy.

SUMMARY OF RATES (Card No. 3, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$750.00 | \$450.00 | \$260.00 | \$180.00 | \$120.00 | \$71.00 |
| Class A (8:30-9 p.m., Mon.-Fri.; 8-9 p.m., Sat., Sun.) | \$600.00 | \$360.00 | \$240.00 | \$210.00 | \$150.00 | \$57.00 |
| Class B (5-6:30 p.m., 10-11 p.m., Mon.-Fri.; 5-6 p.m., 10-11 p.m., Sat.; noon-5 p.m., 10-11 p.m., Sun.) | \$375.00 | \$225.00 | \$120.00 | \$84.00 | \$75.00 | \$34.00 |
| Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sat.) | \$370.00 | \$222.00 | \$119.00 | \$83.00 | \$72.00 | \$33.00 |
| Class D (8 a.m.-noon, Mon.-Sat.) | \$210.00 | \$138.00 | \$84.00 | \$74.00 | \$62.00 | \$26.00 |
| Class E (Before 8 a.m., Mon.-Sat.) | \$180.00 | \$90.00 | \$60.00 | \$48.00 | \$37.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WSIX-TV

LICENSEE: WSIX Inc. Address: Nashville Trust Bldg. Postal Zone 2. Phone: Alpine 5-3421, TWX No.: NV 178.

FACILITIES: Ch. 3 Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 80 kw. Present Operating Pow.: Visual 170 kw, Aural 80 kw. Antenna Height: Above average terrain 1,250 ft., above ground 942 ft.

OPERATION: Began Nov. 23, 1952.

AFFILIATIONS: Tv Network, ABC, Station, Am. WSIX.

REPRESENTATIVES: Sales, George P. Hollingsworth Co., Washington Attorney, Reginald Furdy Jr.; Consulting Engineers, A. D. Ring Assoc.

PRINCIPAL STOCKHOLDERS: Louis E. Doughton, 52.2% ; Louis E. Doughton as trustee, 14.2% ; John D. Harrow, 7.8% ; George Beane Jr., 12.5%.

EXECUTIVES:

Louis E. Doughton, pres. & gen. mgr. ; Robert Marsh, gen. dir. & film buy. ; Charles Duke, ch. engr. ; John Lepsey, prom. mgr. ; Hugh Curry, news ed.

SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class A (8:30-10 p.m., Mon.-Fri.; 8-11 p.m., Sat., 9-10 p.m., Sun.) | \$575.00 | \$345.00 | \$200.00 | \$200.00 | \$140.00 | \$70.00 |
| Class B (8-8:30 p.m., Mon.-Fri.; noon-5 p.m., Sun.; 10-11:30 p.m., Sun.-Fri.; 9-9:30 p.m., 11 p.m.-midnight, Sat.) | \$300.00 | \$210.00 | \$140.00 | \$123.50 | \$87.50 | \$30.00 |
| Class C (Noon-5 p.m., Mon.-Sat.; 11:30-midnight, Sun.-Fri.; 9 a.m.-noon, Sat.) | \$225.00 | \$140.00 | \$85.00 | \$82.00 | \$68.50 | \$20.00 |
| Class D (All other times) | \$150.00 | \$87.50 | \$52.50 | \$52.50 | \$28.50 | \$13.00 |

Above are one-time rates. Frequency discounts allowed.

WSM-TV

LICENSEE: WSM Inc. Address: 201 Seventh Ave. N. Postal Zone 2. Phone: Alpine 4-5822, TWX No.: NV 177.

FACILITIES: Ch. 4 Authorized Eff. Rad. Pow.: Visual 223 kw, Aural 30 kw. Present Operating Pow.: Visual 87 kw, Aural 20 kw. Antenna Height: Above average terrain 880 ft., above ground 775 ft.

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

OPERATION: Began Sept. 20, 1950.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Kirtland, Fleming, Green, Marlin & Ellis.

PRINCIPAL STOCKHOLDER: National Life & Accident Insurance Co., 100%.

EXECUTIVES:

Marvin W. Craig, chmn. bd. ; George Reynolds, vp. & tech. dir. ; John H. DeWitt Jr., pres. ; Aaron Shelton, ch. engr. ; Irving Waugh, gen. mgr. ; Elmer Cartwright, film buy. ; C. E. Brinson, com. mgr. ; Ott Davina, pers. dir. ; Boyd Crossfield, opx. mgr. ; Harvinton Moore, pub. rel. dir. ; W. C. Williams, news & sp. events dir.

SUMMARY OF RATES (Card No. 3, April 6, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7-10 p.m., daily) | \$225.00 | \$150.00 | \$220.00 | \$200.00 | \$150.00 | \$75.00 |
| Class A (8:30-9 p.m., 10-10:30 p.m., Mon.-Fri.; 8-9 p.m., 10-11 p.m., Sat., Sun.) | \$400.00 | \$280.00 | \$240.00 | \$210.00 | \$150.00 | \$75.00 |
| Class B (8-8:30 p.m., 10-10:30 p.m., Mon.-Fri.; noon-5 p.m., Sat., Sun.) | \$200.00 | \$150.00 | \$144.00 | \$130.00 | \$90.00 | \$75.00 |
| Class C (Noon-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat.; 11 p.m.-midnight, daily) | \$240.00 | \$164.00 | \$128.00 | \$104.00 | \$80.00 | \$48.00 |
| Class D (All other times) | \$130.00 | \$88.00 | \$72.00 | \$60.00 | \$41.00 | \$26.00 |

Above are one-time rates. Frequency discounts allowed.

THRILLS that send ratings up, up, up!



"HARBOR COMMAND" starring WENDELL COREY



ZIV'S SPECTACULAR NEW IMPACT SERIES!

TEXAS

TEXAS MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|-----------|------------------|-------------------------|--------|---------------------------|-------------------------|-------------------------|
| Anderson | 8,300 | 31 | 2,570 | 23,264 | 8,282 | 810 |
| Andrew | 2,500 | 47 | 1,175 | 9,963 | 2,623 | 275 |
| Angelina | 10,500 | 20 | 2,100 | 32,038 | 8,086 | 1,134 |
| Aransas | 1,300 | 21 | 273 | 3,268 | 2,134 | 227 |
| Archer | 1,300 | 26 | 338 | 6,788 | 1,483 | 166 |
| Armstrong | 500 | 70 | 350 | 1,305 | 306 | 51 |
| Athens | 4,300 | 42 | 1,806 | 15,813 | 2,518 | 266 |
| Austin | 4,500 | 48 | 2,160 | 14,288 | 3,892 | 368 |
| Bailey | 2,300 | 69 | 1,587 | 12,732 | 3,794 | 345 |
| Bandera | 1,300 | 68 | 884 | 2,561 | 863 | 140 |
| Bastrop | 3,000 | 80 | 2,400 | 11,302 | 3,204 | 400 |
| Baylor | 2,100 | 53 | 1,113 | 6,182 | 1,977 | 214 |
| Bee | 4,500 | 46 | 2,070 | 18,951 | 4,403 | 461 |
| Bell | 22,800 | 62 | 14,136 | 62,886 | 17,000 | 2,274 |
| Brewster | 120,000 | 78 | 93,600 | 422,282 | 126,689 | 18,163 |
| Brown | 1,200 | 34 | 408 | 4,221 | 1,231 | 127 |
| Burdon | 300 | 62 | 186 | 288 | 86 | 11 |
| Burnet | 3,200 | 47 | 1,504 | 16,742 | 2,159 | 247 |
| Burnett | 19,800 | 52 | 10,296 | 50,808 | 11,577 | 2,284 |
| Brewster | 18,400 | 40 | 7,360 | 29,255 | 20,887 | 3,203 |
| Brazos | 11,300 | 30 | 3,390 | 42,808 | 13,223 | 1,390 |
| Brewster | 1,200 | 14 | 168 | 1,280 | 1,242 | 120 |
| Brewster | 900 | 25 | 225 | 1,441 | 624 | 76 |
| Brewster | 2,700 | 28 | 756 | 6,271 | 1,678 | 214 |
| Brewster | 8,400 | 20 | 1,680 | 27,382 | 7,428 | 1,310 |
| Brewster | 3,000 | 40 | 1,200 | 7,733 | 2,180 | 271 |
| Brewster | 2,700 | 25 | 675 | 1,246 | 1,246 | 204 |
| Brewster | 4,700 | 33 | 1,561 | 19,027 | 2,768 | 325 |

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|---------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Callahan | 2,100 | 31 | 660 | 11,800 | 2,112 | 411 |
| Callahan | 2,400 | 42 | 1,008 | 4,800 | 1,070 | 204 |
| Comanche | 28,800 | 40 | 11,520 | 134,800 | 25,076 | 2,800 |
| Comal | 2,400 | 40 | 960 | 7,172 | 1,484 | 278 |
| Comstock | 1,800 | 70 | 1,260 | 4,200 | 1,000 | 271 |
| Concho | 6,100 | 64 | 2,724 | 17,488 | 4,082 | 843 |
| Concho | 1,800 | 66 | 1,188 | 6,084 | 1,396 | 307 |
| Chambers | 2,200 | 79 | 1,738 | 4,342 | 1,196 | 270 |
| Cherokee | 3,300 | 71 | 2,343 | 26,012 | 7,407 | 1,120 |
| Childress | 2,200 | 27 | 594 | 4,520 | 4,002 | 320 |
| Clay | 2,000 | 71 | 1,420 | 8,256 | 1,780 | 322 |
| Coconino | 1,200 | 69 | 1,770 | 7,228 | 1,945 | 322 |
| Coke | 1,200 | 40 | 480 | 4,821 | 981 | 364 |
| Colleton | 2,800 | 49 | 1,372 | 12,212 | 3,054 | 537 |
| Cotton | 12,500 | 54 | 6,750 | 24,010 | 9,810 | 1,112 |
| Cottawawamuth | 2,200 | 27 | 594 | 4,407 | 2,001 | 328 |
| Coyland | 2,000 | 41 | 820 | 21,000 | 2,647 | 397 |
| Crane | 2,200 | 34 | 748 | 21,777 | 4,094 | 444 |
| Crockett | 2,900 | 29 | 1,130 | 10,000 | 1,011 | 471 |
| Crosby | 1,400 | 32 | 448 | 4,282 | 440 | 54 |
| Crowley | 7,100 | 71 | 5,041 | 20,428 | 3,791 | 619 |
| Culberson | 4,400 | 35 | 1,540 | 14,077 | 3,010 | 607 |
| Cottle | 1,200 | 28 | 336 | 4,465 | 1,011 | 185 |
| Cove | 1,400 | 37 | 518 | 5,218 | 1,034 | 211 |
| Crockett | 1,100 | 22 | 242 | 4,208 | 799 | 180 |
| Crosby | 2,200 | 42 | 1,540 | 12,279 | 3,000 | 391 |
| Culberson | 500 | 40 | 200 | 2,002 | 610 | 114 |
| Dallas | 2,400 | 73 | 1,752 | 5,074 | 1,027 | 301 |
| Dallas | 240,300 | 81 | 194,631 | 1,043,122 | 220,000 | 20,300 |
| Dawson | 5,800 | 47 | 2,726 | 22,422 | 4,082 | 614 |
| Deaf Smith | 3,100 | 45 | 1,395 | 10,140 | 3,181 | 324 |
| Delta | 2,000 | 38 | 760 | 5,407 | 1,311 | 30 |
| Denton | 12,100 | 74 | 8,954 | 44,845 | 9,020 | 1,608 |
| DeWitt | 6,200 | 44 | 2,728 | 24,844 | 4,800 | 750 |
| Dickens | 1,700 | 36 | 612 | 4,602 | 1,201 | 110 |
| Dimmit | 2,400 | 27 | 648 | 4,812 | 888 | 184 |
| Donley | 1,500 | 36 | 540 | 6,311 | 1,276 | 215 |
| Dove | 3,200 | 38 | 1,216 | 1,041 | 2,280 | 418 |
| Eastland | 6,700 | 43 | 2,881 | 20,204 | 4,440 | 876 |
| Ector | 10,500 | 68 | 11,210 | 104,264 | 22,000 | 2,700 |
| Edwards | 800 | 17 | 136 | 1,546 | 351 | 170 |
| El Paso | 12,400 | 47 | 5,828 | 30,000 | 10,274 | 1,224 |
| El Paso | 92,900 | 61 | 56,800 | 284,300 | 62,812 | 8,000 |
| Erath | 5,100 | 47 | 2,397 | 18,711 | 3,522 | 641 |
| Falls | 6,800 | 40 | 2,720 | 10,701 | 4,382 | 627 |
| Fannin | 7,700 | 34 | 2,618 | 18,281 | 3,886 | 622 |
| Fayette | 6,000 | 41 | 2,460 | 10,280 | 1,927 | 434 |
| Fisher | 2,500 | 59 | 1,475 | 4,220 | 1,228 | 268 |
| Floyd | 2,900 | 42 | 1,218 | 14,488 | 3,000 | 492 |
| Foard | 1,100 | 48 | 528 | 2,422 | 392 | 121 |
| Fort Bend | 7,200 | 69 | 4,968 | 20,061 | 4,100 | 497 |
| Franklin | 1,500 | 36 | 540 | 3,476 | 493 | 85 |
| Fresno | 2,800 | 34 | 1,200 | 10,200 | 2,200 | 200 |
| Frisco | 2,600 | 42 | 1,092 | 4,128 | 1,272 | 221 |
| Gaines | 2,400 | 47 | 1,128 | 7,500 | 1,222 | 497 |
| Galveston | 28,200 | 74 | 20,856 | 128,004 | 22,800 | 4,740 |
| Gardner | 1,800 | 50 | 900 | 4,588 | 1,428 | 186 |
| Gillespie | 1,000 | 34 | 340 | 1,120 | 1,000 | 200 |
| Glasscock | 200 | 44 | 88 | 128 | 41 | 19 |
| Goliad | 1,200 | 46 | 552 | 1,700 | 1,210 | 106 |
| Gonzales | 2,200 | 53 | 1,166 | 21,200 | 4,288 | 421 |
| Gray | 7,400 | 56 | 4,144 | 20,210 | 8,184 | 1,284 |
| Gregg | 22,400 | 38 | 13,952 | 71,060 | 17,021 | 2,600 |
| Gregg | 21,200 | 34 | 7,208 | 98,702 | 17,020 | 2,712 |
| Grimes | 3,600 | 52 | 1,872 | 11,817 | 3,218 | 392 |
| Guadalupe | 7,000 | 48 | 4,760 | 25,917 | 5,217 | 565 |
| Halt | 4,400 | 42 | 1,848 | 30,488 | 6,022 | 1,401 |
| Hall | 2,100 | 32 | 672 | 6,544 | 2,026 | 328 |
| Haskell | 2,200 | 47 | 1,034 | 1,278 | 1,288 | 244 |
| Haworth | 1,200 | 78 | 936 | 5,281 | 1,107 | 226 |
| Hawthorn | 2,300 | 48 | 1,104 | 8,107 | 1,107 | 241 |
| Harris | 4,600 | 46 | 2,116 | 17,135 | 1,784 | 780 |
| Harris | 277,200 | 66 | 184,296 | 1,409,342 | 297,077 | 45,828 |
| Harrison | 12,300 | 47 | 5,781 | 26,248 | 8,600 | 921 |
| Hartley | 300 | 73 | 219 | 1,216 | 47 | 39 |
| Haskell | 2,500 | 53 | 1,325 | 6,734 | 3,700 | 421 |
| Hays | 4,400 | 34 | 1,496 | 17,139 | 1,122 | 878 |
| Hempstead | 1,200 | 32 | 384 | 4,121 | 610 | 100 |
| Henderson | 5,400 | 31 | 1,674 | 18,882 | 4,427 | 642 |
| Hidalgo | 46,000 | 42 | 19,320 | 118,014 | 26,087 | 1,270 |
| Hill | 4,200 | 62 | 2,604 | 22,565 | 4,318 | 601 |
| Hockley | 7,100 | 69 | 4,899 | 22,308 | 4,628 | 508 |
| Hood | 1,200 | 69 | 828 | 6,840 | 1,301 | 180 |
| Hoopland | 5,200 | 36 | 1,872 | 22,385 | 4,620 | 622 |
| Houston | 5,400 | 32 | 1,728 | 16,600 | 4,962 | 476 |
| Howard | 8,000 | 53 | 4,240 | 23,423 | 11,017 | 1,510 |
| Hudspeth | 1,200 | 49 | 588 | 2,466 | 287 | 97 |
| Hunt | 11,200 | 39 | 4,368 | 41,017 | 8,188 | 1,408 |
| Hutchinson | 6,200 | 38 | 2,356 | 21,309 | 3,087 | 1,742 |
| Irion | 500 | 44 | 220 | 830 | 188 | 46 |
| Jack | 3,100 | 47 | 1,467 | 6,744 | 1,422 | 214 |
| Jackson | 3,500 | 47 | 1,645 | 14,022 | 3,020 | 329 |
| Jasper | 5,100 | 34 | 1,734 | 11,402 | 2,020 | 847 |
| Jeff Davis | 200 | 40 | 80 | 500 | 240 | 20 |
| Jefferson | 84,200 | 72 | 60,624 | 277,148 | 81,284 | 8,260 |
| Jim Hogg | 1,200 | 24 | 288 | 1,852 | 743 | 144 |
| Jim Wells | 7,000 | 28 | 1,960 | 21,020 | 6,122 | 618 |
| Johnson | 9,700 | 79 | 7,663 | 26,890 | 6,121 | 810 |
| Jones | 6,300 | 50 | 3,150 | 22,022 | 3,282 | 482 |
| Karnes | 3,200 | 46 | 1,472 | 12,186 | 3,229 | 414 |
| Kaufman | 7,200 | 64 | 4,608 | 20,214 | 4,406 | 697 |
| Keel | 1,800 | 65 | 1,170 | 5,221 | 1,006 | 222 |
| Kennedy | 100 | 25 | 25 | 75 | 75 | ... |
| Ken | 200 | 36 | 72 | 1,020 | 212 | 83 |
| Kerr | 4,200 | 34 | 1,428 | 18,286 | 2,678 | 277 |
| Kinzie | 1,200 | 34 | 412 | 4,221 | 584 | 96 |
| King | 200 | 28 | 56 | 360 | ... | ... |
| Kinney | 200 | 27 | 54 | 1,200 | 204 | 46 |
| Kiowa | 4,400 | 28 | 1,232 | 27,500 | 8,260 | 622 |
| Knott | 2,200 | 44 | 968 | 10,782 | 1,897 | 282 |
| Lamar | 12,900 | 18 | 2,322 | 22,824 | 7,910 | 1,400 |
| Lamb | 5,800 | 28 | 1,624 | 21,120 | 8,276 | 621 |
| Lampasas | 2,800 | 55 | 1,540 | 11,270 | 1,814 | 249 |
| La Salle | 1,800 | 28 | 504 | 1,222 | 171 | 24 |
| Lavaca | 5,300 | 44 | 2,334 | 17,881 | 8,260 | 822 |
| Law | 2,200 | 66 | 1,452 | 6,221 | 1,179 | 174 |

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Food Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|---------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Leah | 2,700 | 34 | 918 | 6,100 | 1,221 | 260 |
| Liberty | 7,000 | 78 | 5,380 | 27,241 | 6,254 | 1,006 |
| Limestone | 2,900 | 42 | 1,218 | 16,750 | 4,310 | 374 |
| Lipscomb | 1,700 | 22 | 374 | 5,840 | 615 | 147 |
| Live Oak | 2,000 | 28 | 560 | 5,941 | 1,082 | 166 |
| Llano | 1,700 | 25 | 425 | 6,320 | 1,009 | 210 |
| Loving | 100 | 27 | 27 | 40 | ... | ... |
| Lubbock | 42,000 | 65 | 27,300 | 186,129 | 23,701 | 5,000 |
| Lynn | 2,700 | 60 | 1,620 | 10,717 | 2,488 | 200 |
| McCulloch | 3,000 | 32 | 960 | 10,402 | 1,967 | 226 |
| McLennan | 40,000 | 75 | 30,000 | 160,000 | 30,000 | 6,410 |
| McMillan | 500 | 38 | 190 | 126 | 53 | ... |
| Madison | 1,900 | 32 | 608 | 5,604 | 1,042 | 124 |
| Marion | 2,400 | 34 | 816 | 6,120 | 1,421 | 212 |
| Martin | 1,400 | 47 | 658 | 8,897 | 1,565 | 180 |
| Mason | 1,600 | 35 | 560 | 2,511 | 584 | 100 |
| Mattagorda | 8,400 | 47 | 3,948 | 27,824 | 6,745 | 1,241 |
| Maverick | 2,900 | 27 | 780 | 10,793 | 2,645 | 444 |
| Medina | 4,000 | 65 | 2,600 | 13,024 | 3,361 | 444 |
| Menard | 1,100 | 32 | 352 | 4,160 | 587 | 121 |
| Midland | 12,000 | 70 | 8,400 | 42,211 | 20,500 | 2,180 |
| Milam | 5,700 | 36 | 2,052 | 21,222 | 6,186 | 628 |
| Willis | 1,000 | 55 | 550 | 5,894 | 1,226 | 127 |
| Mitchell | 4,000 | 52 | 2,080 | 11,499 | 1,146 | 300 |
| Montague | 4,000 | 71 | 2,840 | 20,216 | 4,152 | 427 |
| Montgomery | 7,000 | 64 | 4,480 | 21,589 | 5,412 | 815 |
| Moore | 4,200 | 33 | 1,386 | 10,900 | 2,814 | 271 |
| Morris | 2,500 | 34 | 850 | 5,109 | 2,280 | 424 |
| Motley | 1,000 | 28 | 280 | 2,526 | 732 | 100 |
| Nacogdoches | 7,200 | 27 | 2,016 | 20,000 | 8,070 | 946 |
| Navarro | 10,000 | 66 | 6,600 | 32,079 | 8,000 | 1,440 |
| Newton | 2,200 | 34 | 748 | 3,600 | 1,320 | 217 |
| Nolan | 2,000 | 59 | 1,180 | 21,280 | 2,342 | 367 |
| Norman | 41,000 | 69 | 28,290 | 252,228 | 50,000 | 7,028 |
| Ochiltree | 1,000 | 27 | 270 | 14,280 | 1,214 | 222 |
| Odessa | 400 | 42 | 168 | 2,194 | 27 | 71 |
| Orange | 18,200 | 36 | 6,552 | 43,120 | 12,946 | 1,100 |
| Palo Pinto | 3,400 | 49 | 1,666 | 22,200 | 5,212 | 784 |
| Panola | 4,200 | 32 | 1,344 | 12,222 | 2,678 | 381 |
| Parker | 7,200 | 48 | 3,456 | 20,797 | 2,866 | 479 |
| Parmer | 1,800 | 42 | 756 | 6,622 | 2,072 | 268 |
| Pecos | 2,000 | 27 | 540 | 10,500 | 2,212 | 490 |
| Pell | 1,700 | 48 | 816 | 11,412 | 2,280 | 360 |
| Perry | 24,000 | 64 | 15,360 | 175,217 | 26,000 | 6,072 |
| Presidio | 1,000 | 14 | 140 | 1,424 | 1,700 | 170 |
| Rocky | 800 | 71 | 568 | 2,442 | 488 | 108 |
| Randall | 4,000 | 70 | 2,800 | 12,200 | 2,311 | 328 |
| Ranger | 300 | 44 | 132 | 4,027 | 1,214 | 212 |
| Randall | 700 | 22 | 154 | 1,944 | 581 | 85 |
| Real River | 4,200 | 28 | 1,176 | 10,500 | 2,271 | 488 |
| Reeves | 4,100 | 22 | 902 | 22,770 | 2,281 | 212 |
| Refugio | 2,200 | 23 | 506 | 11,058 | 2,242 | 444 |
| Roberts | 300 | 22 | 66 | 1,881 | 178 | 101 |
| Robertson | 4,800 | 33 | 1,584 | 16,146 | 3,008 | 628 |
| Rockwall | 1,400 | 44 | 616 | 7,212 | 1,122 | 172 |
| Roscoe | 4,600 | 48 | 2,208 | 12,340 | 4,012 | 380 |
| Rosston | 11,700 | 11 | 1,287 | 22,181 | 3,022 | 620 |
| Rubin | 1,000 | 34 | 340 | 1,474 | 1,021 | 100 |
| San Augustine | 1,200 | 27 | 324 | 4,222 | 2,210 | 100 |
| San Jacinto | 1,800 | 49 | 882 | 1,342 | 381 | 191 |
| San Patricio | 9,000 | 30 | 2,700 | 26,000 | 6,720 | 1,140 |
| San Saba | 2,200 | 23 | 506 | 7,288 | 1,700 | 228 |
| Schlesinger | 700 | 22 | 154 | 4,000 | 760 | 244 |
| Seelye | 9,000 | 48 | 4,320 | 20,948 | 7,822 | 1,094 |
| Shackelford | 1,100 | 42 | 462 | 4,500 | 1,227 | 186 |
| Shelby | 5,700 | 22 | 1,25 | | | |

ABILENE
(Taylor County)

KRBC-TV

LICENSEE: Abilene Radio & Television Co. Address: 4210 S. 14th St. Phone: Orchard 3-4691. TWX No.: AE 16.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 12.8 kw. Present Operating Pow.: Visual 27.3 kw, Aural 13.8 kw. Antenna Height: Above average terrain 779 ft.; above ground 437 ft.

OPERATION: Began Aug. 28, 1953.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio & Equipment Co.

PRINCIPAL STOCKHOLDERS: Dale Ackers, Lewis J. Ackers and wife, Jack Andrews, and Christine Ackers Cagle, all 25%. Mrs. Cagle is wife of Gene Cagle who is president of Texas State Network. See KFYZ-TV Fort Worth.

EXECUTIVES:

Dale Ackers, pres. & gen. mgr. Troy Mallon, ch. engr.
Bill Fox, com. mgr. & prom. mgr. Frank Woodruff, news ed.
George C. Breeding Jr., sta. mgr.,
pgm. dir. & film buy.

SUMMARY OF RATES (Card No. K, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (8-10:30 p.m., daily) | \$225.00 | \$135.00 | \$108.00 | \$90.00 | \$40.00 | |
| Class B (8-8 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., daily) | \$180.00 | \$124.00 | \$94.00 | \$64.00 | \$45.00 | |
| Class C (12:30-5 p.m., Mon.-Sat.; 11-11:30 a.m., daily) | \$150.00 | \$94.00 | \$60.00 | \$30.00 | \$20.00 | |
| Class D (7 a.m.-12:30 p.m., Mon.-Fri.; Sat. on start of a.m. service) | \$80.00 | \$53.00 | \$37.00 | \$22.00 | \$18.00 | |

Above are one-time rates. Frequency discounts allowed.

ALPINE

(Brewster County)

KAMT-TV

(Target Date, Unknown)

LICENSEE: Alpine Tv Co. Address: 211 St. Joseph St., Dallas, Tex.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.200 kw, Aural 0.200 kw. Antenna Height: Above average terrain—578 ft.; above ground 200 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wickham; Consulting Engineer, Commercial Electronics Corp.

PRINCIPAL STOCKHOLDER: Mr. Nelson also owns KNBT-TV Brownwood, Tex. and KOLP-TV Flagstaff, Ariz.

EXECUTIVES:

O. L. Nelson, own.

AMARILLO

(Potter County)

KFDA-TV

LICENSEE: Amarillo Broadcasting Co. Address: Cherry Ave at Broadway. Phone: Drake 4-6343. TWX No.: AM-20-20.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw. Present Operating Pow.: Visual 200 kw, Aural 120 kw. Antenna Height: Above average terrain 550 ft.; above ground 460 ft.

OPERATION: Began April 4, 1953.

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

REPRESENTATIVES: Sales, Blab Tv Assoc.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Texas State Network, Inc. and Charles B. Jordan, 25%. See KFYZ-TV Fort Worth for other Texas State Network holdings.

EXECUTIVES:

Gene Cagle, pres. Vernon Pwerner, pgm. dir.
Ed Moore, gen. mgr., asst. sta. mgr. H. W. Spiller, ch. engr.
& film buy. W. Richard Bay, prom. mgr.
Ross A. Newby, com. mgr. Bill Johns, news ed.

SUMMARY OF RATES (Card No. 5, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | | | | | \$85.00 | \$42.50 |
| Class A (Program Units—6:30-10:30 p.m., Mon.-Sun. Announcements—4:30-7 p.m., 10-10:30 p.m., Mon.-Sun.) | \$340.00 | \$204.00 | \$178.00 | \$152.00 | \$70.00 | \$35.00 |
| Class B (6-8:30 p.m., Mon.-Sun.) | \$250.00 | \$160.00 | \$125.00 | \$90.00 | \$50.00 | \$25.00 |
| Class C (10:15 p.m., sign-off, Mon.-Sun.; 1-8 p.m., Sun.) | \$200.00 | \$125.00 | \$80.00 | \$40.00 | \$40.00 | \$20.00 |
| Class D (7 a.m.-8 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.) | \$100.00 | \$68.00 | \$42.00 | \$24.00 | \$18.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

KGNC-TV

LICENSEE: Globe-News Publishing Co. Address: 200 N. Polk St. Phone: Drake 4-4881. TWX No.: AM 4.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 180 ft.; above ground 103 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1953.

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

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

PRINCIPAL STOCKHOLDERS: Roy N. Whittanburg and family, over 90%. Licensee publishes Amarillo Globe News, owns Lubbock Avalanche & Journal and KTYO Lubbock.

EXECUTIVES:

Parker F. Priddy, pres. W. H. Torrey, ch. engr.
Wesley E. Izard, gen. mgr. Kindred Haley, prom. mgr.
Aubrey D. Jackson, mgr. Bob Izard, news ed.
Bob Watson, asst. mgr., pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 4, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Mon.-Sun.) | | | | | \$85.00 | \$42.50 |
| Class A (Program Units—6:30-10:30 p.m., Mon.-Sun. Announcements—4:30-7 p.m., 10-10:30 p.m., Mon.-Sun.) | \$340.00 | \$204.00 | \$178.00 | \$152.00 | \$70.00 | \$35.00 |
| Class B (6-8:30 p.m., Mon.-Sun.) | \$300.00 | \$180.00 | \$120.00 | \$90.00 | \$50.00 | \$25.00 |
| Class C (5-8 p.m., 10:30-11 p.m., Mon.-Sat.; 1-8 p.m., 10:30-11 p.m., Sun.) | \$220.00 | \$128.00 | \$95.00 | \$67.00 | \$45.00 | \$22.50 |
| Class D (All other times) | \$120.00 | \$70.00 | \$42.00 | \$24.00 | \$18.00 | \$17.50 |

Above are one-time rates. Frequency discounts allowed.

(Target Date, Unknown)

LICENSEE: Southwest States Inc. Address: 1201 Polk St.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 46 kw, Aural 23 kw. Antenna Height: Above average terrain 608 ft.; above ground 343 ft.

AFFILIATION: Station, Am, KAMQ.

REPRESENTATIVES: Washington Attorney, Pearson, Ball & Dowd; Consulting Engineer, Page, Crooks, Reed & Waitschmidt.

PRINCIPAL STOCKHOLDERS: Owned equally by Robert D. and Hoyt Houck, Murray Warner and George A. Oliver. All have interests in KAMQ Amarillo, Tex.

EXECUTIVE:

Hoyt Houck, pres.

AUSTIN

(Travis County)

KTBC-TV

LICENSEE: The L D J Co. Address: South & Brents Sta. Postal Zone: 44. Phone: Greenwood 2-3424. TWX No.: AZ 74.

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 140 kw. Present Operating Pow.: Visual 200 kw, Aural 140 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 1,127 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1952.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, KTBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Coffin & Marks; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Mrs. Claudia T. Johnson, wife of U. S. Senator Lyndon Johnson (D. Tex.), 85.2%; J. C. Kellam, 15%, and others. Licensee also owns 25% of KWTX-AM-TV Waco, Tex., and 50% of KRGV-AM-TV Weston, both Tex. KWTX owns 50% of KNTX Bryan, Tex.

EXECUTIVES:

Claudia T. Johnson, chmn. of bd. Ben Hearn, ch. engr.
J. C. Kellam, pres. & gen. mgr. Elmo Brown, film buy.
O. P. Roberts, gen. asst. mgr. Charles Brown, prom. mgr.
Richard Fryor, pgm. dir. Paul Nelson, news ed.

SUMMARY OF RATES (Card No. 5, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (8-10 p.m., daily) | \$250.00 | \$150.00 | \$120.00 | \$100.00 | \$100.00 | |
| Class A (7-8 p.m., 10-10:30 p.m., daily) | \$450.00 | \$270.00 | \$200.00 | \$144.00 | \$108.00 | \$69.00 |
| Class B (8-8 p.m., daily) | \$410.00 | \$240.00 | \$180.00 | \$132.00 | \$100.00 | \$63.00 |
| Class C (5-8 p.m., 10:30-11 p.m., noon-1 p.m., daily; 1-6 p.m., Sat., Sun.) | \$310.00 | \$180.00 | \$124.00 | \$99.00 | \$74.00 | \$62.00 |
| Class D (All other times) | \$200.00 | \$120.00 | \$80.00 | \$64.00 | \$48.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

BEAUMONT

(Jefferson County)

KBMT (TV)†

LICENSEE: Television Broadcasters Inc. Address: P.O. Box 1102. Phone: 9-2476.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 117 kw. Antenna Height: Above average terrain 496 ft.; above ground 484 ft.

OPERATION: Began May 8, 1954.

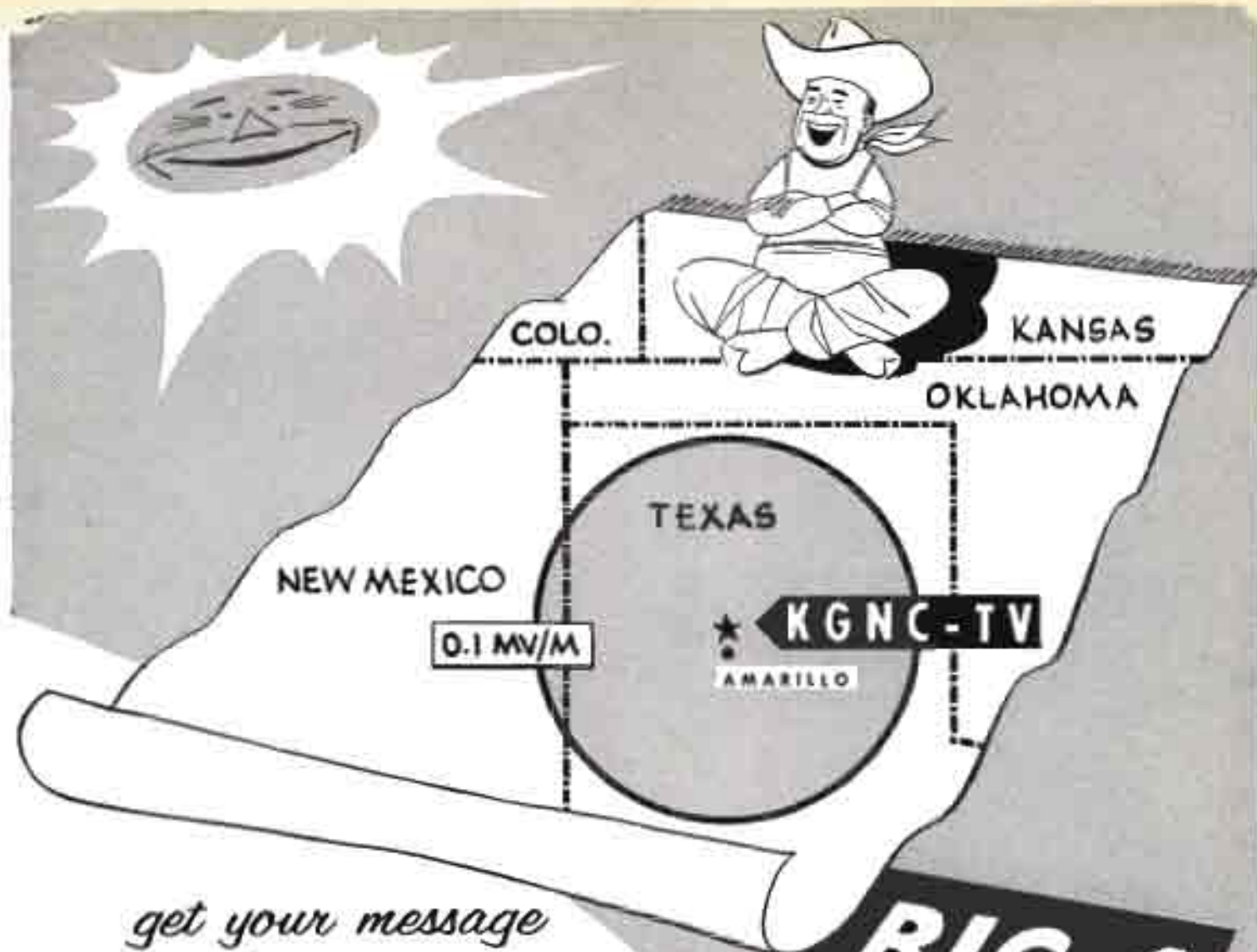
REPRESENTATIVES: Washington Attorney, Fly, Shuchbruk, Blume & Gagnon.

PRINCIPAL STOCKHOLDERS: H. D. Williams, 50%, and E. C. Reed, 50%.

EXECUTIVE:

Harold C. Reed, pres.

(KBMT-TV) has suspended operation but has not returned its CP.



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on the magic*
**GOLDEN
SPREAD**
*where great things
are happening*

**BIG 4
IS THE
BIG
BUY**

KGNC-TV is a station of specialists. Our weatherman is a graduate meteorologist who does nothing but weather forecasts. Our sports man is exactly that — and one of the best. Our news men are specialists in news. That is their sole job. We maintain a complete farm department in connection with radio with two full-time men assigned to do nothing but handle farm news and programming.

You can't go wrong when you buy Big 4!

KGNC-TV

Channel 4
AMARILLO, TEXAS

C O N T A C T A N Y K A T Z M A N !

BEAUMONT (Cont.)

KFDM-TV

LICENSEE: Beaumont Broadcasting Corp. Address: 428 Candler Ave., Phone: Terminal 4-4731, TWX No.: DO 8007.

FACILITIES: Ch. 8. Authorized EP. Rad. Pow. Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 537 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 24, 1955.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: D. A. Cannon, 20.2%; C. H. Locke, 25.5%; L. E. Cullum, 8.2%, and others. Mr. Cannon and family are majority owners of KFDM-TV Wichita Falls, Tex. W. P. Hobby (KPHC-AM-FM-TV-Beaumont Post) holds option to buy 22.5% of the new license of KFDM-TV. This grant was subject of reopened hearing, following court reversal of original first decision, and an initial decision has been issued favoring Enterprise Co. (KZBC Beaumont).

EXECUTIVES:

D. A. Cannon, pres.
C. H. Locke, gen. mgr.
Moll M. Johnson, ops. & com. mgr. & film buy.
Hub McManus, gen. dir.
H. W. Bartlett, ch. engr.
Ralph Ramon, news ed.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|----------|
| Class AA (7:00-8:00 p.m., Sun.-Sat.) | \$250.00 | \$120.00 | | | \$80.00* | \$45.00* |
| Class A (8:00-7:00 p.m., 9:30-10:30 p.m., Sun.-Sat.) | \$100.00 | \$120.00 | \$100.00 | \$75.00 | \$60.00 | \$38.00 |
| Class B (5-8:00 p.m., 10:30-11 p.m., Sun.-Sat.) | \$225.00 | \$125.00 | \$80.00 | \$75.25 | \$55.25 | \$37.00 |
| Class C (All other times) | \$150.00 | \$80.00 | \$60.00 | \$52.50 | \$37.50 | \$24.00 |

*20 and 5 sec. announcements only. Above are one-time rates. Frequency discounts allowed.

BIG SPRING

(Howard County)

KEDY-TV

LICENSEE: Texas Telecasting Inc. Address: 1400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2345, TWX No.: LU 8111.

FACILITIES: Ch. 4. Authorized EP. Rad. Pow. Visual 125 kw, Aural 25 kw. Present Operating Pow.: Visual 125 kw, Aural 25 kw. Antenna Height: Above average terrain 289 ft.; above ground 397 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began February 1, 1957.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Branham Co., Washington Attorney, Elliot C. Lovell; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: See KZUU-TV Lubbock, Tex.

EXECUTIVES:

W. D. Singers, pres. & gen. mgr.
William J. Wallace, ch. engr.
E. A. Bassett, natl. tv. mgr.
Ray Trent, adm. ch. & film buy.
Judy Starnes, ch. engr.
W. H. Shipley, pres. mgr.
Duncan Eilman, news ed.

SUMMARY OF RATES (Card No. 2B, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (8-10:30 p.m., daily) | \$225.00 | \$95.00 | \$60.00 | \$50.00 | \$45.00 | \$30.00 |
| Class B (5-8 p.m., Mon.-Sat., 10:30-sign-off, daily; 1-6 p.m., Sun.) | \$112.50 | \$67.50 | \$45.00 | \$35.00 | \$30.75 | \$22.50 |
| Class C (1-5 p.m., Mon.-Sat.) | \$75.00 | \$45.00 | \$30.00 | \$25.00 | \$22.50 | \$15.00 |
| Class D (8 a.m.-1 p.m., daily) | \$40.00 | \$27.00 | \$18.00 | \$15.75 | \$13.50 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

BROWNWOOD

(Brown County)

KN8T-TV

(Target Date, Unknown)

LICENSEE: Brownwood Television Co. Address: 811 St. Joseph St. (Dorchester Apts.) Dallas, Texas.

FACILITIES: Ch. 19. Authorized EP. Rad. Pow. Visual 845 kw, Aural 220 kw. Antenna Height: Above average terrain 180 ft.; above ground 318 ft.

REPRESENTATIVES: Washington Attorney, McKanna & Wilkinn; Consulting Engineer, Commercial Electronics Corp.

PRINCIPAL STOCKHOLDER: See KAMT-TV Alpine, Tex.

EXECUTIVES:

O. L. Hinton, pres.

BRYAN

(Brazos County)

KBTX-TV

LICENSEE: Brazos Broadcasting Co. Address: P.O. Box 2271, Hedgecroft Station, Phone: Victor 4-2128, TWX No.: WC 5238.

FACILITIES: Ch. 1. Authorized EP. Rad. Pow. Visual 66.2 kw, Aural 26.2 kw. Present Operating Pow.: Visual 66.2 kw, Aural 26.2 kw. Antenna Height: Above average terrain 410 ft.; above ground 482 ft.

OPERATION: Began May 14, 1957.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Consulting Engineer, Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: KWTX Busq. Co. (KWTX-AM-TV Waco, Tex.), 50%; W. C. Mitchell, 15%; Frank Smith, 10%; John M. Lawrence III, 25%; Brazos A. Varian, 10%; and M. N. Bostick, 10%.

EXECUTIVES:

W. C. Mitchell, pres.
M. N. Bostick, gen. mgr. & film buy.
Harry L. Gilliam, sta. mgr.
W. W. Cox, ch. engr.

SUMMARY OF RATES (Card No. 1, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|---------|---------|--------|---------|---------|
| Class A (5-10:30 p.m., Mon.-Sat., sign-on-10:30 p.m., Sun.) | \$130.00 | \$65.00 | | | \$20.00 | \$15.00 |
| Class B (All other times) | \$112.50 | \$57.50 | | | \$22.50 | \$11.25 |

Above are one-time rates. Frequency discounts allowed.

CORPUS CHRISTI

(Nueces County)

KRIS-TV

LICENSEE: Gulf Coast Broadcasting Co. Address: P.O. Box 898 Phone: Tulip 4-5354, TWX No.: CC 943.

FACILITIES: Ch. 5. Authorized EP. Rad. Pow. Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 250 ft.; above ground 383 ft.

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

OPERATION: Began May 22, 1956.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: T. Frank Smith and Family, 100%.

EXECUTIVES:

T. Frank Smith, pres. & gen. mgr.
W. M. Eckert, sta. mgr.
Harry Abbott, ops. mgr. & film buy.
Charles Nethery, pres. dir.
Joe W. Collier, ch. engr.
Paul Young, news ed.

SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class AA (7:30-9:30 p.m., Mon.-Sun.) | \$300.00 | \$150.00 | \$100.00 | \$80.00 | | \$27.00 |
| Class A (8:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Sun.) | \$250.00 | \$130.00 | \$100.00 | \$87.50 | \$75.00 | \$60.00 |
| Class B (5-8:00 p.m., 10:30-11 p.m., Mon.-Sun.) | \$225.00 | \$125.00 | \$90.00 | \$70.75 | \$67.50 | \$50.00 |
| Class C (Sign-on-8 p.m., 11 p.m.-sign-off, Mon.-Sun.) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$40.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

NEGOTIATIONS • FINANCING • APPRAISALS

IN THE SOUTHWEST . . .

Dewitt (Judge) Landis
Fidelity Union Life Bldg.
Dallas, Tex.
RI 8-1175



or any office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

WASHINGTON, D. C. Wm. T. Stubblefield
1737 DeSales St., N.W.
EX 3-3456

CHICAGO, ILL. Ray V. Hamilton
Tribune Tower
DE 7-2755

ATLANTA, GA. Jack L. Barton
1518 Hooley Bldg.
JA 3-3431

DALLAS, TEX. Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

SAN FRANCISCO W. R. (Ike) Twining
111 Sutter St.
EX 2-8471

SEE PAGES 68, 80, 94, 100

KSIX-TV

LICENSEE: KSIX Television Inc. Address: Show Room Bldg. Phone Tully 4-1011. TWX No.: CC 133.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 114 kw, Aural 207 kw. Present Operating Pow.: Visual 120 kw, Aural 90 kw. Antenna Height: Above average terrain 190 ft.; above ground 234 ft.
OPERATION: Began Sept. 30, 1954.
AFFILIATIONS: Tv Network, CBS Station, Am. KSIX.
REPRESENTATIVES: Sales, H-B Television, Charles Brown, Co.; Washington Attorney, McKenna & Wilkinson, Consulting Engineer, Paul H. Mowery.
PRINCIPAL STOCKHOLDERS: Corpus Christi Bldg. Co. (KSIX), 51.2%; Vann M. Kennedy, 4%; Charles B. Manning, 4%; Guy I. Warren, 12.2%; Carl E. Hursey, 18%; James H. Hursey, 3%; and others. KSIX is owned by Mr. Kennedy, 51.2%; Carl E. Hursey, 20%; Mr. Manning, 11.1%; and James Hursey, 3.2%.
EXECUTIVES:
 Vann M. Kennedy, pres. Executive Lawyer, ppm. dir.
 gen. mgr. & film boy. William E. Kasal, as. engr.
 Charles B. Manning, vp. & dir. Janet K. Wright, news ed.

SUMMARY OF RATES (Card No. 4, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | \$ Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class AA (7-8:30 p.m., Sun.-Sat.) | \$200.00 | \$100.00 | \$100.00 | \$80.00 | \$70.00 | \$20.00 |
| Class A (8:30-7 p.m., 9:30-10:30 p.m., Sun.-Sat.) | \$200.00 | \$150.00 | \$100.00 | \$70.00 | \$60.00 | \$20.00 |
| Class B (8-4:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$200.00 | \$120.00 | \$80.00 | \$60.00 | \$40.00 | \$20.00 |
| Class C (Sign-on-4 p.m., 11 p.m.-sign-off Sun.-Sat.) | \$100.00 | \$50.00 | \$50.00 | \$40.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KVDO-TV

LICENSEE: South Texas Telecasting Co. Address: 409 E. Staples St. Phone: Tully 2-7468.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.8 kw, Aural 3.61 kw. Present Operating Pow.: Visual 16.8 kw, Aural 3.61 kw. Antenna Height: Above average terrain 310 ft.; above ground 316 ft.
OPERATION: Began June 30, 1954.
REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, Cole & Marks.
PRINCIPAL STOCKHOLDERS: Hubert J. Schmidt, 17%; William G. Barfield, 4%; Samuel A. Story Jr., 4%; E. J. Healey, 17%; Gabriel Lozano, 9%; Nestor Cuenda Jr., 13%; Joe Garza, 9%; Carlos Guzman, 9%; Murphy L. Walker, 4%; Jose Antonio Garcia, 9%; Jean N. Cyrus, 4%. Mr. Garcia, Mr. Guzman, Mr. Cuenda and Mr. Lozano are minority stockholders in KCTV-AM-FM Corpus Christi.
EXECUTIVES:
 Hubert J. Schmidt, pres., gen. mgr. Maurice O'Brien, film boy
 & com. mgr. Esther Mertes, prod. mgr.
 Ron Dexter, ppm. dir. Don Reed, news ed.
 Nestor Cuenda Jr., ch. engr.

SUMMARY OF RATES (Card No. 2, Sept. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | \$ Sec. |
|---------------------------------|----------|----------|---------|---------|-----------------|---------|
| Class A (5:30-11 p.m., daily) | \$200.00 | \$100.00 | \$70.00 | \$60.00 | \$40.00 | \$20.00 |
| Class B (1:30-5:30 p.m., daily) | \$150.00 | \$80.00 | \$50.00 | \$40.00 | \$30.00 | \$15.00 |
| Class C (All other times) | \$100.00 | \$50.00 | \$40.00 | \$30.00 | \$20.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

DALLAS
(Dallas County)

KRLD-TV

LICENSEE: KRLD Radio Corp. Address: Herald Square, Postal Zone 2. Phone: Riverside 2-4811. TWX No.: DL 71.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,521 ft.; above ground 1,431 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Dec. 3, 1949.
AFFILIATIONS: Tv Network, CBS. Stations, Am. KRLD; Fin. KRLD-FM.
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Lobner & Culver.
PRINCIPAL STOCKHOLDER: Owned by Times-Herald Printing Co. (Dallas Times-Herald). T-H stockholders: John W. Runyon, 48.3%; Clyde A. Taber, 4.9%; Mrs. Ruth DeVarnay, 15.5%; D. A. Greenwell, 4.9%; Mrs. Lada F. Gouch, 15.0%; H. C. Jefferson, 3.4%; and others.
EXECUTIVES:
 Clyde W. Bemberl, pres. & gen. mgr. H. B. Honeycutt, ch. engr.
 Roy M. Flynn, sta. mgr. Nick Mueller, film dir.
 Gene Cully, com. mgr. Jack Saunders, publicity mgr.
 Ves Box, ppm. dir. Larry Ramo, news dir.

SUMMARY OF RATES (Card No. 11, Nov. 1, 1949)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | \$ Sec. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.) | \$1,100.00 | \$600.00 | \$440.00 | \$385.00 | \$385.00 | \$125.00 |
| Class A (8:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.) | \$650.00 | \$370.00 | \$280.00 | \$235.00 | \$235.00 | \$125.00 |
| Class B (6-8:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily) | \$520.00 | \$275.00 | \$210.00 | \$181.75 | \$127.50 | \$75.00 |
| Class C (8 a.m.-4 p.m., Mon.-Sat.; 8 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily) | \$275.00 | \$145.00 | \$110.00 | \$92.50 | \$75.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

**NO OTHER TV STATION
IN TEXAS**

gives you as much coverage as

KRLD-TV



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.



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 47 rich, densely populated Texas counties, plus 5 Oklahoma counties—a greater area than covered by any other Texas TV station.



KRLD-TV telecasts from atop Texas' tallest tower, jutting 1,521 feet above its hill-top base—1,585 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves an area where there are 602,525 television homes—one third of all in Texas, plus those in the 5 Oklahoma counties.

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 — 30,000 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. Bemberl, President

DALLAS (Cont.)

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: 3006 Hines Blvd. Postal Zone: L. Phone: Riverdale 1-2315, TWX No. DLR 41.

FACILITIES: Ch. 5. Authorized 500 kw. Rad. Pow.; Visual 200 kw, Aural 150 kw. Present Operating Pow.: Visual 300 kw, Aural 150 kw. Antenna Height: Above average terrain 1,000 ft., above ground 152 ft.

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

OPERATION: Began Sept. 17, 1956.

AFFILIATIONS: Tv Network, ABC Station, Am, WFAA.

REPRESENTATIVES: Sales, Edward Peary & Co.; Washington Attorney, Louisa, Elix, Young & Jenks; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Same ownership as Dallas News.

EXECUTIVES:

E. M. Desler, pres.
Alex Keene, mngng. dir.
Dick Drummy, com. mgr.
Bob King, pgrn. dir.

Jim W. Cooper, ch. engr.
Dunkin Clark, film buy.
Wynona Portwood, prom. mgr.
Bob Tripp, news ed.

SUMMARY OF RATES (Card No. 12, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | \$1,000.00 | \$500.00 | \$400.00 | \$300.00 | \$200.00 | \$120.00 |
| Class A (12:30-1 p.m., 10-10:30 p.m., daily) | \$600.00 | \$325.00 | \$260.00 | \$200.00 | \$150.00 | \$100.00 |
| Class B (6-8:30 p.m., 10:30-11 p.m., daily, 2-4:30 p.m., Sun.) | \$300.00 | \$160.00 | \$130.00 | \$100.00 | \$75.00 | \$50.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$100.00 | \$75.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

EL PASO

(El Paso County)

KELP-TV

LICENSEE: KELP Broadcasting Co. Address: 4530 Delta St. Phone: KeyStone 3-8593.

FACILITIES: Ch. 15. Authorized 500 kw. Rad. Pow.; Visual 252 kw, Aural 17 kw. Present Operating Pow.: Visual 252 kw, Aural 17 kw. Antenna Height: Above average terrain 130 ft., above ground 352 ft.

OPERATION: Began Sept. 1, 1956.

AFFILIATIONS: Tv Network, ABC Station, Am, KELP.

REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Joseph Harris, 40%; Norman Alexander, 40%; and Richard E. Jones, 20%. Same group owns KXLY-TV Spokane, Wash.

EXECUTIVES:

Richard E. Jones, vp. & film buy.
Ed Winston, gen. mgr. & film buy.
Irv Prell, ch. engr.

John Amodeo, pgrn. dir.
Ed Rencher, ch. engr.
Al Grosby, prom. mgr.

SUMMARY OF RATES (Card No. 21, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|----------------------------|----------|----------|----------|---------|-----------------|---------|
| Class A (6-10 p.m., daily) | \$250.00 | \$150.00 | \$120.00 | \$90.00 | \$60.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: KeyStone 2-4331, TWX No. EP 44.

FACILITIES: Ch. 4. Authorized 500 kw. Rad. Pow.; Visual 317 kw, Aural 30.2 kw. Present Operating Pow.: Visual 317 kw, Aural 30.2 kw. Antenna Height: Above average terrain 1,100 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 14, 1955.

AFFILIATIONS: Tv Networks, CBS, NTA Station, Am, KROD.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Regal, Smith & Hennessy.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick, 75.07%, and others. Mr. Roderick also owns the El Paso Times.

EXECUTIVES:

Dorrance D. Roderick, pres.
Val Lawrence, vp. & gen. mgr.
Dick Watta, gen. ch. engr. & film buy.

Barney Kretzer, pgrn. dir.
Edward P. Tallant, ch. engr.
Gordon E. Phillips, prom. mgr.
Louis Hambrick, news ed.

SUMMARY OF RATES (Card No. 5, Jan. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (8:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.) | \$450.00 | \$275.00 | \$180.00 | \$120.00 | \$112.00 | \$90.00 |
| Class B (12:30-4:30 p.m., Mon.-Fri.; 11:30-12 p.m., Sat., Sun.; 10:30-midnight, Sun.-Sat.) | \$375.00 | \$300.00 | \$180.00 | \$110.00 | \$84.00 | \$67.00 |
| Class C (All other times) | \$225.00 | \$135.00 | \$90.00 | \$78.00 | \$56.00 | \$42.00 |

Above are one-time rates. Frequency discounts allowed.



We're walking on Air!

Since Sept., 1956—a Four-Station Market*

but **KROD-TV** Maintains its **DOMINANCE!**

EL PASO TELEPULSE SHARE OF AUDIENCE MONDAY-FRIDAY 6 P. M. - 12 P. M.

| | MARCH 1956 | MARCH 1957 |
|-----------|----------------------|----------------------|
| KROD-TV | 56% | 56% |
| STATION B | 44% | 34% |
| STATION C | NOT ON AIR | 10% |
| STATION D | TOO SMALL TO MEASURE | TOO SMALL TO MEASURE |

And, KROD-TV's daytime dominance has increased! The latest ARB for El Paso shows KROD-TV's new "Movie Matinee" programmed 2:30-4:00 p.m. daily, now pulls a tremendous 84.6% share of audience. "Kartoon Carnival", 4-4:30 p.m. draws a fabulous 87.8% share of audience and "Popeye Theatre" at 5 p.m. draws a king-sized 74.9% share of audience against the Mickey Mouse Club on one station and Autry-Rogers features on another. Now—daytime is **BIGTIME!**

Let your Branham man give you the full story of hard-hitting Channel 4 in El Paso. High tower, high-power, imaginative programming and top promotion make KROD-TV the station that **MEANS BUSINESS!**

* As defined by all Trade Journals

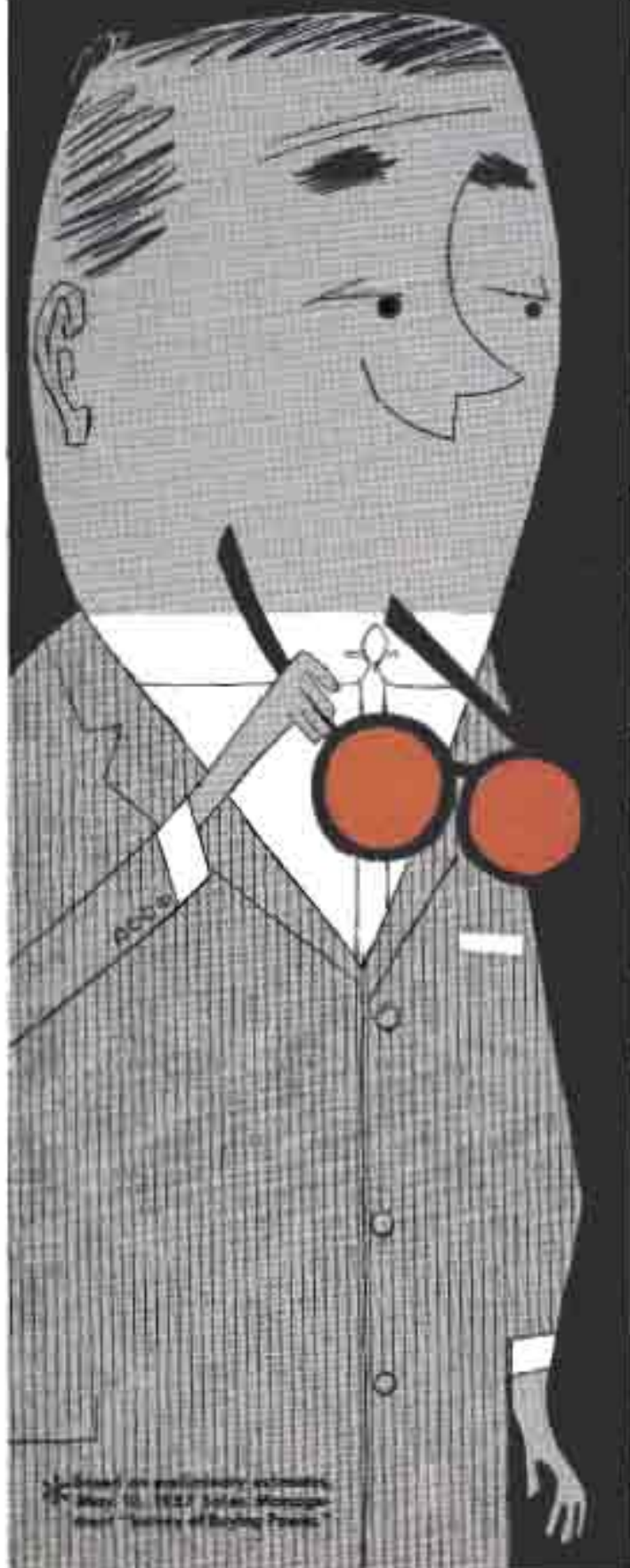
KROD-TV CHANNEL 4 EL PASO

Represented Nationally by The Branham Company

Dorrance D. Roderick, Pres.; Val Lawrence, Vice-President and Gen. Mgr.; Dick Watta, Gen. Sales Mgr.



*you don't need
"rose colored glasses"
with market facts
like these!*



WFAA-TV EFFECTIVELY BLANKETS ALL THIS!

* based on Television Magazine designation of the market.

** substantiated by A. C. Nielsen's NSI reports.

| | |
|-----------------------------------|-----------------|
| POPULATION | 2,401,300 |
| FAMILIES | 738,400 |
| EFFECTIVE BUYING INCOME | \$3,852,723,000 |
| RETAIL SALES | \$2,919,846,000 |
| FOOD SALES | \$ 614,385,000 |
| GEN'L. MERCHANDISE | \$ 450,457,000 |
| APPAREL | \$ 159,699,000 |
| FURNITURE, HOUSEHOLD | \$ 120,485,000 |
| GAS STATIONS | \$ 195,793,000 |
| AUTOMOTIVE | \$ 670,332,000 |
| DRUGS | \$ 100,862,000 |

WFAA-TV

DALLAS

NBC-ABC, Channel 8

*A television service of
The Dallas Morning News
Edward Perry & Co.,
National Representatives*

* based on preliminary estimates
May 15, 1957 Dallas Magazine
Dept. Bureau of Buying Power



Star-Studded Talent
sells for YOU on the

STATION OF THE STARS

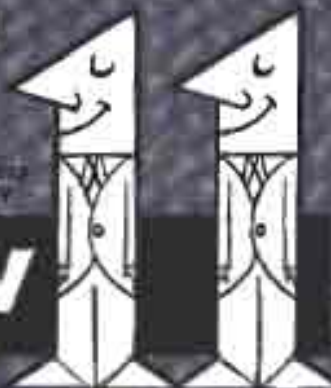


Top selling personalities in local shows, plus the greatest motion pictures ever to be shown on TV, from the MGM, Warner Brothers, and NTA libraries—that's the programming story that's making cash registers jingle for Channel 11 advertisers in the wealthy Fort Worth-Dallas market.

When you buy, check KFJZ-TV for low cost per thousand, plus powerful merchandising and service follow-up. Let the "Station of the Stars" give your sales a profit-making push—beginning today!

KFJZ-TV

FORT WORTH, TEXAS



TEXAS

EL PASO (Cont.)

KTSM-TV

LICENSEE: Tvi-State Broadcasting Co. Address: 801 N. Oregon St. Phone: Key-stone 2-5423. TWX No.: EP 131.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 21.5 kw. Present Operating Pow.: Visual 25 kw, Aural 21.5 kw. Antenna Height: Above average terrain 126 ft.; above ground 128 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1953.

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

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Loucks, Zisa, Young & Jansky; Consulting Engineer, George F. Adair.

PRINCIPAL STOCKHOLDERS: Karl O. Wyler, 70%; Karl O. Wyler Jr., 10%; F. L. Koons, 10%; and W. C. Bailey, 8%.

EXECUTIVES:

Karl O. Wyler, pres. & gen. mgr. Kenneth Walton, ch. engr.
Ray T. Chapman, com. mgr. & film buy. Jack Elliott, prom. mgr.
Jack Rye, gen. dir. Jack Salem, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30-9 p.m., Mon.-Sun.) | | | | | | |
| \$225.00 | \$125.00 | \$130.00 | \$113.75 | \$70.00 | \$65.00 | \$52.50 |
| Class B (9-6 p.m., 10:30-11:30 p.m., Mon.-Sun.; 3-4 p.m., Sat., Sun.) | | | | | | |
| \$200.00 | \$100.00 | \$104.00 | \$91.00 | \$60.00 | \$55.00 | \$45.00 |
| Class C (1-5 p.m., Mon.-Fri.) | | | | | | |
| \$152.50 | \$87.50 | \$92.50 | \$80.50 | \$53.00 | \$48.00 | \$39.00 |

Above are one-time rates. Frequency discounts allowed.

XEJ-TV (JUAREZ, MEXICO)

LICENSEE: Television de la Frontera, S. A. Address: P. O. Box 402, El Paso (For full listing see Foreign Stations)

**FORT WORTH
(Tarrant County)**

KFJZ-TV

LICENSEE: Texas State Network Inc. Address: 4001 W. Fairway. Phone: Westing 7-6631. TWX No.: FT 804.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 1310 ft.; above ground 1294 ft.

OPERATION: Began Sept. 11, 1955.

AFFILIATIONS: Tv Network, NTA. Station, Am. KFJZ.

REPRESENTATIVES: Sales, Elair-Tv; Washington Attorney, Wilber & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Gene L. Cagle, 18.20%; Ed W. Richardson, 22.75%; and Perry Bass, 15.75%. Licensee also owns KFDJ McAllen and 75% of KFDA-AM-TV Amarillo. Mrs. Cagle also owns 25% of KRGD-AM-TV Abilene.

EXECUTIVES:

Gene L. Cagle, pres. & gen. mgr. Arno Mosler, film buy.
John Hopkins, asst. gen. mgr. Bill Terry, prom. mgr.
Joe Evans, ch. engr. Porter Randall, news ed.
James Peterson, ch. engr.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class A (7:00-9 p.m., daily) | | | | | | |
| \$300.00 | \$160.00 | \$240.00 | \$210.00 | \$180.00 | \$125.00 | \$80.00 |
| Class B (1-3 p.m., Sun.; 1-3 p.m., Mon.-Sat.; 10:30-11 p.m., daily) | | | | | | |
| \$400.00 | \$200.00 | \$250.00 | \$170.00 | \$120.00 | \$100.00 | \$40.00 |
| Class C (all other times) | | | | | | |
| \$300.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$50.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WBAP-TV

LICENSEE: Carter Publications. Address: 290 Barnett. Postal Zone: 1. Phone: Jefferson 5-1861. TWX No.: FT 814.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 62.5 kw. Present Operating Pow.: Visual 100 kw, Aural 62.5 kw. Antenna Height: Above average terrain 1,072 ft.; above ground 1,113 ft.

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

OPERATION: Began Sept. 29, 1948.

AFFILIATIONS: Tv Network, NBC. Station, 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. Owners are A. G. Carter Jr., 18 2/3%; estate of Amos G. Carter, 16 2/3%; Ruth Carter Johnson, 16 2/3%; E. N. Hones, 14 1/2%; Nettie Burton Carter, 13 1/2%; and others.

EXECUTIVES:

Amos Carter Jr., pres. R. C. Stinson, ch. engr.
George Cranston, gen. mgr. Lynn Trammell, film buy.
Roy Bacon, com. mgr. Margret McDonald, prom. mgr.
Robert Gould, gen. dir. James A. Hyman, news ed.

(Continued on page 102)

WBAP-TV *Land* 48 RICH TEXAS COUNTIES*

NUMBER ONE MARKET IN THE SOUTH



WBAP-TV Land—now setting the pace for growth in the great Southwest. Recent developments in industry have stimulated the population growth tremendously. The newcomers to this area are spending substantial amounts of money purchasing new homes, new appliances, furniture and related items. Recent rains have added untold wealth to communities in the rural areas included in WBAP-TV Land. Prosperity and growth are tantamount in the luxuriant 53-county area in North Central Texas and Southern Oklahoma which surrounds the two great metropolitan areas of Fort Worth and Dallas.

For complete coverage of Fort Worth and Dallas plus 53 Texas and Oklahoma counties, be sure to specify WBAP-TV, your basic NBC station!

BASIC NBC

WBAP-TV 53 COUNTY MARKET TOTALS

| | |
|---|-----------------|
| POPULATION | 2,771,398 |
| FAMILIES | 840,398 |
| 1936 EFFECTIVE BUYING INCOME (NET DOLLARS) | \$4,328,480,000 |
| 1936 EFFECTIVE BUYING INCOME PER FAMILY (NET) | \$ 4,005 |
| 1936 RETAIL SALES | \$3,292,384,000 |
| 1936 FOOD SALES | \$ 702,526,000 |
| 1936 GENERAL MERCHANDISE SALES | \$ 499,718,000 |

Source: Sales Management Survey of Buying Power, May 10, 1937



WBAP-TV, pioneer station of the South, serves 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, strategically located between the Fort Worth and Dallas skylines, towers 1,113 feet in the air. WBAP-TV is the only station in the area offering complete COLOR telecasting facilities, and has the largest studio facilities in the Southwest, completely equipped with the finest recording and filming equipment.

*Plus 5 Counties in Oklahoma

FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES



WBAP-TV



BASIC NBC

FORT WORTH, TEXAS
STAR-TELEGRAM STATION

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

FORT WORTH (Cont.)

WBAP-TV (Cont.)

SUMMARY OF RATES (Card No. 110, Feb. 1, 1968)

| Hour | 30 Min. | 15 Min. | 10 Min. | 1 Min. | 30 Sec. | 2 Sec. |
|--|------------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | \$1,000.00 | \$600.00 | \$400.00 | \$200.00 | \$120.00 | \$100.00 |
| Class A (10-10:30 p.m., daily & 4-7 p.m., Sun.) | \$750.00 | \$450.00 | \$300.00 | \$150.00 | \$90.00 | \$75.00 |
| Class B (6-7 p.m., Mon.-Sat., 10:30-11 p.m., Sat., 1-4 p.m., Sun.) | \$500.00 | \$300.00 | \$200.00 | \$100.00 | \$60.00 | \$50.00 |
| Class C (Noon-4:30 p.m., 11 p.m.-midnight, daily) | \$350.00 | \$210.00 | \$140.00 | \$70.00 | \$42.00 | \$35.00 |
| Class D (1 a.m.-noon, daily) | \$300.00 | \$180.00 | \$120.00 | \$60.00 | \$36.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

GALVESTON

(Galveston County)

KGUL-TV (HOUSTON)

LICENSEE: Gulf Television Corp. Address: 11 Video Lane, Phone: 3-1807, TWX No.: GL 7905.

FACILITIES: Ch. 11. Authorized RF Ind. Pow.: Visual 318 kw, Aural 150 kw. Present Operating Pow.: Visual 263 kw, Aural 132 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,100 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 22, 1966.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Baker, CBS Tv Spots Sales; Washington Attorney, Covington & Burdick, Consulting Engineers, A. D. Ring & Adam.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co., 50%, and Paul E. Tart, 10%. Whitney Co. owns KOTV (TV) Tulsa, Okla., WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis, both ind., and number of community television systems.

EXECUTIVES:

Paul E. Tart, pres. & gen. mgr.
Robert S. Wilson, exec. mgr.
Tommy Thompson, pgr. dir.

M. B. Johnson, bus. mgr.
Holland Brewer, prom. mgr.
Frank Holloway, news ed.

SUMMARY OF RATES (Card No. 4, May 13, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 1 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (Program Units—7-10 p.m., daily. Announcements—4:50-10 p.m., daily) | \$1,200.00 | \$720.00 | \$480.00 | \$240.00 | \$120.00 | \$100.00 |
| Class A (Program Units—6-7 p.m., 10-10:30 p.m., daily. Announcements—1:50-4:30 p.m., 10-10:30 p.m., daily) | \$800.00 | \$480.00 | \$320.00 | \$160.00 | \$80.00 | \$65.00 |
| Class B (Program Units—5:30-8 p.m., 10:30-sign-off, daily. Announcements—7:20-8:20 p.m., 11:30-sign-off, daily) | \$600.00 | \$360.00 | \$240.00 | \$120.00 | \$60.00 | \$50.00 |
| Class C (Program Units—8 a.m.-8:30 p.m., daily. Announcements—8:50 a.m.-8:55 p.m., daily) | \$400.00 | \$240.00 | \$160.00 | \$80.00 | \$40.00 | \$30.00 |
| Class D (Program Units—sign-on-8 a.m., daily. Announcements—sign-on-8:50 a.m., daily) | \$300.00 | \$180.00 | \$120.00 | \$60.00 | \$30.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

HARLINGEN

(Cameras County)

KGBT-TV (BROWNSVILLE, McALLEN, WESLACO)

LICENSEE: Harbenton Broadcasting Co. Address: P.O. Box 111, Phone: Garfield 3-4980, TWX No.: HA 643.

FACILITIES: Ch. 4. Authorized RF Ind. Pow.: Visual 92.3 kw, Aural 50.3 kw. Present Operating Pow.: Visual 82.3 kw, Aural 50.1 kw. Antenna Height: Above average terrain 410 ft.; above ground 428 ft.

OPERATION: Began Oct. 4, 1964.

REACH A BIG AUDIENCE FAST
with Ziv's spectacular new **IMPACT** series!



"HARBOR COMMAND"

starring **WENDELL COREY**



THRILLING ADVENTURES OF AMERICA'S HARBOR POLICE!

AFFILIATIONS: Tv Networks, CBS, ABC, Station, Ant, KGDT.

REPRESENTATIVES: Sales, B-R Television, Clarke Brown Co., Washington Attorney, Cole & Markl, Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: James C. Looney, 65%; McHenry T. Tinsman, 10%; Troy McDaniel, 10%; and others.

EXECUTIVES:

Midway Tinsman, pres.
Troy McDaniel, gen. mgr., 24th fl.
W. L. Smith, com. mgr.
Stirling Zimmerman, well. ad. mgr.
Al Dink, ch. engr.
Hal Kassanoff, prom. mgr.
Jerry Fisher, news ad.

SUMMARY OF RATES (Case No. OTS, March 1, 1956)

| Hour | 15 Min. | 15 Min. | 15 Min. | 1 Min. | Min. | 1 Sec. |
|---|----------|----------|----------|--------|---------|---------|
| Class AA (7-9:30 p.m., daily) | \$200.00 | \$180.00 | \$120.00 | --- | \$80.00 | \$60.00 |
| Class A (6-7 p.m., 9:30-10:30 p.m., daily) | \$250.00 | \$130.00 | \$100.00 | --- | \$75.00 | \$50.00 |
| Class B (5-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.) | \$200.00 | \$170.00 | \$90.00 | --- | \$60.00 | \$40.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | --- | \$37.50 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

KRCV-TV (BROWNSVILLE, McALLEN, WESLACO)

LICENSEE: KRGV Television Inc. Address: 308 E. Missouri Ave., Weslaco, Tex. Phone: Woodlawn 3-3222 (For full listing see Weslaco.)

HOUSTON

(Harris County)

KGUL-TV (GALVESTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane, Galveston, Texas. Phone: Jackson 9-4811 (Houston). (For full listing see Galveston.)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: 6701 Cambridge St., P. O. Box 3833. Phone: Jackson 3-2521.

FACILITIES: Ch. 18. Authorized Ef. Rad. Pow.: Visual 40 kw, Aural 40 kw. Antenna Height: Above average terrain 280 ft.; above ground 700 ft.

OPERATION: Oct. 10, 1955.

AFFILIATION: Station, Ant, KDFW.

REPRESENTATIVES: Washington Attorney, Cole & Markl, Consulting Engineer, L. E. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs, 40%; Irvin Shuster, 10%; Douglas Huka, 5%; David H. Borth, 5%; Leot Green, 5%; Bailey A. Swenson, 5%. Max H. Jacobs, Huka, Green and Swenson own KNUZ Houston.

EXECUTIVES:

Max H. Jacobs, pres. David H. Norris, vp. & gen. mgr.

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

THE PRETTIEST FIGURES ...

76,604 UNDUPLICATED TV HOMES (Television Magazine, July 1957)

95% PENETRATION OF TOP INCOME GROUP

413,400 POPULATION

\$409,431,000 EFFECTIVE BUYING INCOME

52nd RANKING US METROPOLITAN MARKET

The LOWER RIO GRANDE VALLEY of Texas

For primary coverage it's

KRGV-TV

Weslaco, Texas.

Operating on maximum power of 100,000 Watts, with 791 Ft. Tower and 6 bay antennae—NBC and ABC fully interconnected . . . the Valley's only full time television station. Represented nationally by Paul H. Raymer Co., N. Y., Chicago, Detroit, Dallas, Atlanta, San Francisco and Hollywood.



TEXAS

HOUSTON (Cont.)



In
Houston



The turn
is to 13



Because
we think

Television
is more than





Old movies or
new ones



... more than
just riding
the network!

The Best
Network,
movies and
local "live"
everyday makes







The Chronicle Station, Channel 13
P.O. Box 12, Houston 1, Texas—
ABC Basic

Houston Consolidated Television Co.
General Manager, Willard E. Wallbridge
Commercial Manager, Bill Bennett
National Representatives:
Geo. F. Hallingbery Co.
500 Fifth Ave., New York 36, New York

KPRC-TV

LICENSEE: Houston Post Co. Address: 3014 Post Oak Rd. Phone: Madison 1-9211. TWX No.: HO 88.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow: Visual 100 kw. Aural 30.1 kw. Present Operating Pow: Visual 100 kw. Aural 50.1 kw. Antenna Height: Above average terrain 640 ft.; above ground 501.2 ft.
EQUIPPED TO COLORCAST network programs, local films, local shows.
OPERATION: Began Jan. 1, 1948.
AFFILIATIONS: Tv Network, NBC. Stations: Am, KPRC; Fm, KPRC-FM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Miller & Schneider; Consulting Engineer, Keat & Kennedy.
PRINCIPAL STOCKHOLDERS: W. P. Hobby and family, chief owners. Licensee publishes Houston Post. Mr. Hobby holds an option to purchase 32.5% of KPRC-TV Beaumont, Tex.
EXECUTIVES:
W. P. Hobby, pres.
Jack Harris, vp. & gen. mgr.
Joan McGrew, asst. mgr.
Jack Healy, com. mgr.
Hedge Rodney, pgn. dir.
Paul Hundstorf, ch. engr.
Kathryn Hammer, film buy.
Betty Haynsworth, prom. mgr.
Kirt Harris, asst. prom. mgr.
Edna Forester, publicity dir.
Pat Flaherty, news ed.

SUMMARY OF RATES (Card No. 1), May 1, 1957

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID. |
|--|------------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Mon.-Fri., 9-10 p.m., Sat., Sun.) | \$1,300.00 | \$600.00 | \$410.00 | \$250.00 | \$150.00 | \$150.00 |
| Class A (7:30-1 p.m., Mon.-Fri., 10-10:30 p.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$200.00 | \$120.00 | \$100.00 | \$110.00 |
| Class B (10:30-4:30 p.m., Mon.-Fri., 10:30-11 p.m., Sun.-Sat.; noon-6 p.m., Sat., Sun.) | \$300.00 | \$200.00 | \$140.00 | \$110.00 | \$120.00 | \$70.00 |
| Class C (7:30am-4:30 p.m., Mon.-Fri., 11 p.m.-sign-off, Sun.-Sat., sign-on-noon, Sat., Sun.) | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$80.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KTRK-TV

LICENSEE: Houston Consolidated Television Co. Address: 4513 Cullen Blvd. Postal Zone: 1. Phone: Jackson 8-1212. TWX No.: HO 582.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow: Visual 215 kw. Aural 170 kw. Present Operating Pow: Visual 214 kw. Aural 170 kw. Antenna Height: Above average terrain 560 ft.; above ground 528 ft.
EQUIPPED TO COLORCAST network programs, local films, local shows.
OPERATION: Began Nov. 20, 1954.
AFFILIATIONS: Tv Networks, ABC, NTA.
REPRESENTATIVES: Sales, George P. Hallingbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: KTRK Broadcasting Co. (KTRK Houston and Houston Chronicle), 25%; Ray Hoffelma, 10%; and others. Mr. Hoffelma also owns 25% of KTHX Houston, interlocking ownership with KLFY Lafayette, La.
EXECUTIVES:
John T. Jones Jr., pres.
Willard E. Wallbridge, com. mg.
Bill Bennett, com. mgr.
John E. Hill, pgn. dir.
Tom L. Hizer, ch. engr.
Hugh C. Pickett, film buy.
John C. Chapman, prom. mgr.
Ray Conway, news ed.

SUMMARY OF RATES (Card No. 2), April 1, 1957

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7-10 p.m., daily) | \$600.00 | \$340.00 | \$230.00 | \$170.00 | \$100.00 | \$100.00 |
| Class A (Program Units—6-7 p.m., daily. Announcements—6:30-7 p.m., daily) | \$750.00 | \$410.00 | \$280.00 | \$170.00 | \$140.00 | \$100.00 |
| Class B (Program Units—5-6 p.m., 10 p.m.—sign-off, daily. Announcements—6-6:30 p.m., 10-sign-off, daily) | \$400.00 | \$250.00 | \$180.00 | \$100.00 | \$120.00 | \$70.00 |
| Class C (Sign-on-6 p.m., daily) | \$100.00 | \$100.00 | \$100.00 | \$100.00 | \$80.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

KUHT(TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston & Houston Independent School District. Address: 3801 Cullen Blvd. Postal Zone: 6. Phone: Capital 1-2141.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow: Visual 40.8 kw. Aural 22.4 kw. Present Operating Pow: Visual 36.8 kw. Aural 22.4 kw. Antenna Height: Above average terrain 840 ft.; above ground 656 ft.
OPERATION: Began May 12, 1952.
AFFILIATION: Station, Fm, KUHT(FM).
REPRESENTATIVES: Washington A Morner, Beagan Cartwright, Houston; Consulting Engineer, George F. Adair Engineering Co.
EXECUTIVES:
A. D. Bruce, chancellor, U. of Houston
Patrick E. Welch, radio-tv dept. coord.
Dr. John W. Meany, dir., Radio-TV-Film Center
Ray Barthold, pgn. dir.
James Byrd, ch. engr.
Richard Uray, news & film dir.
George Collins, art dir.
Ray Yelton, ops. dir.



pioneer
in radio and
television and
still Houston's
most modern
facility!



Recent modernization includes new radio transmitter, new radio tower system and increase in operating space to 30,000 square feet.

Thirty-two years ago the selection of a Houston radio station was relatively simple. There was only one . . . KPRC. Eight years ago the selection of a Houston television station was relatively simple. There was only one . . . KPRC. Pioneering in broadcast media has been a welcomed opportunity for KPRC management since 1925. KPRC has grown, progressed and modernized, keeping pace through the years. Today there is only one completely modern radio and television facility in Houston . . . KPRC, offering the finest broadcast service in the South and Southwest. Radio 950 Kilocycles. Television Channel 2.

KPRC

Jack Harris, Vice President and General Manager • Edward Petry & Co., National Representatives • Jack McGrew, National Sales Manager

HOUSTON (Cont.)

KXYZ-TV

(Target Date, Unknown)

LICENSEE: Shamrock Broadcasting Co. Address: Gulf Bldg.

FACILITIES: Ch. 29. Authorized ET. Rad. Pow.: Visual 1,000 kw, Aural 301 kw. Antenna Height: Above average terrain 910 ft., above ground 600 ft.

AFFILIATION: Station, Am, KXYZ

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Glenn H. McCarthy and family, 100%.

EXECUTIVES: Glenn H. McCarthy, pres.

LAREDO

(Webb County)

KHAD-TV

LICENSEE: Vidéon Industries of America. Address: 220 Convent Ave. Phone: 2-3694. TWX No.: Laredo 248-L.

FACILITIES: Ch. 2. Authorized ET. Rad. Pow.: Visual 2.15 kw, Aural 1.27 kw. Present Operating Pow.: Visual 2.14 kw, Aural 1.27 kw. Antenna Height: Above average terrain 150 ft., above ground 223 ft.

OPERATION: Began Jan. 5, 1956.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Pearson, Tx.; Washington Attorney, Ross K. Pymant; Consulting Engineer, Guy C. Hushman.

PRINCIPAL STOCKHOLDERS: H. C. Avery Jr., 50%, and David H. Cole, 50%.

EXECUTIVES: H. C. Avery Jr., co-own. & film buy. Jim Shelton, pgn. dir., prom. mgr. David H. Cole, co-own. & film buy. & news ed. Annala Szwedka, asst. mgr. of eng. W. Irven Simpson, ch. engr. John A. Snyder, cont. mgr.

SUMMARY OF RATES (Card No. 1, April 13, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/2 Sec. | |
|---|----------|----------|---------|---------|-----------------|----------|---------|
| Class AA (7:30-9:30 p.m., Mon.-Sun.) | \$137.50 | \$112.50 | \$75.00 | \$65.00 | \$56.25 | \$37.50 | \$18.75 |
| Class A (8-1:30 p.m., 9:30-10:30 p.m., Mon.-Sun.) | \$150.00 | \$105.00 | \$72.50 | \$63.00 | \$54.00 | \$36.00 | \$18.00 |
| Class B (Sign-on-4 p.m., 12:30-sign-off, Mon.-Sun.) | \$135.00 | \$81.00 | \$54.00 | \$47.25 | \$40.50 | \$27.00 | \$13.50 |

Above are one-time rates. Frequency discounts allowed.

LUBBOCK

(Lubbock County)

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 3000 Ave. A. Phone: Sherwood 4-1454. TWX No.: LU 9003.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 380 ft., above ground 345 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1955.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co., Washington Attorn. West & Morgan; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: Caprock Bldg. Co. (KCBH Lubbock), 50%, Lettwith, 20%, and others. Joe E. Bryant is controlling stockholder KCBD.

EXECUTIVES: Joe E. Bryant, pres. & gen. mgr. Robert L. Snyder, asst. gen. mgr. George L. Taylor, com. engr. & film buy. 512 Tarker, pgn. dir. Frank Lee, ch. engr. Ray Polomaster, matl. dir. & prom. mgr. Joe Gilbert, news ed.

SUMMARY OF RATES (Card No. 8A, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/2 Sec. | |
|---|----------|----------|----------|----------|-----------------|----------|---------|
| Class AA (7-10 p.m., daily) | \$200.00 | \$150.00 | \$140.00 | \$122.50 | \$87.50 | \$70.00 | \$35.00 |
| Class A (6-7 p.m., 10-10:30 p.m., daily) | \$230.00 | \$150.00 | \$140.00 | \$122.50 | \$87.50 | \$60.00 | \$30.00 |
| Class B (5-6:30 p.m., Mon.-Sat., 10:00-11 p.m., daily; noon-4 p.m., Sun.) | \$202.50 | \$131.00 | \$105.00 | \$91.50 | \$68.00 | \$45.00 | \$22.50 |
| Class C (11-9 p.m., Mon.-Sat., after 11 p.m., daily) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$43.75 | \$30.00 | \$15.00 |
| Class D (8 a.m.-1 p.m., daily) | \$105.00 | \$63.00 | \$42.00 | \$36.75 | \$26.25 | \$18.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

KDUB-TV

LICENSEE: Texas Telecasting Inc. Address: 1600 College Ave. Phone: Sherwood 4-2345. TWX No.: LU 8111.

FACILITIES: Ch. 13. Authorized ET. Rad. Pow.: Visual 215 kw, Aural 126 kw. Present Operating Pow.: Visual 210 kw, Aural 126 kw. Antenna Height: Above average terrain 820 ft., above ground 843 ft.

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

OPERATION: Began Nov. 13, 1952.

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

REPRESENTATIVES: Sales, The Branham Co., Washington Attorney, Elliott C. Lovett; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: W. D. Rogers Jr., 25.00%; Vernice Ford, 14.0%; H. L. Roylandall, 12.50%; Flora Cameron Kampmann, 9.00%; and others. Texas Telecasting also owns KPAB-TV Sweetwater and KEDY-TV Big Spring, both Tex.

EXECUTIVES: W. D. Rogers, pres. & gen. mgr. W. H. Shirley, vp. adm. asst. & pres. mgr. Jimmie Isaac, vp. & gen. sta. mgr. E. A. Bennett, sell. sta. mgr. Ray Trent, pgn. dir. & film buy. Rudy Barnes, ch. engr. Duncan Edison, news ed. Jim Phillips, controller

SUMMARY OF RATES (Card No. 2, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1/2 Sec. | |
|--|----------|----------|----------|----------|-----------------|----------|---------|
| Class AA (Announcements-5-10 p.m., daily) | --- | --- | --- | --- | \$30.00 | \$25.00 | |
| Class A (Program Time-6-11:30 p.m., daily; Announcements-4-5 p.m., 12-12:30 p.m., daily) | \$150.00 | \$100.00 | \$140.00 | \$122.50 | \$87.50 | \$60.00 | \$30.00 |
| Class B (5-8 p.m., Mon.-Sat., 10:30-sign-off, daily; 1-4 p.m., Sun.) | \$102.50 | \$101.50 | \$105.00 | \$97.50 | \$80.00 | \$45.00 | \$22.50 |
| Class C (1-9 p.m., Mon.-Sat.) | \$175.00 | \$105.00 | \$70.00 | \$61.25 | \$43.75 | \$30.00 | \$15.00 |
| Class D (8 a.m.-1 p.m., daily) | \$105.00 | \$63.00 | \$42.00 | \$36.75 | \$26.25 | \$18.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

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get Ziv's spectacular new IMPACT series I**

"HARBOR COMMAND" starring **WENDELL COREY**

LUFKIN
(Angelina County)

KTRE-TV

LICENSEE: Fossil Capital Broadcasting Co. Address: P.O. Box 701. Phone: Neptune 3-7771. TWX No.: Lufkin 710.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Present Operating Pow.: Visual 27.5 kw, Aural 13.8 kw. Antenna Height: Above average terrain 280 ft.; above ground 540 ft.

OPERATION: Began Aug. 31, 1955

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

REPRESENTATIVES: Sales, Venard, Rintoul, McConnell, Clyde Melville Co.; 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, 13.6%; and others. Mr. Clay also owns 33 1/2% of WCNS (TV) Baton Rouge, La., and is executive vice president of KWKH Shreveport, La., and of KTHS and KTHV (TV) Little Rock, Ark.

EXECUTIVES:

R. W. Wortham Jr., pres. Boyd Porter Jr., pgm. dir. & prom. mgr.
Richard Lewin, vp., gen. mgr. & film buy. Fred Clinton Hill, ch. engr.
Murphy Martin, sta. mgr. & news ed.

SUMMARY OF RATES (Card No. G2, May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|--|----------|---------|---------|---------|-----------------|---------|
| Class A (6:30-10 p.m., Mon.-Fri.; 9-10:30 p.m., Sat., Sun.) | \$165.00 | \$90.00 | \$65.00 | \$52.50 | \$45.00 | \$22.00 |
| Class B (4-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 1-5 p.m., 10:30-11 p.m., Sat., Sun.) | \$100.00 | \$60.00 | \$30.00 | \$40.00 | \$30.00 | \$18.50 |
| Class C (Sign-on-1 p.m., after 10:30 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun.) | \$100.00 | \$45.00 | \$30.00 | \$25.00 | \$20.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

MIDLAND
(Midland County)

KMID-TV

LICENSEE: Midland Television Co. Inc. Address: P.O. Box 2756. Phone: Mutual 3-7321. TWX No.: ML 8115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 500 ft.; above ground 547 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Dec. 21, 1953.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell, Clarke Brown Co. (South); Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: J. Conrad Dunagan, 16.5%; R. H. Drewry, 29%; T. R. Warkentin, 16.4%; E. G. Rodman, 12.3%; and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, 58.15% of KRIE-Duncan and 74.5% of KQWA Enid, all Oklahoma. Mr. Warkentin owns 15.3%, 13.85% and 15.5% of same stations, respectively.

EXECUTIVES:

J. Conrad Dunagan, pres. Bill Buford, ch. engr.
Ray Herndon, gen. mgr. V. V. Scarpelli, prom. mgr.
George C. Collier, com. mgr. Jim Cotten, news ed.
Jerry Blair, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (6:30-10:30 p.m., Mon.-Sun.) | \$300.00 | \$150.00 | \$97.50 | \$62.50 | \$50.00 | \$30.00 |
| Class B (3-6:30 p.m., 10:30-11 p.m., Mon.-Sun.; 3-6:30 p.m., Sun.) | \$200.00 | \$120.00 | \$70.00 | \$50.00 | \$40.00 | \$25.00 |
| Class C (All other times) | \$150.00 | \$80.00 | \$52.50 | \$37.50 | \$30.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

MONAHANS
(Ward County)

(Target Date, Unknown)

LICENSEE: Tri-Cities Broadcasting Co. Address: P. O. Box 1133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Antenna Height: Above average terrain 419 ft.; above ground 507 ft.

REPRESENTATIVES: Washington Attorney, Dow Lohnes & Albartson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Owned equally by J. Ross Rusker, J. B. Wallon and Helen Winborne Walton.

NACOGDOCHES
(Nacogdoches County)

(Target Date, Unknown)

LICENSEE: East Texas Broadcasting Co. Address: P. O. Box 248.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 20.1 kw, Aural 10.75 kw. Antenna Height: Above average terrain 290 ft.; above ground 305 ft.

AFFILIATION: Station, Fm, KELS-FM.

REPRESENTATIVES: Washington Attorney, Haley, Wollenberg & Kerohan; Consulting Engineer, Guy C. Hutcheon.

PRINCIPAL STOCKHOLDER: Lee Scarborough, owner of KELS (FM), Nacogdoches.

EXECUTIVES:

Lee Scarborough, ptnr. T. Gillette Tilford, ptnr.
Joe D. Prince, ptnr.

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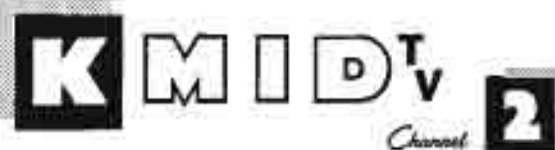
Centered in the Metropolitan Twin-Cities of

MIDLAND-ODESSA

*** FIRST ...**

- in the morning (ARB)
- in the afternoon (ARB)
- in the evening (ARB)
- in quarter-hour firsts (ARB)
- in the top 15 half-hour programs (10 out of 15—Pulse)
- in the top 10 multi-weekly programs (7 out of 10—Pulse)
- in local programming (ARB and Pulse)
- in number of national accounts
- in tv homes (see latest coverage study)

*ARB DEC. 1956 — TELEPULSE APR. 1957



Represented by: Venard, Rintoul & McConnell, Inc.
South by: Clarke Brown Co.



ODESSA
(Ector County)

KOSA-TV

LICENSEE: Odessa Television Co. Address: 1211 N. Whiskey Plaza, Federal 7-800. TWX No.: ODESSA 8887

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow. - Visual 100 kw, Aural 125 kw. Present Operating Pow. - Visual 110 kw, Aural 125 kw. Antenna Height: Above average terrain 740 ft., above ground 120 ft.

OPERATION: Began Jan. 1, 1958

AFFILIATIONS: Tv Network, CBS, Station, Am, KOSA

REPRESENTATIVES: Sales, Pearson Tv; Washington Attorney, Bailey, Wolfenbarg & Kenhan, Consulting Engineers, Ed Tutum

PRINCIPAL STOCKHOLDERS: C. I. Trigg, 80%; William B. Stone, 10%, and Brooks L. Harrah, 10%

EXECUTIVES:

Cecil L. Trigg, pres. & gen. mgr. William R. Sponak, ch. engr.
John Yeom, sta. mgr. George Duesler, film dir.
Ed Costello, asst. mgr. Wayne Johnston, prom. & publicity dir.
Slo Klein, prod. mgr.

SUMMARY OF RATES (Case No. 2, Aug. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1 Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (4:30-10:00 a.m., Mon.-Sun.) | \$220.00 | \$110.00 | \$100.00 | \$80.50 | \$60.50 | \$30.00 |
| Class B (12-4:00 p.m., Sun.; 5-6:30 p.m., 10:00-11 p.m., daily) | \$200.00 | \$120.00 | \$100.00 | \$70.00 | \$50.00 | \$25.00 |
| Class C (All other times) | \$150.00 | \$80.00 | \$60.00 | \$45.00 | \$30.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed

PORT ARTHUR
(Jefferson County)

KPAC-TV (BEAUMONT)

(Target Date, Sept. 14, 1957)

LICENSEE: Texas Goldcoast Television Inc. Address: 1715 S. 2nd St.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow. - Visual 100 kw, Aural 50 kw. Present Operating Pow. - Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 700 ft., above ground 300 ft.

AFFILIATIONS: Tv Network, NBC, Station, Am, KPAC

REPRESENTATIVES: Sales, Paul H. Rayner Co.; Washington Attorney, Fisher, Wayland, Dowell & Southard; Consulting Engineers, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Jointly owned by Port Arthur College and Jefferson Attachment Co. (others). College is also licensee of KPAC Port Arthur.

EXECUTIVES:

Julius M. Gordon, pres. & gen. mgr. Mark Newberry, asst. mgr.
Dwain Boatright, ch. engr.

SUMMARY OF RATES (Case No. 2, Sept. 14, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 1 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (Program Units-7:00 p.m., Sun.-Sat. Announcements-4:30-5:30 p.m., Sat.) | \$250.00 | \$210.00 | \$180.00 | \$150.00 | \$100.00 | \$40.00 |
| Class A (Program Units-8:30-11 p.m., 4:30-12 p.m., Sun.-Sat. Announcements-8:30-10:30 p.m., 9:31-10:01 p.m., Sun.-Sat.) | \$325.00 | \$250.00 | \$200.00 | \$150.00 | \$100.00 | \$40.00 |
| Class B (Program Units-7:30-8:30 a.m., 10:11 p.m., Sun.-Sat. Announcements-10:59 a.m., 8:00 p.m., 11:01 p.m., sign-off, Sun.-Sat.) | \$270.00 | \$180.00 | \$140.00 | \$105.00 | \$80.00 | \$30.00 |
| Class C (Program Units-11 a.m.-5:30 p.m., 11 p.m.-sign-off, Sun.-Sat. Announcements-10:59 a.m., 8:00 p.m., 11:01 p.m., sign-off, Sun.-Sat.) | \$175.00 | \$120.00 | \$90.00 | \$65.00 | \$50.00 | \$20.00 |
| Class D (Program Units-Sign-on 11 a.m., Sun.-Sat. Announcements-Sign-on-10:59 a.m., Sun.-Sat.) | \$122.50 | \$75.00 | \$60.00 | \$45.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed

MORE

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- ▶ TOWER
- ▶ COVERAGE



New ABB 18-County study (April 7-13, 1957) shows dominance of KOSA-TV. KOSA-TV leads all summarized afternoon and evening periods.

- TOWER:** 1013 feet above average city terrain
- POWER:** 316,000 watts of maximum signal strength
- POPULATION:** 348,000
- TV SETS:** 87,000

On the overall basis, Monday-Friday, between 9 A.M.-11 P.M., during the 200 rated quarter hours, KOSA-TV ranks first 187 quarter hours or 66.8% of the total time. It ranks second 82 quarter hours or 29.3% of the time during the same period.

Call John E. Pearson Company today for the full facts on how to reach the three-quarter billion dollar area covered only by KOSA-TV.



KOSA-TV CHANNEL 7
ODESSA, TEXAS

Represented by John E. Pearson Television, Inc.

SAN ANGELO

(Tom Green County)

KTUV (TV)

LICENSEE: Westex Television Co. Address: 1311 E. 24th St. Phone: 338-7373
No. 1893

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw.
Present Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Antenna Height:
Above average terrain 430 ft., above ground 443 ft.

OPERATION: Began July 5, 1955.

AFFILIATIONS: Tv Network: CBS, NBC, ABC.

REPRESENTATIVES: Sales, Veatch, Bassett & McConnell, Clyde Merrill Co.

PRINCIPAL STOCKHOLDERS: Louis O. Seibert, 40%; Roy E. Simmons, 20%;
E. P. Shubert, 20%; Houston R. Martin, 10%.

EXECUTIVES:

J. Marley Hubbard, gen. mgr. Sub. Editor: ch. engr.
& bus. buy. Doug Thompson, Ltr. mgr.
George Olson, com. mgr. Jim Mortland, news ed.
Al Cobb, pgn. dir.

SUMMARY OF RATES (Card No. 2, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 1 Sec. |
|-------------------------------|----------|---------|---------|---------|---------|---------|
| Class A (After 5 p.m., daily) | \$100.00 | \$50.00 | \$45.00 | \$30.00 | \$20.00 | \$10.00 |
| Class B (Before 5 p.m., sat.) | \$120.00 | \$60.00 | \$50.00 | \$37.00 | \$25.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

KVTX (TV)

(Target Date, Unknown)

LICENSEE: San Angelo Television Co. Address: First State Bank, Box 1044,
Texas.

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow.: Visual 3.02 kw, Aural 1.56 kw.
Antenna Height: Above average terrain 170 ft., above ground 227 ft.

REPRESENTATIVES: Attorney: Ross K. Prescott, Dallas, Consulting Engineer,
Guy C. Hutchinson.

PRINCIPAL STOCKHOLDERS: Lowell Smith and Lee H. Weatherby, 50% each.

EXECUTIVES:

Lowell Smith, pres. Lee H. Weatherby, pres.

SAN ANTONIO

(Brewer County)

KCOR-TV

LICENSEE: KCOR Inc. Address: 111 Eastwood St. Phone: Capitol 5-2751

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 6.09 kw.
Present Operating Pow.: Visual 11 kw, Aural 6.09 kw. Antenna Height:
Above average terrain 500 ft., above ground 598 ft.

OPERATION: Began June 10, 1955.

AFFILIATION: Station: Am. KCOR.

REPRESENTATIVES: Sales, Richard O'Connell Inc., Washington Attorney,
Clayton, Watsburg & Kennard, Consulting Engineer, Robert M. Williams
& Assoc.

PRINCIPAL STOCKHOLDERS: E. A. Carter, 50%; William F. Smythe, 40%;
and others.

EXECUTIVES:

Edward A. Carter, Sr., pres. Don Tamborella, com. mgr.
Nathan Soffer, vp. & gen. mgr. Emilio Morales, gen. & prof. en.
Robert A. Carter, Jr., vp. Marvin L. Fiedler, ch. engr.

SUMMARY OF RATES (Card No. 1, June 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 25 Sec. | 1 Sec. |
|----------------------------|----------|----------|---------|---------|--------------------|---------|
| Class A (6-10 p.m., daily) | \$200.00 | \$120.00 | \$90.00 | --- | \$60.00 | \$20.00 |
| | \$120.00 | \$90.00 | --- | \$60.00 | \$20.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

KENS-TV

LICENSEE: Express Publishing Co. Address: Ave. E & 4th St. Postal Zone:
4. Phone: Capitol 5-7411. TWX No.: SA 196.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height:
Above average terrain 440 ft., above ground 591 ft.

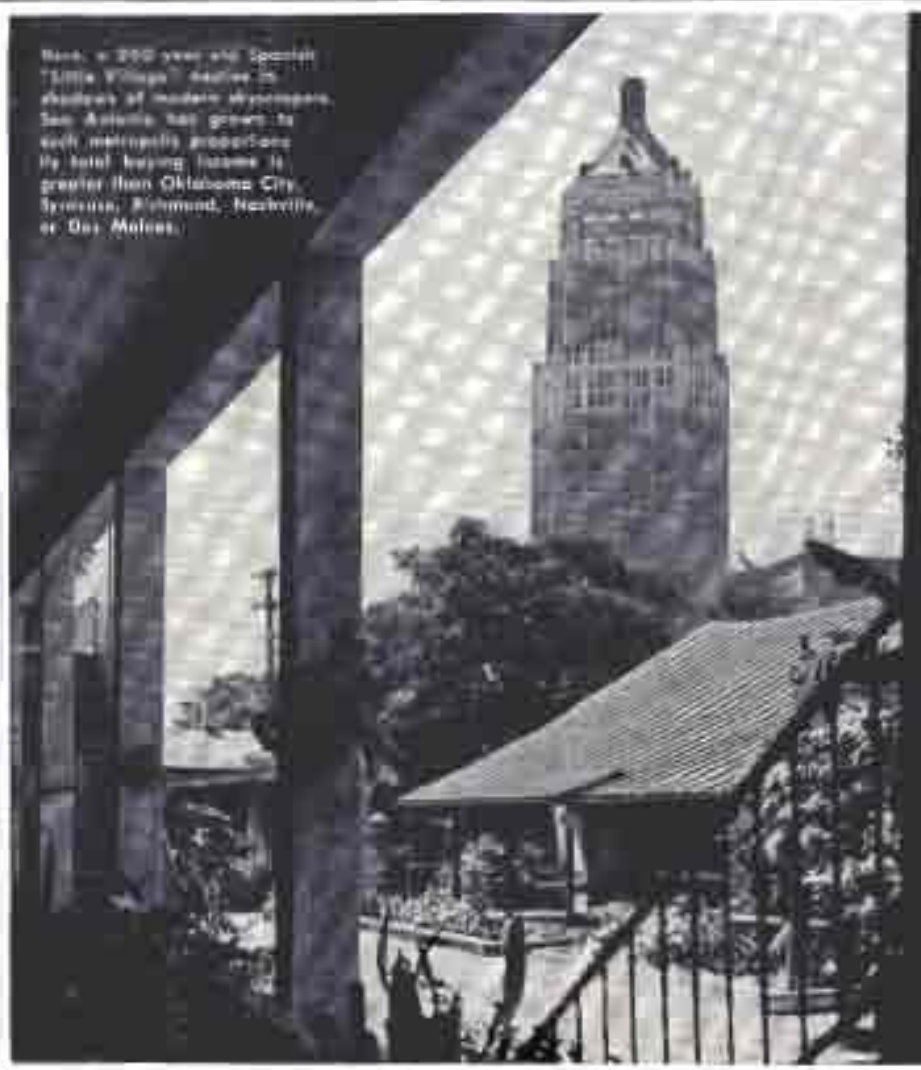
EQUIPPED TO COLGCAST: network programs.

OPERATION: Began Feb. 15, 1950.

AFFILIATIONS: Tv Network: CBS. Station: Am. KENS.

REPRESENTATIVES: Sales: Penna, Griffin, Woodward; Washington Attorney,
Lowrey, Egan, Young & Jansky; Consulting Engineer, Jansky & Bailey.

(Continued on page 28)



Now, a 250 year old Spanish
"Little Village" adds to
history of modern skyscrapers.
San Antonio has grown to
sixth metropolitan population
by total buying income it
exceeds other Oklahoma City,
Tulsa, Oklahoma, Nashville,
or Dallas.

**IN EACH TELEVISION MARKET
THERE IS ONLY ONE LEADER.
IN SAN ANTONIO, IT'S KENS-TV**



SAN ANTONIO, TEXAS



ASK YOUR
PETER GRIFFIN, WOODWARD COLONEL
FOR COMPLETE DETAILS.

SAN ANTONIO (Cont.)

KENS-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Licensee publishes San Antonio Express and News, George W. Brackendridge estate, III, c/o, Frank G. Huntress Jr., 20-4th, Mrs. Carrie S. Frost, 11-9th, Mrs. Katherine H. Minler, 1405, and others.

EXECUTIVES:

Frank G. Huntress Jr., pres. William J. Jackson, ch. mgr.
 Albert D. Johnson, gen. mgr. Robert W. Miller, news mgr.
 Wayne Kozal, adm. mgr. John W. Scott, news dir.

SUMMARY OF RATES (Card No. 24, May 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|----------|----------|----------|----------|------|---------|
| Class AA (7-10 p.m., Mon.-Sat., 5-11 p.m., Sun.) | \$700.00 | \$420.00 | \$300.00 | \$210.00 | --- | \$80.00 |
| Class A (10-12:30 p.m., Mon.-Sun.; 6:30-7 p.m., Mon.-Sat.) | \$900.00 | \$540.00 | \$360.00 | \$240.00 | --- | \$90.00 |
| Class B (10:30-11 p.m., Mon.-Sun.; 1-4 p.m., Sun.; 4-8:30 p.m., Mon.-Sat.) | \$450.00 | \$270.00 | \$180.00 | \$120.00 | --- | \$45.00 |
| Class C (Noon-3 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sun.; noon-1 p.m., Sun.) | \$325.00 | \$195.00 | \$130.00 | \$85.00 | --- | \$32.50 |
| Class D (Sign-on-12 p.m., Sun.-Sat.; sign-on-noon, Sun.) | \$200.00 | \$100.00 | \$60.00 | \$40.00 | --- | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

KONO-TV

LICENSEE: Memon Telecasting Corp. Address: 1408 N. St. Mary's St., Postal Zone: 12. Phone: Capital 5-1111. TWX No. 5A 122.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 154 kw. Present Operating Pow.: Visual 115 kw, Aural 150 kw. Antenna Height: Above average terrain 400 ft.; above ground 173 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 21, 1957.

AFFILIATIONS: Tv Network, ABC. Stations: Am, KONO, Pm, KONO-FM.

REPRESENTATIVES: Sales, H-R Television, Clark Brown Co.; Washington Attorney, Welch, Mull & Morgan.

PRINCIPAL STOCKHOLDERS: Memon Broadcasting Inc. (KONO-AM-FM) which is owned by Eugene J. Roth, 305, James M. Brown, 10, Bob A. Roth, 74, and Jack Roth, 75.

EXECUTIVES:

Eugene J. Roth, pres. Waldon Sawyer, ch. mgr.
 James M. Brown, gen. mgr. George W. Ing, casting dir. & film buy.
 Bob A. Roth, comm. mgr. Jack Martin, prom. mgr.
 Ed Hyman, pgm. dir. Kay Herbert, news ed.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|----------|----------|----------|----------|---------|----------|
| Class AA (7-10 p.m., Mon.-Sat., 6-10 p.m., Sun.) | \$380.00 | \$228.00 | \$152.00 | \$101.00 | \$67.00 | \$81.00 |
| Class A (6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily) | \$480.00 | \$288.00 | \$192.00 | \$128.00 | --- | \$148.00 |
| Class B (10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sun.; 5-8:30 p.m., Mon.-Sat.) | \$380.00 | \$228.00 | \$152.00 | \$101.00 | --- | \$128.00 |
| Class C (Noon-3 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sun.; noon-1 p.m., Sun.) | \$240.00 | \$144.00 | \$96.00 | \$64.00 | --- | \$84.00 |
| Class D (Sign-on-noon, Mon.-Sun.) | \$120.00 | \$60.00 | \$40.00 | \$26.00 | --- | \$32.00 |

Above are one-time rates. Frequency discounts allowed.

WOAI-TV

LICENSEE: Southland Industries Inc. Address: 1021 Navarre St., Postal Zone: 6, Phone: Capital 7-4221. TWX No. 8A 17.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 480 ft.; above ground 558 ft.

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

OPERATION: Began Dec. 11, 1948.

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

REPRESENTATIVES: Sales, Edward Peiry & Co.; Washington Attorney, Hagan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Hugh A. L. Hall, and family.

EXECUTIVES:

Hugh Hall Jr., chmn. of bd. Charles L. Jeffers, engng. vp.
 James M. O'Brien, pres. & gen. mgr. Faye Lovvitt, film dir.
 Edward V. Chevalier, comm. mgr. Bill N. Yancy, prom. mgr.
 Robert Reed, pgm. mgr. Henry Howell, news ed.

SUMMARY OF RATES (Card No. 14, April 13, 1950)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | \$ Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7-9:30 p.m., Mon.-Sat., 9-9:30 p.m., Sun.) | \$700.00 | \$420.00 | \$280.00 | \$180.00 | \$120.00 | \$170.00 |
| Class A (9:30-11 p.m., Mon.-Sat.; 9:30-10:30 p.m., Mon.-Sun.) | \$800.00 | \$480.00 | \$320.00 | \$210.00 | \$140.00 | \$200.00 |
| Class B (10-11:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-4 p.m., Sun.) | \$450.00 | \$270.00 | \$180.00 | \$120.00 | \$80.00 | \$95.00 |
| Class C (11 p.m.-sign-off, Mon.-Sun.; 1-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.) | \$300.00 | \$180.00 | \$120.00 | \$80.00 | \$50.00 | \$60.00 |
| Class D (All other times) | \$120.00 | \$60.00 | \$40.00 | \$24.00 | \$16.00 | \$18.00 |

Above are one-time rates. Frequency discounts allowed.

SWEETWATER

(Nolan County)

KPAR-TV (ABILINE)

LICENSEE: Texas Telecasting Inc. Address: 7400 College, Phone: Sherwood 4-2085. TWX No. 1-U 8111.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 81.7 kw, Aural 48.7 kw. Present Operating Pow.: Visual 81.3 kw, Aural 48.1 kw. Antenna Height: Above average terrain 580 ft.; above ground 682 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 1, 1955.

AFFILIATIONS: Tv Network, CBS.

REPRESENTATIVES: Sales, The Graham Co., Washington Attorney, Stuart C. Lovell, Consulting Engineer, Keas & Kennedy.

PRINCIPAL STOCKHOLDER: See KDOB-TV Lubbock, Tex.

EXECUTIVES:

W. D. Boyer, pres. & gen. mgr. Rudy Strawn, ch. mgr.
 Don C. Galtree, sta. mgr. W. H. Higgins, prom. mgr.
 E. A. Hargett, natl. ads. mgr. Duncan Ellison, news ed.
 Ray Trent, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (7-10:30 p.m., daily) | \$200.00 | \$120.00 | \$80.00 | \$50.00 | \$30.00 | \$35.00 |
| Class B (7-8 p.m., Mon.-Sat.; 10:30-sign-off, daily; 1-4 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$35.00 | \$22.50 | \$27.50 |
| Class C (11-5 p.m., Mon.-Sat.) | \$100.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 | \$17.50 |
| Class D (8 a.m.-1 p.m., daily) | \$60.00 | \$30.00 | \$20.00 | \$12.00 | \$7.50 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

TEMPLE

(Bell County)

KCEN-TV (WACO)

LICENSEE: Bell Publishing Co. Address: P.O. Box 181. Phone: Prospect 3-0885. TWX No.: 5-277. Texas 588.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 520 ft.; above ground 620 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953.

AFFILIATIONS: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hallingbery Co., Clyde Melville Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consultant Engineer, A. Ray Cullum Jr.

PRINCIPAL STOCKHOLDERS: Frank W. Mayborn, 90%, and C. A. Schulz, 10%. Licensee publishes Temple Telegram. Mr. Mayborn is principal stockholder in Sherman Democrat and Kilham Herald, both Tex. Mr. Mayborn also owns KTEM Temple, Tex.

EXECUTIVES:

Frank W. Mayborn, pres. Cecil Lewis, sta. mgr.
 Burton Bishop, gen. mgr. Charles M. Casey, ch. mgr.
 & film buy. Glenn Brown, news ed.

SUMMARY OF RATES (Card No. 2, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (7-10 p.m., Mon.-Fri.; 9-10 p.m., Sat., Sun.) | \$250.00 | \$150.00 | \$100.00 | \$65.00 | \$40.00 | \$50.00 |
| Class B (6-7 p.m., Mon.-Fri.; noon-3 p.m., Sat., Sun.; 10-10:30 p.m., Mon.-Sun.) | \$200.00 | \$120.00 | \$80.00 | \$55.00 | \$35.00 | \$45.00 |
| Class C (Noon-3 p.m., Mon.-Fri.; 10:30 p.m.-midnight, Mon.-Sun.) | \$175.00 | \$105.00 | \$70.00 | \$45.00 | \$27.50 | \$35.00 |
| Class D (11 a.m.-noon, Mon.-Fri.; 9 a.m.-noon, Sat.) | \$100.00 | \$50.00 | \$35.00 | \$20.00 | \$12.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

TEXARKANA

(Harris, Tex. & Miller, Ark. Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 33-8281 (after Sept. 11 33-1131). TWX No.: TEX 200.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 280 ft.; above ground 390 ft.

EQUIPPED TO COLORCAST network programs.

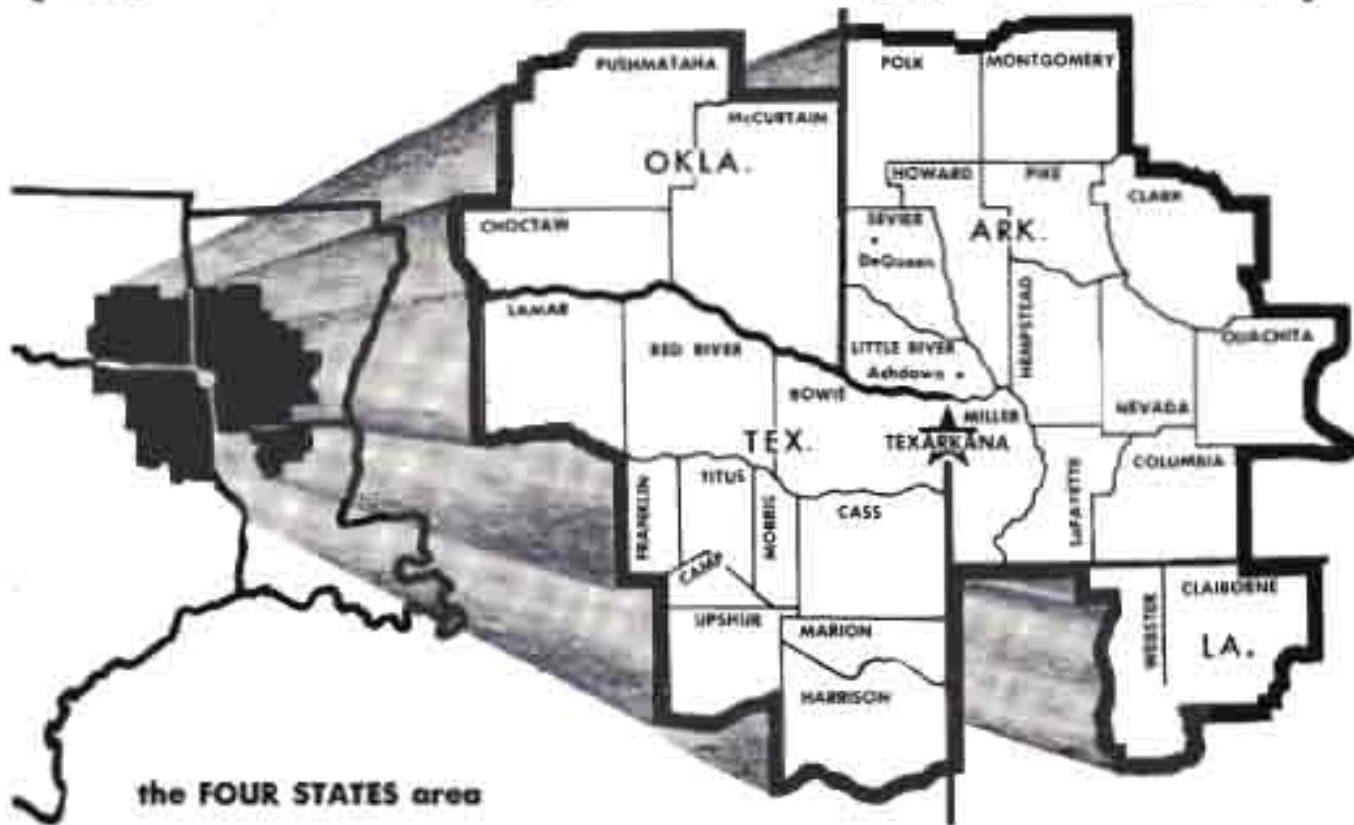
OPERATION: Began Aug. 14, 1953.

AFFILIATIONS: Tv Network, CBS, ABC. Stations: Am, KCMC; Pm, KCMC-FM.

REPRESENTATIVES: Sales, Vincent, Rinkoff & McCormick; Clyde Melville Co. James E. Ayers Co., Washington Attorney, Eugene F. Burke, Consultant Engineer, Commercial Radio Equipment Co.

(Continued on page 281)

HUB OF THE GREAT SOUTHWEST



the FOUR STATES area

An Exclusive Market...

DOMINATED BY FULL POWER CHANNEL SIX!

*** 130,000* TV HOMES * 575,000 PEOPLE**

*\$600,000,000 Consumer Spendable Income * \$450,000,000 Retail Sales * 200,000 Farm Population*

SERVED BY THE POWERHOUSE WITH OVER 300 MONTHLY HOURS OF TOP NETWORK PROGRAMMING

NETWORK
COLOR



WALTER M. WINDSOR
General Manager

KCMC-TV

CHANNEL 6 100,000 WATTS
TEXARKANA, TEXAS-ARKANSAS

Represented By
Venard, Rintoul & McConnell, Inc.

*NCS #2 updated by
Pulse and Station
estimate to 9-1-57



RICHARD M. PETERS
Commercial Manager

TEXARKANA (Cont.)

KCMC-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Camden News Pub. Co. (Camden, Ark.) News; Walter E. Hummer, 20%; C. E. Palmer and wife, 40%; and others. Texarkana Newspapers Inc. (Texarkana, Gauley and News), controlled by Mr. Palmer, owns all Class A common non-voting stock. Texarkana Newspaper also owns Hot Spring Section and Record & New Era; Eldorado News and Times, 50%; of Hope Star and 20% of Magnolia Banner News, all Ark., and 25% of Jacksonville (Tex.) Progress.

EXECUTIVES:

C. E. Palmer, pres.
Walter E. Hummer, exec. vp.
Walter M. Windsor, gen. mgr.
Richard M. Peters, cum. mgr. & prom. mgr.
Lee Egan, gen. dir.
William W. Atkinson, ch. engr.
Robert L. McCoy, prod. mgr.
& film dir.
Bill Gill, news dir.

SUMMARY OF RATES (Card No. 2, April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 1 Sec. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.-Sun.) | \$250.00 | \$150.00 | \$84.00 | \$70.00 | \$60.00 | \$30.00 |
| Class B (4:30-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 2:30-4:30 p.m., 10:30-11 p.m., Sat.-Sun.) | \$180.00 | \$100.00 | \$58.00 | \$50.00 | \$43.00 | \$21.00 |
| Class C (12:30-4:30 p.m., 10:30-midnight, Mon.-Fri.; 12:30-2:30 p.m., 11 p.m.-midnight, Sat.-Sun.) | \$130.00 | \$78.00 | \$42.00 | \$38.00 | \$30.00 | \$15.00 |
| Class D (Midnight-12:00 p.m., daily) | \$100.00 | \$60.00 | \$32.00 | \$27.00 | \$23.00 | \$11.50 |

Above are one-time rates. Frequency discounts allowed.

TYLER

(Smith County)

KLTV (TV)

LICENSEE: Channel 7 Co. Address: P.O. Box 301 Phone: Tyler 2-0625 TWX No. TY 4812.

FACILITIES: Ch. 7, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 214 kw Present Operating Pow. Visual 28 kw, Aural 214 kw. Antenna Height Above average terrain 220 ft.; above ground 65 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Oct. 14, 1954

AFFILIATIONS: TV Networks, NBC, CBS, ABC, 20/20, AN, XGKB.

REPRESENTATIVES: Sales, H-B Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohman & Culver.

PRINCIPAL STOCKHOLDERS: Lucille Ross and Gerald Neil Lansing, 40% each and Marshall Peppys, 20%. The Lansing own XGKB Tyler and Mr. Peppys owns 22 1/2% of WATO Oak Ridge, Tenn.

EXECUTIVES:

Marshall H. Peppys, gen. mgr.
John Lunan, cum. mgr.
Bonnie Lunan, pgm. dir.
Hudson Collins, ch. engr.
Frank Sherry, film dir.
Raigh Coleman, news ed.

SUMMARY OF RATES (Card No. 2, Nov. 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 1 Sec. |
|----------------------------------|----------|----------|----------|---------|-----------------|---------|
| Class AA (1:30-9:00 p.m., daily) | \$200.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$30.00 |

| | | | | | | |
|---|----------|----------|---------|---------|---------|---------|
| Class A (6:00-7:30 p.m., 9:30-10 p.m., daily) | \$250.00 | \$150.00 | \$80.00 | \$75.00 | \$60.00 | \$30.00 |
| Class B (4:00-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 2:30-4:30 p.m., Sat.-Sun.) | \$200.00 | \$120.00 | \$60.00 | \$50.00 | \$40.00 | \$20.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$50.00 | \$40.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

VICTORIA

(Victoria County)

(Target Date, Unknown)

LICENSEE: Altek Television Co. Address: Victoria Bank & Trust Bldg.

FACILITIES: Ch. 12, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 187 kw. Antenna Height: Above average terrain 321.6 ft.; above ground 359 ft.

AFFILIATION: Station, Am. KHAL.

REPRESENTATIVES: Attorney R. K. Presscott, Dallas; Consulting Engineer, Guy C. Hutchison.

PRINCIPAL STOCKHOLDER: Albert B. Altek, owner of KHAL Victoria.

EXECUTIVE: Albert B. Altek, pres.

WACO

(McLennan County)

KWTX-TV (TEMPLE)

LICENSEE: KWTX Broadcasting Co. Address: 4220 Banquo Blvd., Phoen. Plaza 4-4451 TWX No. 4886.

FACILITIES: Ch. 10, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 227 kw. Present Operating Pow. Visual 30 kw, Aural 227 kw. Antenna Height: Above average terrain 220 ft.; above ground 60 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began April 2, 1956

AFFILIATIONS: TV Networks, CBS, ABC, Station, Am. KWTX.

REPRESENTATIVES: Sales, Paul H. Barnhart Co., Washington Attorney, Louisa, La. Young & Janaky, Consulting Engineer, A. Earl Cuffman Jr.

PRINCIPAL STOCKHOLDERS: W. W. Hanson, 12.5%; Helen E. Howell, 12.5%; Edna M. Sims, 5.2%; Mildred N. Bostick, 5.1%; W. W. Cullen, 5.7%; Robert E. Levy, 5.2%; Thomas G. Stirling, 4.2%; Elizabeth S. Chase, 3.3%; and L. B. J. Co., 28.0%. L. B. J. Co. owns KTHC-AM-TV Austin and 50% of KRGV-AM-TV Webster (both Tex. KWTX (orig. owns 50% of KTHC-TV Bryan, Tex.

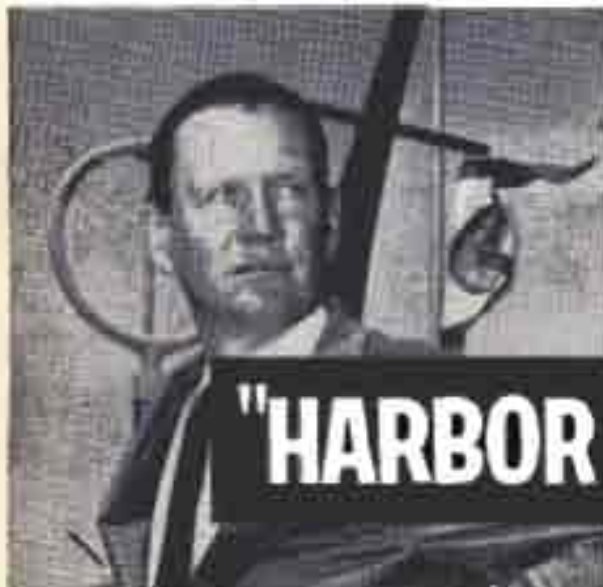
EXECUTIVES:

W. W. Hanson, pres.
M. N. Bostick, v.p. & gen. mgr.
& film dir.
Chas. Boland, nat'l. ch. mgr.
Carl Mathes, gen. dir.
Jesse Dove, ch. mgr.
Bruce Owens, prod. mgr.
Red Collins, news dir.

SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 1 Sec. |
|--|----------|----------|---------|--------|-----------------|---------|
| Class A (5-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.) | \$300.00 | \$180.00 | | | \$80.00 | \$30.00 |
| Class B (4-5 p.m., Mon.-Fri.; 2-4 p.m., Sat.; sign-on-mon., Sun.; 10:30-11:30 p.m., Sun.-Sat.) | \$225.00 | \$135.00 | | | \$45.00 | \$22.50 |
| Class C (All other times) | \$150.00 | \$90.00 | | | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.



ALL THE
SEETHING DRAMA
OF OUR SEAPORTS

... to captivate large and loyal audiences!

"HARBOR COMMAND"

STARRING
WENDELL COREY



ZIV'S SPECTACULAR NEW IMPACT SERIES!

WESLACO

(Hidalgo County)

KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)

LICENSEE: KRGV Television Inc. Address: 300 S. Missouri Ave. Phone: Wood- town 8-2531. TWX No.: Weslaco 472.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 750 ft.; above ground 701 ft.

OPERATION: Began April 10, 1954.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co., Washington Attorney, Dow, Lotman & Albertson; Consulting Engineer, W. G. Edgerton.

PRINCIPAL STOCKHOLDERS: O. L. (Ted) Taylor, 50%, and L. B. J. Co. (RTDC-AM-TV Austin, Tex.), 30%. L. B. J. Co. also owns 20% of KHTX-TV Bryan and KWTX-AM-TV Waco, both Tex.

EXECUTIVES:

O. L. Taylor, pres. & gen. mgr. Lewis Hartwig, ch. prog.
Bill Rucker, asst. gen. mgr. Bert Johnson, prom. mgr.
Tom Mgr. & film buy. Head Smith, news ed.
Dallas Wales, adm. dir.

SUMMARY OF RATES (Card No. 3, March 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|---|----------|----------|----------|--------|-----------------|---------|
| Class AA (7-8:30 p.m., Mon.-Sun.) | \$200.00 | \$100.00 | \$125.00 | --- | \$80.00 | \$60.00 |
| Class A (8-9 p.m., Mon.-Fri.; 8:30-10 p.m., Mon.-Sun.; 1-4:30 p.m., Sat., Sun.) | \$225.00 | \$125.00 | \$150.00 | --- | \$95.00 | \$75.00 |
| Class B (10:30-4 p.m., 10:30 p.m.-midnight, Mon.-Fri.) | \$185.00 | \$115.00 | \$140.00 | --- | \$85.00 | \$65.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$100.00 | --- | \$55.00 | \$45.00 |

Above are one-time rates. Frequency discounts allowed.

WICHITA FALLS

(Wichita County)

KFDX-TV

LICENSEE: Wichita Radio & Television Corp. Address: P.O. Box 200. Phone: 5-6666. TWX No.: WF 485.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 300 ft.; above ground 258 ft.

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

OPERATION: Began April 22, 1952.

AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Paul H. Raymer Co., Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannon, 50.00%; Darrold A. Cannon Jr., 14.1%; Howard H. Fry, 1.1%; and others: D. A. Cannon owns 34.8% of KFDX-AM-TV Beaumont, Tex.

EXECUTIVES:

D. A. Cannon, pres. Warren Silver, adm. dir.
Howard H. Fry, gen. mgr. John Adams, ch. engr.
& film buy. D. A. Cannon Jr., prom. mgr.
Bob Walker, asst. mgr. Norman Duncan, news ed.

SUMMARY OF RATES (Card No. 3, April 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|---|----------|----------|----------|---------|-----------------|---------|
| Class A (8:30-10:30 p.m., Sat.) | \$250.00 | \$125.00 | \$150.00 | \$85.00 | \$70.00 | \$62.00 |
| Class B (10:30-4:30 p.m., 10:30-10:30 p.m., Mon.-Sat.; 1-4:30 p.m., Sun.) | \$200.00 | \$100.00 | \$125.00 | \$75.00 | \$60.00 | \$52.00 |
| Class C (All other times) | \$150.00 | \$75.00 | \$100.00 | \$55.00 | \$45.00 | \$38.00 |

Above are one-time rates. Frequency discounts allowed.

KSYD-TV

LICENSEE: KSYD Television Co. Address: P.O. Box 2136. Phone: 2-2827. TWX No.: WF 438.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 430 ft.; above ground 405 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 26, 1952.

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

REPRESENTATIVES: Sales, Blair Tv. Assoc., Washington Attorney, Loren, Winer & Bergson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Sidney A. Grayson, 5%; Nat Levine, 25%; Irving L. Gold, 12.5%; Ben Aaron, 8.6%; Theodore Stachurski, 25%; and others.

BROADCASTING • TELECASTING

EXECUTIVES:

Syd Simpson, pres. gen. mgr. Herbert T. Wiley, ch. engr.
& film buy. Phyllis F. Norman, prom. mgr.
Bob Cain, adm. mgr. Bill Wood, news ed.
Mark Walsh, adm. dir.

SUMMARY OF RATES (Card No. 3, April 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | \$ Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (7-10 p.m., Mon.-Sat.; 8:30-10 p.m., Sun.) | \$200.00 | \$110.00 | \$140.00 | \$75.00 | \$60.00 | \$52.00 |
| Class B (8-9 p.m., 10-10:30 p.m., Mon.-Sat.; 10:30-4:30 p.m., 10-10:30 p.m., Sun.) | \$200.00 | \$110.00 | \$140.00 | \$75.00 | \$60.00 | \$52.00 |
| Class C (6:30-9:30 p.m., 10:30 p.m., sign-off, Mon.-Sat.; sign-on-noon, 10:30 p.m.-sign-off, Sun.) | \$200.00 | \$110.00 | \$140.00 | \$75.00 | \$60.00 | \$52.00 |

Above are one-time rates. Frequency discounts allowed.

UTAH

UTAH MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Beaver | 1,700 | 8 | 130 | 4,240 | 284 | 125 |
| Box Elder | 5,500 | 78 | 4,270 | 20,441 | 3,703 | 808 |
| Cache | 8,400 | 69 | 6,440 | 22,313 | 4,246 | 786 |
| Carbon | 7,200 | 31 | 2,230 | 23,724 | 4,439 | 542 |
| Daguerre | 100 | 19 | 20 | 50 | --- | --- |
| DeW | 10,000 | 78 | 8,270 | 29,572 | 6,214 | 1,281 |
| Duchesne | 2,600 | 19 | 500 | 4,749 | 1,882 | 612 |
| Emery | 1,400 | 31 | 440 | 2,360 | 387 | 101 |
| Garfield | 800 | 8 | 60 | 2,080 | 256 | 60 |
| Grand | 800 | 31 | 250 | 5,680 | 370 | 100 |
| Iron | 2,300 | 9 | 210 | 15,280 | 2,389 | 604 |
| Juab | 1,500 | 40 | 600 | 4,704 | 688 | 213 |
| Kane | 600 | 8 | 50 | 1,884 | 217 | 80 |
| Millard | 2,400 | 40 | 960 | 4,206 | 608 | 160 |
| Morgan | 600 | 61 | 370 | 2,357 | 730 | 140 |
| Platte | 500 | 9 | 50 | 360 | 112 | --- |
| Rich | 300 | 61 | 180 | 706 | 32 | --- |
| Salt Lake | 80,700 | 61 | 49,220 | 442,760 | 90,370 | 17,376 |
| San Juan | 1,900 | 8 | 150 | 5,390 | 308 | 84 |
| Saratoga | 3,700 | 40 | 1,480 | 6,230 | 1,772 | 370 |
| Sevier | 3,300 | 40 | 1,320 | 14,486 | 2,338 | 540 |
| Summit | 1,700 | 61 | 1,040 | 4,862 | 289 | 220 |
| Tuacale | 3,500 | 68 | 2,380 | 14,034 | 3,378 | 588 |
| Uintah | 3,700 | 13 | 510 | 8,006 | 1,264 | 306 |
| Utah | 22,700 | 77 | 18,250 | 81,481 | 18,768 | 3,378 |
| Wasatch | 1,300 | 61 | 790 | 5,077 | 384 | 114 |
| Washington | 2,300 | 8 | 180 | 10,649 | 1,618 | 215 |
| Wayne | 300 | 8 | 20 | 510 | 27 | --- |
| Weber | 10,600 | 78 | 8,280 | 109,211 | 26,394 | 5,307 |
| Total | 220,400 | 70% | 145,830 | \$ 869,224 | \$ 177,281 | \$ 32,227 |

Note: Food, drug and retail sales copyright 1954 by Sales Management. Further reproduction is unauthorized. Tv set circulation figures, estimated by Advertising Research Foundation as of March, 1954 and released in Sept., 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

THRILLS that send ratings up, up, up!

"HARBOR COMMAND"
by **WENDELL COREY**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

SALT LAKE CITY
(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah, Address: 142 Social Hall Ave. Postal Zone: 11. Phone: Elgin 5-4841, TWX No.: SU 272.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 23.1 kw, Aural 84.3 kw. Present Operating Pow.: Visual 23.1 kw, Aural 84.3 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 90 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1948.

AFFILIATIONS: Tv Network, CBS; Stations, Am. KSL, Pm, KSL-FM.

REPRESENTATIVES: Sales, CBS Spot Sales; Washington Attorney, Wilkerson, Graton, Barber & Hawkins, Consulting Engineer, A. D. Bing & Assn.

PRINCIPAL STOCKHOLDERS: Church of Jesus Christ of Latter Day Saints (Mormon), 62.5%; Spencer F. Felt, 4.27%; and others. Mormon Church also owns 40% of KID-AM-TV Idaho Falls, Idaho, and 12% of KBOI-AM-TV Boise, Idaho.

EXECUTIVES:

Jay W. Wright, exec. vp.
D. Lannox Mordank, vp. & mgr.
Edward B. Kimball, ch. mgr.
Wayne F. Richards, gen. dir.
Scott R. Clawson, prod. mgr.

Vincent E. Clayton, ch. engr.
Richard V. Thirlot, film dir.
Robert D. Mordank, prom. dir.
Rulon J. Bradley, news ed.

SUMMARY OF RATES (Card No. 7, June 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7:20-9:20 p.m., daily) | | | | | | |
| | | | | | \$150.00 | \$75.00 |
| Class A (Program Units—1-10:30 p.m., daily. Announcements—6:30-7:30 p.m., 9:30-11:30 p.m., daily) | | | | | | |
| | \$400.00 | \$300.00 | \$250.00 | | \$110.00 | \$67.50 |
| Class B (Program Units—9-11 p.m., 10:30-11 p.m., daily. Announcements—7:30-8:30 p.m., 10:30-11 p.m., daily) | | | | | | |
| | \$300.00 | \$250.00 | \$175.00 | \$140.00 | \$120.00 | \$42.50 |
| Class C (Program Units—1-4 p.m., 11 p.m.-midnight, daily. Announcements—11:30-12:30 p.m., 11 p.m.-midnight, daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$80.00 | \$60.00 | \$20.00 |
| Class D (Program Units—Sign-on-1 p.m., midnight-sign-off, daily. Announcements—Sign-on-12:30 p.m., midnight-sign-off, daily) | | | | | | |
| | \$120.00 | \$80.00 | \$60.00 | \$50.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

KTVT (TV)

LICENSEE: Intercontinent Broadcasting & Television Corp. Address: 130 Social Hall Ave. Postal Zone 11. Phone: Davis 2-8861, TWX No.: SU 71.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 24.3 kw, Aural 14.4 kw. Present Operating Pow.: Visual 24.3 kw, Aural 14.4 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 182 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 1, 1948.

AFFILIATIONS: Tv Network, NBC; Stations, Am. KDTL, Pm, KDTL-FM.

REPRESENTATIVES: Sales, The Kats Agency; Washington Attorney, Pizman, Bell & Dwyer; Consulting Engineer, Janney & Bailey.

PRINCIPAL STOCKHOLDERS: Time Inc., 40%; G. Bennett Larson, 20%. For other Time Inc. stations see KLS-TV Denver, Colo.

EXECUTIVES:

G. Bennett Larson, pres.
Buck Woolley, ch. mgr.
Dan Rainger, gen. dir. & sm. buy.

Allen Gunderson, engrng. dir.
Jack Goodman, news ed.

SUMMARY OF RATES (Card No. 11, March 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|---------|---------|---------|--------|-----------------|---------|
| Class AA (9:20-9:30 p.m., daily) | | | | | | |
| | | | | | \$100.00 | \$50.00 |

| | | | | | | |
|---|----------|----------|----------|---------|---------|---------|
| Class A (Program Units—4-10:30 p.m., daily. Announcements—4:30-5:30 p.m., 9:30-10:30 p.m., daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$20.00 |
| Class B (Program Units—5:30-8 p.m., 10:30-11 p.m., daily. Announcements—4:30-5:30 p.m., 10:30-11:30 p.m., daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$20.00 |
| Class C (Program Units—1-5:30 p.m., daily. Announcements—12:30-1:30 p.m., daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$20.00 |
| Class D (Program Units—9 a.m.-1 p.m., 11 p.m.-sign-off, daily. Announcements—9 a.m.-12:30 p.m., 11 p.m.-sign-off, daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$20.00 |
| Class E (Program Units—Sign-on-9 a.m., daily. Announcements—Sign-on-9:30 a.m., daily) | | | | | | |
| | \$20.00 | \$15.00 | \$10.00 | \$7.50 | \$5.00 | \$2.00 |

Above are one-time rates. Frequency discounts allowed.

KUED (TV)*

(Target Date, Aug. 12, 1951)
(*Non-Commercial Educational)

LICENSEE: University of Utah, Address: Salt Lake City, Phone: Davis 2-6763.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 22.5 kw, Aural 12.8 kw. Antenna Height: Above average terrain 2,998 ft.; above ground 192 ft.

REPRESENTATIVES: Washington Attorney, E. R. Callister, Atty. Gen. of Utah; Consulting Engineer, C. Richard Evans.

EXECUTIVES:

A. Ray Olive, pres. of U.

C. Richard Evans, gen. mgr.

KUTV (TV)

LICENSEE: Utah Broadcasting & Television Corp. Address: 170 Social Hall Ave. Postal Zone 11. Phone: Davis 2-3505, TWX No.: SU 488.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.7 kw, Aural 24.3 kw. Present Operating Pow.: Visual 46.7 kw, Aural 24.3 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 229 ft.

OPERATION: Began Sept. 26, 1947.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Wulkenberg & Keneshan.

PRINCIPAL STOCKHOLDERS: Standard-Examiner Publishing Co. (Ogden [Utah] Standard-Examiner—A. L. Glassman), 51%; Kearns-Tribune Corp. (Salt Lake City Tribune), 20%; KALL Salt Lake City, 14%. Glassman interests also include KPIX-AM-TV Twin Falls and KGEN Boise, both Idaho; KIMN Denver; KLD Ogden, and KMON Great Falls, Mont. KALL is owned by Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glassman's daughter). Mr. and Mrs. Hatch own also KOPR Butte, Mont.

EXECUTIVES:

A. L. Glassman, pres.
Brent Kirk, gen. mgr.
Duane Hill, ops. mgr.
Beed Carpenter, ch. engr.

Sid Cobus, film buy.
Keth Nicholas, photo mgr.
Doug Mitchell, news ed.

SUMMARY OF RATES (Card No. 3, Feb. 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (7:20-9:20 p.m., daily) | | | | | | |
| | | | | | \$125.00 | \$60.00 |
| Class A (Program Units—7-10:30 p.m., daily. Announcements—6:30-7:30 p.m., 9:30-10:30 p.m., daily) | | | | | | |
| | \$400.00 | \$300.00 | \$250.00 | | \$110.00 | \$60.00 |
| Class B (Program Units—4-7 p.m., daily. Announcements—6:30-7:30 p.m., daily) | | | | | | |
| | \$300.00 | \$250.00 | \$180.00 | \$130.00 | \$90.00 | \$37.50 |
| Class C (Program Units—4-8 p.m., daily. Announcements—6:30-7:30 p.m., daily) | | | | | | |
| | \$200.00 | \$150.00 | \$100.00 | \$70.00 | \$50.00 | \$20.00 |
| Class D (Program Units—1-4 p.m., daily. Announcements—12:30-1:30 p.m., daily) | | | | | | |
| | \$125.00 | \$75.00 | \$50.00 | \$40.00 | \$30.00 | \$15.00 |
| Class E (Program Units—Sign-on-1 p.m., daily. Announcements—Sign-on-12:30 p.m., daily) | | | | | | |
| | \$100.00 | \$60.00 | \$40.00 | \$30.00 | \$20.00 | \$10.00 |

*1 minute or 30 seconds.

Above are one-time rates. Frequency discounts allowed.

VERMONT

VERMONT MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Addison | 5,100 | 62 | 3,162 | 17,000 | 4,200 | 407 |
| Bennington | 7,700 | 74 | 5,698 | 30,000 | 7,470 | 607 |
| Calderland | 7,200 | 85 | 6,120 | 29,000 | 8,700 | 684 |
| Chittenden | 35,000 | 82 | 28,700 | 80,000 | 18,000 | 1,371 |
| Essex | 1,800 | 72 | 1,296 | 5,000 | 1,200 | 80 |
| Franklin | 8,300 | 67 | 5,561 | 26,000 | 6,700 | 743 |
| Grand Isle | 600 | 67 | 402 | 2,070 | 651 | — |
| Lamoille | 2,600 | 67 | 1,742 | 13,000 | 3,250 | 260 |
| Orange | 8,700 | 63 | 5,481 | 15,000 | 3,210 | 470 |
| Orleans | 5,800 | 73 | 4,234 | 23,700 | 4,800 | 480 |
| Rutland | 13,300 | 64 | 8,512 | 54,110 | 12,850 | 1,220 |
| Washington | 12,100 | 76 | 9,196 | 47,770 | 10,700 | 910 |
| Windham | 9,500 | 69 | 6,555 | 30,610 | 8,000 | 1,020 |
| Windsor | 12,700 | 46 | 5,842 | 44,100 | 11,900 | 870 |
| Total | 160,000 | 64% | 103,000 | \$20,415 | \$4,894 | \$,780 |

Note: Food, drug and retail sales copyright 1951 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1950 and released in Sept. 1950, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

Adventure at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR COMMAND"
STARRING
WENDELL COREY

VERMONT

BURLINGTON
(Chittenden County)

WCAX-TV

LICENSEE: Mt. Mansfield Television, Inc. Address: 100 Main St., Phone: University, City 2-2762, TRX Co. 21.

FACILITIES: Ch. 1. Authorized EIT. Rad. Pow. Visual 18.2 kw, Aural 0.50 kw. Present Operating Pow. Visual 18.2 kw, Aural 0.50 kw, Antenna Height: Above average terrain 5.739 ft. above ground 116 ft.

OPERATION: Began Sept. 16, 1954.

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

REPRESENTATIVES: Sales, Wood Tv; Washington Attorney, Elliot C. Lovett.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrouck, 25%; S. T. Martin, 18.25%; Stuart T. Martin, 10%; John DeBono, 10%; John W. Patrick, 10%; Robert J. Patrick, 5%; John D. Howe, 5%; Floyd W. Moore, 5%; I. Mann Boardman, 5%; H. H. & Boardman Inc., 2.5%.

EXECUTIVES:

C. P. Hasbrouck, pres. A. Sherman Butler, Gen. Mgr.
S. T. Martin, gen. mgr. Charles A. Lewis, prod. mgr.
John DeBono, cont. mgr. John A. Sullivan, news ed.
James W. Thurway, ch. supt.

SUMMARY OF RATES (Card No. 5, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | Sp. | |
|---|----------|----------|----------|----------|-----------------|---------|---------|
| Class AA (7:30-10:30 p.m., Sun.-Sat.) | \$450.00 | \$280.00 | \$180.00 | \$127.50 | \$112.50 | \$90.00 | \$45.00 |
| Class A (9:30-11:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$300.00 | \$210.00 | \$140.00 | \$100.00 | \$87.50 | \$70.00 | \$35.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat., Sun.) | \$270.00 | \$162.00 | \$108.00 | \$75.00 | \$67.50 | \$54.00 | \$27.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$35.00 | \$27.00 | \$13.50 |

Above are one-time rates. Frequency discounts allowed.

VIRGINIA

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Fund Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|----------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Accomack | 10,000 | 82 | 8,200 | 30,110 | 9,300 | 1,300 |
| Adams | 1,500 | 58 | 870 | 4,062 | 1,042 | 42 |
| New Kent | 1,500 | 84 | 1,260 | 4,436 | 802 | ... |
| Newport News | 40,400 | 80 | 32,320 | 180,014 | 46,001 | 5,302 |
| Norfolk | 130,500 | 85 | 110,925 | 512,000 | 114,825 | 17,194 |
| Northampton | 4,500 | 48 | 2,160 | 10,814 | 2,202 | 540 |
| Northumberland | 2,500 | 29 | 725 | 3,000 | 1,002 | 132 |
| Nottingham | 4,500 | 81 | 3,645 | 15,312 | 3,928 | 600 |
| Orange | 3,100 | 55 | 1,705 | 12,602 | 2,705 | 444 |
| Pager | 3,800 | 70 | 2,660 | 9,200 | 2,290 | 285 |
| Patrick | 1,800 | 27 | 486 | 4,200 | 1,108 | 170 |
| Pittsylvania | 21,200 | 48 | 10,176 | 40,800 | 10,875 | 2,302 |
| Powhatan | 1,200 | 67 | 804 | 3,060 | 622 | ... |
| Prince Edward | 3,700 | 27 | 1,000 | 10,700 | 2,481 | 301 |
| Prince George | 8,100 | 81 | 6,561 | 26,446 | 11,000 | 901 |
| Prince Anne | 14,800 | 70 | 10,360 | 40,000 | 14,200 | 1,244 |
| Prince Wm. | 2,200 | 87 | 1,914 | 10,400 | 6,430 | 1,370 |
| Radford | 7,000 | 65 | 4,550 | 17,104 | 6,610 | 688 |
| Rappahannock | 1,400 | 44 | 616 | 2,340 | 770 | ... |
| Richmond | 1,400 | 70 | 980 | 10,501 | 1,700 | 361 |
| Roanoke | 30,100 | 81 | 24,381 | 170,430 | 36,044 | 6,201 |
| Rockbridge | 7,100 | 40 | 2,840 | 10,440 | 4,000 | 650 |
| Rockingham | 12,400 | 65 | 8,060 | 40,201 | 14,371 | 1,280 |
| Ross | 8,100 | 70 | 5,670 | 21,400 | 3,210 | 307 |
| Scott | 8,000 | 30 | 2,400 | 17,000 | 3,200 | 227 |
| Shenandoah | 5,400 | 50 | 2,700 | 12,100 | 3,027 | 467 |
| Smyth | 7,100 | 40 | 2,840 | 12,000 | 4,210 | 300 |
| Southampton | 4,300 | 49 | 2,107 | 10,200 | 4,804 | 554 |
| Spartanburg | 6,200 | 62 | 3,844 | 14,200 | 6,447 | 1,280 |
| Stafford | 2,100 | 60 | 1,260 | 4,214 | 1,551 | ... |
| Stafford | 1,300 | 87 | 1,131 | 3,700 | 800 | 170 |
| Stafford | 1,700 | 34 | 578 | 9,100 | 1,700 | 282 |
| Tazewell | 11,000 | 30 | 3,300 | 20,200 | 7,014 | 873 |
| Warren | 4,400 | 84 | 3,696 | 17,000 | 6,032 | 403 |
| Washington | 12,300 | 81 | 10,061 | 42,000 | 9,660 | 1,070 |
| Westminster | 1,000 | 80 | 800 | 10,511 | 3,000 | 201 |
| White | 13,000 | 30 | 3,900 | 30,200 | 7,030 | 616 |
| Wythe | 5,800 | 43 | 2,494 | 17,937 | 3,900 | 424 |
| York | 1,700 | 67 | 1,139 | 10,200 | 1,000 | 1,120 |
| Total | 107,900 | 60% | 64,740 | \$2,450,500 | \$700,000 | \$117,300 |

Note: Fund, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. To get circulation figures, attributed by Advertising Research Foundation as of March 1956 and released by Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

VIRGINIA

VIRGINIA MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales 1956 (\$000) | Fund Sales 1956 (\$000) | Drug Sales 1956 (\$000) |
|-----------------|------------------|--------------|----------------|---------------------------|-------------------------|-------------------------|
| Accomack | 10,000 | 41 | 4,100 | 30,000 | 7,017 | 625 |
| Adams | 12,300 | 41 | 5,081 | 62,070 | 15,540 | 1,407 |
| Alleghany | 7,700 | 44 | 3,398 | 20,504 | 7,577 | 850 |
| Amelia | 1,700 | 51 | 870 | 2,688 | 380 | 110 |
| Amherst | 4,300 | 56 | 2,410 | 8,111 | 3,035 | 198 |
| Appomattox | 1,900 | 64 | 1,216 | 6,703 | 462 | 259 |
| Arlington | 71,800 | 84 | 60,300 | 247,200 | 65,086 | 11,220 |
| Augusta | 17,800 | 42 | 7,476 | 48,200 | 15,600 | 1,700 |
| Bart | 1,200 | 49 | 596 | 4,220 | 300 | 202 |
| Beechford | 1,400 | 49 | 696 | 17,510 | 4,747 | 208 |
| Bland | 1,400 | 42 | 588 | 5,272 | 507 | ... |
| Blenheim | 1,300 | 44 | 572 | 7,394 | 2,028 | 200 |
| Brunswick | 4,200 | 81 | 3,402 | 11,200 | 1,700 | 222 |
| Buchanan | 7,000 | 38 | 2,660 | 14,214 | 2,111 | 470 |
| Buckingham | 2,800 | 35 | 980 | 4,261 | 500 | 326 |
| Cambridg | 20,200 | 50 | 10,100 | 30,500 | 10,000 | 1,645 |
| Cavendish | 2,000 | 42 | 840 | 9,000 | 1,300 | 100 |
| Charlottesville | 8,000 | 77 | 6,160 | 20,300 | 4,435 | 420 |
| Charlottesville | 8,000 | 77 | 6,160 | 20,300 | 4,435 | 420 |
| Charlotte | 5,100 | 44 | 2,244 | 8,200 | 801 | ... |
| Charlottesville | 1,100 | 70 | 770 | 5,720 | 556 | 111 |
| Chatham | 1,800 | 40 | 720 | 17,100 | 3,600 | 102 |
| Clarke | 800 | 44 | 352 | 8,700 | 4,901 | 280 |
| Craig | 800 | 44 | 352 | 1,000 | 300 | ... |
| Culpeper | 3,300 | 50 | 1,650 | 18,204 | 2,970 | 480 |
| Cumberland | 1,400 | 44 | 616 | 5,700 | 704 | 42 |
| Dickenson | 5,100 | 38 | 1,938 | 7,542 | 1,000 | 100 |
| Dinwiddie | 13,900 | 61 | 8,481 | 40,400 | 14,847 | 1,470 |
| Dorset | 1,500 | 60 | 900 | 5,400 | 800 | 200 |
| Patrick | 33,200 | 60 | 19,920 | 125,000 | 30,000 | 5,700 |
| Fauquier | 5,400 | 44 | 2,376 | 10,204 | 1,500 | 400 |
| Floyd | 2,800 | 37 | 1,044 | 5,700 | 771 | 80 |
| Freshwater | 1,700 | 46 | 782 | 2,400 | 400 | 200 |
| Franklin | 5,700 | 40 | 2,280 | 12,147 | 1,300 | 200 |
| Fredricksburg | 2,200 | 70 | 1,540 | 40,600 | 8,445 | 1,310 |
| Giles | 2,000 | 67 | 1,340 | 24,242 | 2,243 | 532 |
| Goochland | 2,900 | 67 | 1,933 | 9,700 | 1,200 | 214 |
| Greensboro | 1,700 | 42 | 714 | 2,200 | 304 | 57 |
| Greensboro | 5,000 | 40 | 2,000 | 5,310 | 800 | 187 |
| Greene | 1,100 | 46 | 506 | 2,454 | 370 | ... |
| Greensville | 3,900 | 61 | 2,379 | 13,780 | 1,571 | 400 |
| Halifax | 9,200 | 56 | 5,152 | 25,222 | 4,000 | 700 |
| Harrison | 5,400 | 62 | 3,348 | 15,707 | 1,180 | 410 |
| Harrison | 86,100 | 81 | 71,100 | 494,074 | 61,387 | 15,551 |
| Henry | 12,700 | 50 | 6,350 | 47,542 | 11,014 | 1,300 |
| Highland | 800 | 40 | 320 | 1,300 | 110 | ... |
| Isle of Wight | 1,500 | 40 | 600 | 10,170 | 2,070 | 200 |
| James City | 2,800 | 67 | 1,876 | 17,800 | 4,207 | 387 |
| King & Queen | 1,400 | 60 | 840 | 2,200 | 210 | ... |
| King George | 1,200 | 50 | 600 | 3,800 | 1,000 | 12 |
| King William | 1,300 | 60 | 780 | 3,200 | 2,100 | 100 |
| Lancaster | 2,200 | 50 | 1,100 | 10,704 | 2,000 | 270 |
| Lee | 5,000 | 50 | 2,500 | 10,000 | 3,000 | 370 |
| Lenoir | 3,100 | 60 | 1,860 | 23,700 | 4,300 | 474 |
| Loudoun | 3,000 | 62 | 1,860 | 8,961 | 1,100 | 200 |
| Louisburg | 3,400 | 42 | 1,428 | 7,900 | 1,601 | 277 |
| Madison | 2,900 | 44 | 1,276 | 3,946 | 411 | 101 |
| Mathews | 1,700 | 67 | 1,139 | 4,770 | 600 | 100 |
| New Kent | 8,000 | 46 | 3,680 | 29,412 | 4,704 | 700 |
| Midway | 1,300 | 67 | 871 | 3,700 | 1,600 | 200 |
| Montgomery | 10,400 | 77 | 8,008 | 25,012 | 8,500 | 1,394 |

ARLINGTON
(Arlington County)

WABL-TV

(Target Date, Unknown)

LICENSEE: Northern Virginia Broadcasting, Inc. Address: 222 Lee Hwy., Phone: Kenmore 4-8000.

FACILITIES: Ch. 11. Authorized EIT. Rad. Pow. Visual 678 kw, Aural 300 kw, Antenna Height: Above average terrain 180 ft., above ground 408 ft.

AFFILIATIONS: Stations, Am, WABL; Fm, WABL-FM.

REPRESENTATIVES: Washington Attorney, Philip M. Baker; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDER: Cy Blumenthal, 100%, who also owns WCMG Norfolk and 10% of WNOV Roanoke, both Va., and KCCN Kansas City, Mo.

EXECUTIVE: Cy Blumenthal, pres.

BRISTOL

(Washington County)

WCYB-TV (BRISTOL, TENN.)

LICENSEE: Appalachian Broadcasting Corp. Address: 311-13 Cumberland St. Phone: North 1540. TWX No. 51.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 42.1 kw. Present Operating Pow.: Visual 25.1 kw, Aural 42.7 kw. Antenna Height: Above average terrain 232 ft., above ground 125 ft.

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

OPERATION: Began Aug. 15, 1956.

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

REPRESENTATIVES: Sales, West Tv. Washington Attorney, Fly, Shuster, Blume & Gagnon; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Robert H. Smith, 25%; J. Fay Rogers, 20%; Charles M. Gove, 15%; Harry M. Daniel, 15%; and Frank W. DeFries Jr., 15%.

EXECUTIVES:

Robert H. Smith, pres. & gen. mgr. E. V. Robinson, ch. engr.
J. Fay Rogers, vp. & asst. mgr. Lane R. Neel, ops. mgr. & film sup.
Frank Encending Jr., pgm. dir. & Walter C. Crabbell, news ed.
pres. ed.

SUMMARY OF RATES (Card No. 1, April 13, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (8-11 p.m., Sun.-Sat.) | \$100.00 | \$100.00 | \$120.00 | \$100.00 | \$75.00 | \$50.00 |
| Class B (6-8 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) | \$225.00 | \$125.00 | \$95.00 | \$75.00 | \$65.00 | \$25.00 |
| Class C (10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat., Sun.; 11 p.m. night-off, Sun.-Sat.) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$37.00 | \$30.00 |
| Class D (High-noon-10:30 a.m., Sun.-Sat.) | \$80.00 | \$54.00 | \$30.00 | \$25.00 | \$18.00 | \$9.00 |

Above are one-time rates. Frequency discounts allowed.

DANVILLE

(Pittsylvania County)

WBTM-TV1

LICENSEE: Piedmont Broadcasting Corp. Address: 170 Grove St. Phone: 220.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw. Antenna Height: Above average terrain 650 ft., above ground 271 ft.

OPERATION: Began Jan. 11, 1954.

AFFILIATION: Station, Am. WBTM.

REPRESENTATIVES: Washington Attorney, John Miller; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Estate of L. N. Dibrell, 25.3%; Mrs. Genevieve H. Ray and family, 12.5%; Landon R. Wyatt, 6.25%; and others.

EXECUTIVE:

W. E. Gardner Jr., pres.

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

HAMPTON

(Independent City)

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Broadcasting Corp. Address: 1030 Peninsula Ave. Phone: 622. TWX No. 45.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Present Operating Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 60 ft., above ground 540 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 15, 1955.

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

REPRESENTATIVES: Sales, Avery-Kneller; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandiver, Cohen & Worth.

PRINCIPAL STOCKHOLDERS: Thomas F. Chisman, 15.25%; J. W. Chisman, 13.06%; James E. Swafford, 12.80%; Harrold A. Brauer Jr., 12.80%; E. Clyde Smith, 4.06%; and others.

EXECUTIVES:

Thomas F. Chisman, pres. & gen. mgr. Billy MacKenzie, pgm. dir. (Norfolk)
Harrold A. Brauer Jr., vp. & dir. James O. Gaby, pgm. dir.
L. W. Kluwer, ops. mgr. & film sup. William C. King Jr., ch. engr.
John Wingo, pres. engr. Jane T. Jester, news ed.

SUMMARY OF RATES (Card No. 1, Oct. 14, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-10:30 p.m., Sun.-Sat.) | \$200.00 | \$125.00 | \$100.00 | \$120.00 | \$95.00 | \$70.00 |
| Class B (1:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$200.00 | \$125.00 | \$100.00 | \$120.00 | \$95.00 | \$70.00 |
| Class C (News-5:30 p.m., 11-11:30 p.m., Sun.-Sat.) | \$175.00 | \$100.00 | \$80.00 | \$100.00 | \$75.00 | \$50.00 |
| Class D (11:30 p.m.-noon, Sun.-Sat.) | \$125.00 | \$75.00 | \$60.00 | \$80.00 | \$55.00 | \$35.00 |

Above are one-time rates. Frequency discounts allowed.

HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Broadcasting Inc. Address: P. O. Box 352. Phone: 4-431. TWX No.: 85.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.25 kw, Aural 4.17 kw. Present Operating Pow.: Visual 8.25 kw, Aural 4.17 kw. Antenna Height: Above average terrain 2130 ft., above ground 349 ft.

OPERATION: Began Oct. 10, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, WSVA; Pm, WSVA-FM.

REPRESENTATIVES: Sales, Peiers, Griffin, Woodward; Washington Attorney, Covington & Burling.

PRINCIPAL STOCKHOLDERS: Hamilton Street, 50%; Transcontinent Tv Corp., 50%. For other Transcontinent interests see WBOC-TV Rochester, N. Y.

EXECUTIVES:

Hamilton Street, pres. & gen. mgr. Warren Brown, ch. engr.
R. H. Johnson, com. mgr. N. L. Boyester, pgm. adv. mgr.
Robert E. Lee, news dir. & film sup. Wm Robinson III, news ed.

SUMMARY OF RATES (Card No. 1, Dec. 11, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|---------|-----------------|---------|
| Class A (6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.) | \$200.00 | \$100.00 | \$100.00 | \$75.00 | \$65.00 | \$25.00 |
| Class B (6-8:30 p.m., Mon.-Fri.; 1-4 p.m., Sat.) | \$100.00 | \$115.00 | \$75.00 | \$60.00 | \$50.00 | \$15.00 |
| Class C (All other times) | \$125.00 | \$75.00 | \$50.00 | \$40.00 | \$30.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp. Address: 303 Church St. Phone: Lynchburg 2-1242. TWX No.: LV 80.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 40 kw, Aural 12 kw. Present Operating Pow.: Visual 310 kw, Aural 100 kw. Antenna Height: Above average terrain 1,091 ft., above ground 878 ft.

OPERATION: Began Feb. 8, 1952.

AFFILIATIONS: Tv Network, ABC, Station, Am, WLVA.

REPRESENTATIVES: Sales, George P. Hollingsworth Co.; Washington Attorney, Saxon & Deaton; Consulting Engineer, Latham & Colver.

PRINCIPAL STOCKHOLDERS: Edward A. and Philip P. Allen, 25.00% each; John P. Saut Jr., 4.21%; Norfolk Broadcasting Co. (WVEC Norfolk), 21.25%; and others. For Norfolk Broadcasting Co. interests, see WTOV-TV Norfolk, Va.

EXECUTIVES:

Edward A. Allen, pres. Warren Vital, pgm. dir., film sup., pres. engr. & news ed.
Philip P. Allen, vp., gen. mgr. & John T. Orth, ch. engr.

SUMMARY OF RATES (Card No. 1, April 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|-----------------|---------|
| Class A (6:30-11:01 p.m., Mon.-Fri.; 9-11:01 p.m., Sat.; 1:30-11:01 p.m., Sat.) | \$100.00 | \$100.00 | \$75.00 | \$75.00 | \$60.00 | \$20.00 |
| Class B (5-6:30 p.m., Mon.-Fri.; 9-1:30 p.m., Sat.) | \$225.00 | \$125.00 | \$90.00 | \$70.00 | \$60.00 | \$25.00 |
| Class C (All other times) | \$150.00 | \$90.00 | \$60.00 | \$50.00 | \$37.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

IMPACT that brings viewers back!



"HARBOR COMMAND"
STARRING
WENDELL COREY



ZIV'S SPECTACULAR
NEW IMPACT SERIES!

NEWPORT NEWS

(Independent City)

WACH-TV†

LICENSEE: United Broadcasting Co. of East Virginia Inc. Address: 114 24th St. Phone: 2-1032.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 12.2 kw. Antenna Height: Above average terrain 120 ft., above ground 215 ft.

OPERATION: Began Oct. 3, 1951.

AFFILIATION: Station, Reg. WYOO.

REPRESENTATIVES: Washington Attorney, Eugene L. Burke, Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Richard Eaton, 100%. For other Eilat stations, see WOOK-TV Washington, D. C.

EXECUTIVE: Richard Eaton, pres.

†WACH-TV has suspended operation and has not returned to CP.

NORFOLK

(Norfolk County)

WAVY-TV (PORTSMOUTH)

(Target Date, Sept. 1, 1957)

LICENSEE: Tidewater Teleradio Inc. Address: 709 South St., Norfolk. Phone: Madison 7-2745. (For full listing see Portsmouth.)

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 South St., Postal Zone 18. Phone: Madison 5-0211, TWX No. 97 01.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 100 ft., above ground 1,020 ft.

EQUIPPED TO COLDCAST: network programs, local films, local slides.

OPERATION: Began April 2, 1951.

AFFILIATIONS: Tv. Network, CBS; Station, Am, WTAR.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Janney & Bailey.

PRINCIPAL STOCKHOLDER: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger Dispatch).

EXECUTIVES:

Campbell Arroun, pres. & gen. mgr.
Julia C. Payne, asst. gen. mgr.
Robert Layton, com. mgr.
Harold Huddinger, pgr. dir. & film only.
H. I. Lindell, ch. engr.
Hil Powell, prom. mgr.
Gill McLeod, news ed.

SUMMARY OF RATES (Card No. 118, Feb. 25, 1957)

| Rate | 15 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., daily) | \$271.00 | \$271.00 | \$277.50 | \$231.50 | \$200.00 | \$100.00 |
| Class A (10:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 2-7 p.m., Sun.; 10-11 p.m., daily) | \$100.00 | \$100.00 | \$200.00 | \$222.50 | \$170.00 | \$85.00 |
| Class BB (6-6:30 p.m., Mon.-Fri.; 2-4 p.m., Sat.; 1-5 p.m., Sun.) | \$95.00 | \$271.00 | \$170.00 | \$140.75 | \$113.00 | \$56.50 |
| Class B (11-11:30 p.m., daily) | \$200.00 | \$200.00 | \$200.00 | \$122.00 | \$125.00 | \$62.50 |
| Class C (10 a.m.-4 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat., Sun.) | \$200.00 | \$125.00 | \$122.50 | \$85.00 | \$85.00 | \$42.50 |
| Class D (11:30 p.m.-10 a.m., daily) | \$212.00 | \$125.00 | \$85.00 | \$85.00 | \$84.00 | \$42.00 |

Above are one-time rates. Frequency discounts allowed.

WTOV-TV

LICENSEE: Tom Bette Inc. Address: 1228 Spratley St., Portsmouth, Va. Phone: Export 9-7885.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 185 kw, Aural 91 kw. Present Operating Pow.: Visual 185 kw, Aural 11.7 kw. Antenna Height: Above average terrain 300 ft., above ground 425 ft.

OPERATION: Began Oct. 22, 1951.

REPRESENTATIVES: Sales, Joseph Herman McMillan.

PRINCIPAL STOCKHOLDERS: Thomas E. Bright, 50.25%; Anne C. Bright, 4.75%; Sale of 45.0% to Norfolk Broadcasting Co. (WNOR Norfolk—Louis R. Peterson) pending FCC approval. Mr. Peterson also owns WSSV Petersburg, Va., and 51.25% of WLVA-ABC-TV Lynchburg, Va.

EXECUTIVES:

Thomas E. Bright, pres. & gen. mgr.
Winning Bright, vp. & com. mgr.
Anne C. Bright, sec.-treas.
Thomas Lee, pgr. dir.
James Richardson, ch. engr.

SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)

| Hour | 15 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|---------|---------|---------|---------|
| Class AA (7-10 p.m., daily) | \$131.00 | \$94.00 | \$27.50 | \$25.00 | \$17.00 | \$8.75 |
| Class B (Program Units—6-7 p.m., daily. Announcements—4-7 p.m., 10:30-1 a.m., daily) | \$105.77 | \$105.24 | \$27.50 | \$26.12 | \$14.74 | \$11.32 |
| Class C (Program Units—6:30 a.m.-6 p.m., Mon.-Sat.; 10:00-11 p.m., Sun. Announcements—2-4 p.m., daily) | \$101.21 | \$100.00 | \$23.20 | \$24.00 | \$14.07 | \$10.50 |

Above are one-time rates. Frequency discounts allowed.

WVEC-TV (HAMPTON)

LICENSEE: Peninsula Broadcasting Corp. Address: 612 W. 2nd St., Postal Zone 10. Phone: Madison 7-7774. (For full listing see Hampton, Va.)

BROADCASTING • TELECASTING

MORE VIEWERS ARE WATCHING WVEC-TV CHANNEL 15 THAN ANY UHF STATION ON THE EAST COAST

WVEC-TV

- The number one Virginia Market
- Lowest cost per second
- A basic NBC Station

Serving:

| | |
|--------------|----------------|
| Norfolk | Portsmouth |
| Hampton | Wynona |
| Newport News | Virginia Beach |

NBC

Represented by AVERT-KNOX

PETERSBURG

(Dinwiddie County)

WXEX-TV

LICENSEE: Petersburg Television Corp. Address: 126 W. Tabb St. Phone: Regent 2-3378

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 116 kw, Aural 126 kw. Present Operating Pow.: Visual 426 kw, Aural 159 kw. Antenna Height: Above average terrain 190 ft.; above ground 351 ft.

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

OPERATION: Began Aug. 18, 1955.

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

REPRESENTATIVES: Sales, Select Station Representatives; Forjoe & Co., Washington Attorney; Berge, Fox & Arent; Consulting Engineer; Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Lee Broadcasting Co. (Thomas C. Tusley—WLEE-AM-FM Richmond), 42.5%; Irvin G. Abelson, 6.3%, and more than 40 others. Mr. Tusley also controls WPTH-AM-FM-TV Baltimore.

EXECUTIVES:

Thomas C. Tusley Jr., pres. John Costello, ch. engr.
Irvin G. Abelson, vp. & gen. mgr. James L. Dodd Jr., prom. mgr.
Lawrence Sloan, com. mgr. Robert Kennedy, news ed.
Robert C. Currie Jr., pgm. dir.

SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (Summer Cycle—Program Units—7-10 p.m., daily. Announcements—6:45-10:01 p.m., daily. Winter Cycle—Program Units—7:30-10:30 p.m., daily. Announcements—7:30-10:31 p.m., daily) | \$700.00 | \$400.00 | \$200.00 | \$225.00 | \$140.00 | \$70.00 |
| Class A (Summer Cycle—Program Units—10-10:30 p.m., daily. Announcements—10:01-10:31 p.m., daily. Winter Cycle—Program Units—7-7:30 p.m., 10:30-11 p.m., daily. Announcements—4:29-7:29 p.m., daily) | \$700.00 | \$430.00 | \$200.00 | \$230.00 | \$110.00 | \$50.00 |
| Class B (Summer and Winter Cycles—Program Units—6:30-7 p.m., daily. Summer Cycle—Program Units—10:30-11 p.m., daily. Announcements (summer and winter) 4:29-6:29 p.m., 10:31-11:01 p.m., daily) | \$200.00 | \$175.00 | \$200.00 | \$180.00 | \$90.00 | \$40.00 |
| Class C (Summer and Winter Cycles—Program Units—7 a.m.—6:30 p.m., 11 p.m.—midnight, daily. Announcements—11:01 p.m.—12:31 a.m., daily) | \$80.00 | \$70.00 | \$50.00 | \$75.00 | \$30.00 | \$15.00 |
| Class D (Summer and Winter Cycles—Program Units—Midnight-7 a.m., daily. Announcements—7 a.m.—4:29 p.m., daily) | \$200.00 | \$140.00 | \$80.00 | \$90.00 | \$50.00 | \$20.00 |
| Class E (Summer and Winter Cycles—Announcements—12:01 a.m.—4:29 a.m., daily) | | | | \$40.00 | \$17.50 | |

Above are one-time rates. Frequency discounts allowed.

PORTSMOUTH

(Norfolk County)

WAVY-TV (NORFOLK)

(Target Date, Sept. 1, 1957)

LICENSEE: Telewatt Television Inc. Address: 801 Middle St. Phone: Export 3-7221

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 116 kw, Aural 126 kw. Present Operating Pow.: Visual 126 kw, Aural 126 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,226 ft.

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

AFFILIATIONS: Tv Network, ABC Station, Am. WAVY.

REPRESENTATIVES: Sales, H-B Television; Washington Attorney, Arnold, Forster & Porter; Consulting Engineer, A. G. King & Assoc.

PRINCIPAL STOCKHOLDERS: Hunter C. Phelan, 11.6%; George T. McLean, 16.7%; Henry Clay McElhiney II, 7.0%; Carl J. Buckland, 6.9%. (All shares of the common Class B voting stock (including above) are held in trust by 11 voting trustees, named Messrs. Phelan, McElhiney, Buckland, McLean, J. C. Addewell Jr., Richard D. Cooke, E. J. Greenham, Porter Hardy, William M. Camp, Josepo W. Laine and C. K. Hutchens.)

EXECUTIVES:

Hunter C. Phelan, pres. Richard Fraser, gen. mgr. & fin. dir.
Carl J. Buckland, exec. vp. & gen. mgr. William M. Mastroy, ch. engr.
Mike Schaffer, prom. mgr. Gary S. Franklin, news dir.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7:30-10 p.m., daily) | \$700.00 | \$420.00 | \$200.00 | \$220.00 | \$170.00 | \$70.00 |
| Class A (8:30-1:30 p.m., Mon.-Sat.; 7-7 p.m., Sun.; 10-11 p.m., daily) | \$500.00 | \$300.00 | \$180.00 | \$215.00 | \$162.50 | \$65.00 |
| Class B (5-6:30 a.m., Mon.-Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily) | \$400.00 | \$200.00 | \$100.00 | \$125.00 | \$120.00 | \$50.00 |
| Class C (9 a.m.—5 p.m., Mon.-Sat.; 9 a.m.—2 p.m., Sun.) | \$200.00 | \$170.00 | \$110.00 | \$125.00 | \$70.00 | \$25.00 |
| Class D (before 9 a.m.; after 11:30 p.m., daily) | \$210.00 | \$135.00 | \$85.00 | \$70.00 | \$52.50 | \$21.00 |

Above are one-time rates. Frequency discounts allowed.

RICHMOND

(Henrico County)

WRVA-TV

LICENSEE: Richmond Television Corp. Address: P. O. Box 2276, Postal Zone: 10. Phone: 63-5441 (after Sept. 1, Richmond 3-5441). TWX No.: 322.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 126 kw. Present Operating Pow.: Visual 316 kw, Aural 126 kw. Antenna Height: Above average terrain 190 ft.; above ground 391 ft.

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

OPERATION: Began April 23, 1955.

AFFILIATIONS: Tv Network, CBS Station, Am. WRVA; Fm. WREB.

REPRESENTATIVES: Sales, Harrington, Rigney & Persons; Washington Attorney, Fisher, Wayland, Dwyer & Southworth; Data & Marks; Consulting Engineer, Paul Godley.

PRINCIPAL STOCKHOLDERS: Lavin & Ertmer Co., 49%; Neighborhood Theatre Inc., 14.25%; and more than 20 others. Lavin owns WRVA and WRVB (Fm.) Richmond.

EXECUTIVES:

C. T. Lacy, pres. Edmund Terry Jr., ch. engr.
Harrold Howard, vp. & gen. mgr. Robert Fm. Etn. buy.
James D. Clark Jr., com. mgr. John L. Stone Jr., prom. mgr.
Sam Carey, pgm. dir. George Passage, news ed.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (7:00-10:30 p.m., Sun.-Sat.) | \$700.00 | \$320.00 | \$200.00 | \$210.00 | \$175.00 | \$70.00 |
| Class A (8:30-1:30 p.m., 10:30-11 p.m., Sun.-Sat.) | \$400.00 | \$200.00 | \$100.00 | \$120.00 | \$80.00 | \$30.00 |
| Class B (9 a.m.—4:30 p.m., Sun.-Sat.) | \$225.00 | \$125.00 | \$75.00 | \$95.00 | \$60.00 | \$20.00 |
| Class C (11 p.m.—2 a.m., Sun.-Sat.) | \$225.00 | \$120.00 | \$70.00 | \$70.00 | \$45.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: 204 W. Broad St. Postal Zone: 20. Phone: 5-4811, TWX No.: 97.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 180 kw, Aural 60 kw. Antenna Height: Above average terrain 840 ft.; above ground 844 ft.

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

OPERATION: Began April 22, 1948.

AFFILIATIONS: Tv Network, ABC Station, Am. WMDG; Fm, WOOD (Fm.)

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, John H. Mithren; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDER: Wilbur M. Havens, 100%

EXECUTIVES:

Wilbur M. Havens, pres. & gen. mgr. James W. Kryn, ch. engr.
& com. mgr. O. Conrad Blanford Jr., fin. buy.
Walter A. Hewry Jr., asst. gen. mgr. Robert Culver, prom. mgr.
mg. & asst. com. mgr. Roy Roman, news ed.
John V. Stand, pgm. dir.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|----------|----------|----------|----------|---------|
| Class AA (7:30-10:30 p.m., daily) | \$775.00 | \$425.00 | \$200.00 | \$221.00 | \$201.75 | \$75.00 |
| Class A (6-7:30 p.m., 10:30-11 p.m., daily) | \$505.00 | \$285.00 | \$120.00 | \$240.00 | \$142.50 | \$60.00 |
| Class B (5-6 p.m., daily) | \$400.00 | \$200.00 | \$100.00 | \$100.00 | \$100.00 | \$25.00 |
| Class C (before 5 p.m., after 11 p.m., daily) | \$200.00 | \$100.00 | \$70.00 | \$70.00 | \$70.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WXEX-TV (PETERSBURG)

LICENSEE: Petersburg Television Corp. Address: 126 W. Tabb St., Petersburg. Phone: Regent 2-3378 (Petersburg). (For full listing, see Petersburg.)

SHOWMANSHIP

... Filmed on locations NEW AND FRESH TO TV!

"HARBOR COMMAND"
starring **WENDELL COREY**
Ziv's spectacular new impact series!



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 SINCE 1948 TO THE PRESENT HAS DOMINATED IN AUDIENCE, HOMES REACHED, AND RESULTS.**

You have the assurance your campaign on **WTVR** is backed up by a **PROVEN SUCCESS FORMULA** that has always delivered the **NUMBER ONE RESULTS IN RICHMOND**. Don't be satisfied with less than the best . . . **BUY THE BIG, NUMBER ONE STATION, 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

(Roanoke County)

WDBJ-TV

LICENSER: Times-World Corp. Address: 301 Campbell Ave. S. W. Postal Zone 11. Phone: Diamond 3-8031. TWX No.: RV 18.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 318 kw. Aural 180 kw. Present Operating Pow.: Visual 116 kw. Aural 108 kw. Antenna Height: Above average terrain 3,000 ft. above ground 140 ft.

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

OPERATION: Began Oct. 3, 1955.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WDBJ. Pm, WDBJ-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Licensee publishes Roanoke Times and World News.

EXECUTIVES:

M. W. Armistead III, pres., (Times-World Corp.)
 Ray P. Jordan, vp. & mgng. dir.
 John W. Hackrader, asst. mgng. dir.
 Paul E. Reynolds, pgm. dir. & film buy.
 Blake H. Brown, tv. asst. mgt.
 J. E. Newman, ch. engr.
 Charles A. Ballou, pgm. mgr.
 Don Murray, news dir.

SUMMARY OF RATES (Card No. 1, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class AA (Program Units—6-10:30 p.m., Sun.-Sat. Announcements—7:30-10:21 p.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$240.00 | \$180.00 | \$140.00 | \$80.00 |
| Class A (Program Units—6-8 p.m., 10:30-11:15 p.m., Sun.-Sat. Announcements—5:59-7:59 p.m., 10:21-11:14 p.m., Sun.-Sat.) | \$450.00 | \$270.00 | \$210.00 | \$150.00 | \$100.00 | \$50.00 |
| Class B (Program Units—6-8 p.m., Sun.-Sat. Announcements—4:30-5:30 p.m., Sun.-Sat.) | \$350.00 | \$210.00 | \$140.00 | \$122.50 | \$87.50 | \$40.00 |
| Class C (All other times) | \$275.00 | \$165.00 | \$110.00 | \$96.25 | \$67.75 | \$37.50 |

Above are one-time rates. Frequency discounts allowed.

WLSL-TV

LICENSER: Shenandoah Life Station Inc. Address: P. O. Box 1228. Phone: Diamond 4-8225. TWX No.: RV 28.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 316 kw. Aural 150 kw. Present Operating Pow.: Visual 338 kw. Aural 158 kw. Antenna Height: Above average terrain 1,500 ft. above ground 134 ft.

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

OPERATION: Began Dec. 11, 1951.

AFFILIATIONS: Tv Networks, NBC, ABC. Stations, Am, WLSL. Pm, WLSL-FM.

REPRESENTATIVES: Sales, Avery-Krohn, Washington Attorney, East C. Lovett; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Shenandoah Life Insurance Co., 196%.

EXECUTIVES:

Blake T. Newton Jr., pres.
 James H. Moore, exec. vp.
 Horace Fitzpatrick, asst. mgr. & film buy.
 George W. Chermant Jr., pgm. mgr.
 J. P. Briggs, ch. engr.
 Fred L. Cunningham, asst. mgr. & program dir.
 Charles E. Garrison, asst. pres. dir.
 Thomas E. Wright, news ed.

SUMMARY OF RATES (Card No. 7, Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|---|----------|----------|---------|---------|---------|---------|
| Class AA (8-10:30 p.m., daily) | \$175.00 | \$87.50 | \$70.00 | \$52.50 | \$37.50 | \$27.50 |
| Class A (8-8 p.m., 10:30-11 p.m., daily; noon-4 p.m., Sun.) | \$200.00 | \$100.00 | \$80.00 | \$75.00 | \$50.00 | \$30.00 |
| Class B (12-4 p.m., Mon.-Fri.; noon-4 p.m., Sat.) | \$150.00 | \$75.00 | \$60.00 | \$50.00 | \$35.00 | \$20.00 |

WASHINGTON MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|--------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Adams | 1,000 | 82 | 1,000 | 11,800 | 2,100 | 871 |
| Albemarle | 1,800 | 44 | 1,000 | 6,200 | 1,911 | 430 |
| Arlington | 19,400 | 38 | 7,040 | 62,701 | 15,520 | 4,000 |
| Chelan | 13,000 | 30 | 5,120 | 66,902 | 17,500 | 2,024 |
| Clallam | 6,900 | 27 | 2,720 | 24,000 | 10,000 | 1,002 |
| Clark | 27,000 | 65 | 20,240 | 61,245 | 21,970 | 2,100 |
| Columbia | 1,000 | 44 | 600 | 4,800 | 942 | 247 |
| Conroe | 10,000 | 35 | 3,500 | 60,000 | 14,000 | 2,247 |
| DeWitt | 4,000 | 27 | 1,080 | 4,900 | 1,370 | 190 |
| Ferry | 1,100 | 47 | 520 | 2,800 | 350 | 100 |
| Franklin | 4,000 | 47 | 1,880 | 11,200 | 3,400 | 600 |
| Garfield | 800 | 44 | 350 | 4,200 | 874 | 40 |
| Grant | 11,000 | 41 | 4,510 | 60,000 | 20,121 | 2,611 |
| Gray Harbor | 10,100 | 43 | 4,340 | 12,500 | 10,300 | 1,200 |
| Island | 2,000 | 72 | 1,440 | 5,211 | 2,200 | 210 |
| Jefferson | 2,000 | 40 | 1,200 | 3,200 | 1,000 | 300 |
| King | 226,000 | 74 | 166,360 | 1,125,001 | 220,202 | 94,000 |
| Knap | 27,000 | 77 | 20,790 | 60,200 | 22,200 | 4,000 |
| Kittitas | 4,000 | 31 | 1,240 | 20,400 | 2,147 | 620 |
| Klickitat | 1,000 | 20 | 1,470 | 10,000 | 1,507 | 244 |
| Lincoln | 12,000 | 60 | 7,200 | 65,771 | 12,300 | 1,201 |
| Linn | 1,000 | 62 | 620 | 11,900 | 1,700 | 371 |
| Mason | 4,000 | 66 | 2,640 | 11,200 | 1,500 | 194 |
| Okanogan | 3,700 | 22 | 1,900 | 4,800 | 2,200 | 720 |
| Pacific | 4,000 | 29 | 1,160 | 11,000 | 1,400 | 600 |
| Pend Oreille | 1,200 | 41 | 492 | 6,977 | 1,201 | 277 |
| Pierce | 20,200 | 77 | 15,550 | 102,200 | 24,100 | 11,000 |
| Snohomish | 1,200 | 70 | 840 | 2,200 | 970 | 21 |
| Snohomish | 14,300 | 54 | 7,700 | 62,211 | 11,100 | 1,000 |
| Skagit | 1,700 | 34 | 570 | 2,200 | 1,100 | 200 |
| Snohomish | 6,400 | 72 | 4,600 | 12,400 | 20,100 | 2,147 |
| Snohomish | 22,000 | 70 | 15,400 | 60,211 | 12,110 | 10,741 |
| Snohomish | 5,000 | 67 | 3,350 | 11,210 | 2,900 | 504 |
| Thurston | 12,500 | 60 | 7,500 | 67,214 | 12,611 | 1,710 |
| Wahkiakum | 1,000 | 39 | 390 | 1,910 | 280 | 40 |
| Walla Walla | 12,500 | 38 | 4,750 | 45,200 | 8,040 | 1,100 |
| Whitman | 22,000 | 48 | 10,560 | 65,614 | 11,241 | 1,500 |
| Yakima | 2,000 | 46 | 1,000 | 27,001 | 5,800 | 1,411 |
| Yakima | 10,200 | 60 | 6,120 | 104,200 | 20,000 | 2,040 |
| Total | 220,000 | 60% | 132,000 | \$2,145,400 | \$700,000 | \$107,000 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BELLINGHAM

(Whatcom County)

KVOS-TV

LICENSER: KVOS Inc. Address: 1121 Ellis St. Phone: 790. TWX No.: BX 01.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw. Aural 107 kw. Present Operating Pow.: Visual 214 kw. Aural 107 kw. Antenna Height: Above average terrain 1,250 ft. above ground 141 ft.

OPERATION: Began June, 1953.

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

REPRESENTATIVES: Sales, Art Moore & Assoc. Inc. (Northwest), Forjoo Tv. Bureau & Co. (Canada); Washington Attorney, Haley, Woldenberg & Koshan; Consulting Engineer, George Egan.

PRINCIPAL STOCKHOLDERS: Bogan Jones, 62.30%; David Mintz, 6.40%; Ernest Harper, 1.30%. Mr. Jones also owns 80% of KTVQ Wenatchee, Wash.

EXECUTIVES:

Bogan Jones, pres.
 David Mintz, vp. in chg. tv & film buy.
 John Sherman, ops. dir.
 Ernest E. Harper, dir. engng.
 Marion Boylan, pres. mgr.
 Fred Staehli, com. mgr.

SUMMARY OF RATES (Card No. 15, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (8:59-11 p.m., Mon.-Sat.; 4:59-11 p.m., Sun.) | \$400.00 | \$200.00 | \$174.00 | \$101.00 | \$120.00 | \$100.00 |
| Class A (4:00-8:00 p.m., 11 p.m.-midnight, daily) | \$300.00 | \$174.00 | \$118.00 | \$107.50 | \$85.00 | \$72.50 |
| Class B (All other times) | \$166.00 | \$90.00 | \$60.00 | \$45.00 | \$37.50 | \$18.00 |

Above are one-time rates. Frequency discounts allowed.
 *Accounts with U. S. distribution only discounted by Rate Card No. 2.

EPHRATA

(Grant County)

KBAS-TV (Satellite of KIMA-TV Yakima)

LICENSER: Basin TV Co. Address: P. O. Box 208, Mount Lake, Wash. Phone: Rockwell 5-7849. TWX No.: VA 29.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 12.5 kw. Aural 6.25 kw. Present Operating Pow.: Visual 12.5 kw. Aural 6.25 kw. Antenna Height: Above average terrain 800 ft. above ground 30 ft.

OPERATION: Began Feb. 18, 1957.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC.

REPRESENTATIVES: Sales, Wood Tv. Art Moore & Assoc.; Washington Attorney, Prince, Taylor & Crumpler; Consulting Engineer, Kear & Kennett.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:

Thomas C. Rottis, pres.
 James Schroeder, gen. mgr.
 Howard Hammond, ch. engr.

SUMMARY OF RATES (Sold in conjunction with Parent Station KIMA-TV, Yakima, Wash.)

ACTION

based on actual experiences of America's Harbor Police...Coast Guard Units...Port Authorities!



"HARBOR COMMAND"

Starring **WENDELL COREY**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

KENNEWICK

(Benton County)

(Target Date, Unknown)

LICENSEE: Columbia River Television Co. Address: Black Angus Motel.
FACILITIES: Ch. 22. Authorized 500 kW Rad. Pow.; Visual 1.25 kw, Aural 1.00 kw.
 Antenna Height: Above average terrain 111 ft.; above ground 125 ft.
REPRESENTATIVE: Attorney, Saul Lerma, Los Angeles. Consulting Engineer,
 Don Oakley.
PRINCIPAL STOCKHOLDERS: Stuart Nathanson, 25%; H. K. Phillips, 15%;
 C. R. Hothouser, 10%; and four others.

PASCO

(Franklin County)

KEPR-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Cascade Broadcasting Co. Address: P. O. Box 786. Phone, Justice
 8-2184. TWX No.: YA 39.
FACILITIES: Ch. 18. Authorized 500 kW Rad. Pow.; Visual 1.25 kw, Aural 1.25 kw.
 Present Operating Pow.; Visual 0.50 kw, Aural 0.25 kw. Antenna Height:
 Above average terrain 1200 ft.; above ground 301 ft.
EQUIPPED TO COBROADCAST network programs.
OPERATION: Began Dec. 26, 1954.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KEPR.
REPRESENTATIVE: Sales, Wood Tv, Art Moore & Assoc. (Puget Northwest)
 Washington Attorney, Frims, Taylor & Crompton; Consulting Engineer,
 Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: See KIMA-TV, Yakima, Wash.

EXECUTIVES:
 Thomas C. Bostle, vp. Bill Moody, gen. mgr.
 Monte L. Strahl, gen. mgr. Grant Neelin, news dir.
SUMMARY OF RATES (Filed in conjunction with Parent Station KIMA-TV,
 Yakima, Wash.)

SEATTLE-TACOMA

(King and Pierce Counties)

KCTS (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Washington. Address: U. of Washington Campus,
 Seattle. Postal Box 5. Phone, Mithroo 0663.
FACILITIES: Ch. 3. Authorized 500 kW Rad. Pow.; Visual 300 kw, Aural 17.4 kw.
 Present Operating Pow.; Visual 200 kw, Aural 17.4 kw. Antenna Height:
 Above average terrain 274.2 ft.; above ground 353.0 ft.
OPERATION: Began Dec. 7, 1954.
EXECUTIVES:
 Dr. Henry Schmitz, pres. of U of Washington
 Lorea B. Stone, gen. mgr. Kenneth E. Yeend, gen. mgr.
 John L. Boot, ch. mgr. Grant Neelin, news dir.

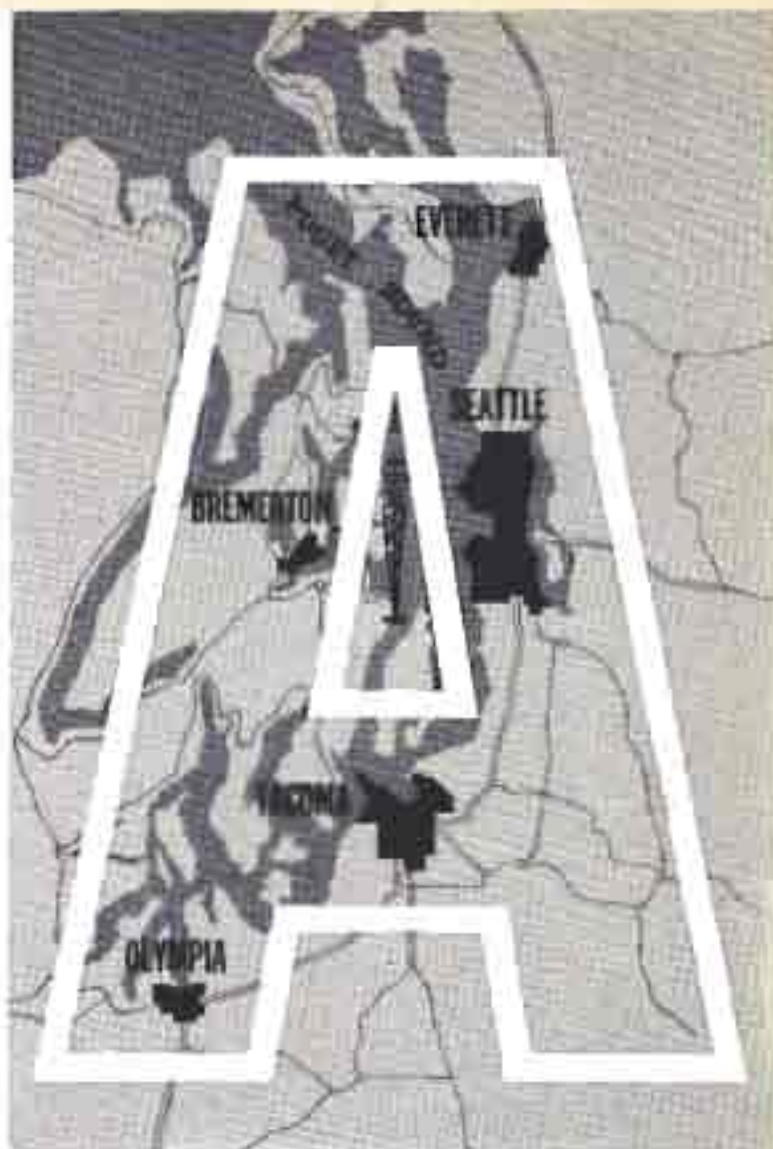
KING-TV

LICENSEE: King Broadcasting Co. Address: 221 Avenue Ave., Seattle. Postal
 Zone 5. Phone: Mutual 3322. TWX No.: 28 08.
FACILITIES: Ch. 2. Authorized 500 kW Rad. Pow.; Visual 300 kw, Aural 26 kw.
 Present Operating Pow.; Visual 200 kw, Aural 26 kw. Antenna Height:
 Above average terrain 285 ft.; above ground 370 ft.
EQUIPPED TO COBROADCAST network programs, local films, local slides.
OPERATION: Began Nov. 22, 1948.
AFFILIATIONS: Tv Network, ABC. Stations, Am, KING; Pm, KING-FM.
REPRESENTATIVE: Sales, Bish Tv; Washington Attorney, Haley, Wolfenberg
 & Kaufman.
PRINCIPAL STOCKHOLDERS: Dorothy S. Bullitt, 72.36%; Stinson Bullitt, 2.25%;
 Philip S. Padelford, 2.16%, and others. Licensee owns 10.0% of KGW-AM-
 TV Portland, Ore., and pending FCC approval has bought control of
 KBEM-AM-TV Spokane, Wash.
EXECUTIVES:
 Mrs. A. Scott Bullitt, pres. James L. Middlebrooks, dir. enging.
 Henry D. Owen, exec. vp. Robert Ferguson, ch. mgr.
 Otto Brandt, vp. & gen. mgr. 3621 Anderson. pres. mgr.
 Alexander P. Hunter, pres. mgr. Charles Haring, news dir.
 Lee Schmitz, gen. dir. & film
 top.

SUMMARY OF RATES (Card No. 11, Dec. 1, 1956)

| Class | 30 Sec. | 15 Sec. | 10 Sec. | 5 Sec. | Min. of 30 Sec. | 15 Sec. |
|---|----------|----------|----------|----------|-----------------|-----------|
| Class AA (8:30-10 p.m. Mon.-Fri., Sun.; 7-10 p.m., Sat.) \$2.00-24 | \$200.00 | \$100.00 | \$70.00 | \$20.00 | \$220.00* | \$115.00* |
| Class A (8:30-7 p.m. Sat., 10-10:30 p.m. daily, 5-6:30 p.m. Sun.) \$300.00 | \$400.00 | \$200.00 | \$225.00 | \$210.00 | \$200.00 | \$100.00 |
| Class B (5-6:30 p.m. Mon.-Sat., 10:30 p.m.-midnight, daily; 4-6 p.m., Sun.) \$750.00 | \$450.00 | \$300.00 | \$263.00 | \$120.00 | \$130.00 | \$70.00 |
| Class C (All other hours) \$421.00 | \$205.00 | \$170.00 | \$140.00 | \$125.00 | \$120.00 | \$60.00 |

*Above are one-line rates. Frequency discounts allowed with exception for
 announcements, Class AA.*



In the Pacific Northwest
only KTNT-TV
 Gives "A" Coverage of
 All Five Major Cities

Of all the television stations in the rich Pacific Northwest, only KTNT-TV covers the five major Puget Sound cities in its "A" contour: Seattle, Tacoma, Everett, Bremerton, Olympia.

KTNT-TV MARKET DATA

LOTS OF PEOPLE!
 More than 1,200,000 people—over half the population of Washington State—live within the "A" Contour of KTNT-TV.

A LOT OF MONEY!
 The "A" Contour area of KTNT-TV accounts for over half the income and more than half the retail sales of Washington State. (Income, over 2 billion dollars; Retail sales, over 1 1/2 billion dollars.)

STILL GROWING!
 The Puget Sound area is an important market—a growing market. Population has almost doubled since 1940 and is maintaining the pace.

GET THE COMPLETE STORY FROM WEED TELEVISION

Channel 11 **KTNT-TV** 316,000 Watts
 TOWER LOCATED 7 MILES FROM SEATTLE, 12 MILES FROM TACOMA

SEATTLE-TACOMA (Cont.)

KIRO-TV

LICENSEE: Queen City Broadcasting Co. Address: 320 Queen Anne Ave., Seattle, Phone: Senneca 8999, TWX No.: 38 11.

FACILITIES: Ch. 7. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 100 kw. Antenna Height: Above average terrain 310 ft.; above ground 305 ft.

EQUIPPED TO COLORCAST network program; local film, local slides.

AFFILIATIONS: Stations, Am. KIRO, Pm. KIRO-FM.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, J. B. Hatfield.

PRINCIPAL STOCKHOLDERS: Saul Haas, 42.37%, and others.

EXECUTIVE: Saul Haas, pres. & gen. mgr.

KOMO-TV

LICENSEE: Fidelity Television Co. Address: 106 Fourth Ave., N., Seattle. Postal Zone: 3. Phone: Seneca 9999, TWX No.: 38 11.

FACILITIES: Ch. 4. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 30 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 310 ft.; above ground 300 ft.

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

OPERATION: Began Dec. 16, 1963.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Fisher, Wayland, Duvall & Southward; Consulting Engineer, A. D. Ring & Assn.

PRINCIPAL STOCKHOLDERS: Fidelity Broadcasting Station Trust, (KOMO Seattle); WNVN, with most of remaining stock held by Theodore Gumble and Gumble Enterprises Inc. See KOIN-TV Portland, Ore., for other Gumble interests.

EXECUTIVES:
 O. D. Fisher, pres.
 W. W. Warren, exec. vp. & gen. mgr.
 Bill Hubback, com. mgr.
 Dave Crockett, mgr. program & film buy.
 Tom Rogstad, gen. dir.
 C. E. Miller, ch. engr.
 Margaret Frey, prom. mgr.
 Herb Robinson, news ed.

SUMMARY OF RATES (Card No. 6, Jan. 1, 1967)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., daily) | \$1,150.00 | \$625.00 | \$440.00 | \$320.00 | \$130.00 | \$115.00 |
| Class A (7-7:30 p.m., 10:30-11 p.m., daily; 5-7 p.m., Sun.) | \$100.00 | \$54.00 | \$40.00 | \$15.00 | \$22.00 | \$18.00 |
| Class B (6:30-7 p.m., Mon.-Sat.) | \$700.00 | \$325.00 | \$245.00 | \$175.00 | \$140.00 | \$105.00 |
| Class C (5-6:30 p.m., Mon.-Sat.; 11 p.m.-1 a.m., daily; 4-5 p.m., Sun.) | \$400.00 | \$220.00 | \$165.00 | \$120.00 | \$120.00 | \$90.00 |
| Class D (5:30-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.) | \$300.00 | \$160.00 | \$120.00 | \$90.00 | \$90.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KTNT-TV

LICENSEE: Tribune Publishing Co. Address: 942 S. Grant St., Tacoma. Postal Zone: 5. Phone: FURCO 3-2901, TWX No.: TA 810.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 110 kw. Aural 135 kw. Present Operating Pow.: Visual 110 kw. Aural 100 kw. Antenna Height: Above average terrain 800 ft.; above ground 300 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1964.

AFFILIATIONS: Tv Network, CBS. Stations, Am. KTNT; Pm. KTNT-FM.

REPRESENTATIVES: Sales, Wood Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Avon H. Barnhart.

PRINCIPAL STOCKHOLDERS: Frank S. Baker, 50.8%, with remaining stock in hands of Baker family et al. Family also publishes Tacoma News-Tribune, and Eugene Register-Guard (KREB), Eugene, Ore.

EXECUTIVES:
 Larry Carlson, mgr. tv. & film
 Robert Lyle, prom. mgr.
 Dan Ruzick, news ed.
 Dupe O'Connell, gen. dir. & film buy.

SUMMARY OF RATES (Card No. 5A, June 1, 1966)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|----------|
| Class AA (7-10 p.m., Sun.-Mon.) | \$205.00 | \$104.00 | \$60.00 | \$30.00 | \$170.00 | \$102.00 |
| Class A (6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.-Sat.; 6-7 p.m., Sun.) | \$790.00 | \$430.00 | \$285.00 | \$225.00 | \$170.00 | \$100.00 |
| Class B (10:30-11 p.m., Sun.-Sat.; 4-5 p.m., Sun.) | \$225.00 | \$115.00 | \$70.00 | \$35.00 | \$100.00 | \$60.00 |
| Class C (5-6:30 p.m., Mon.-Fri.; 1-4 p.m., Sun.; 2-4:30 p.m., Sat.) | \$475.00 | \$250.00 | \$160.00 | \$125.00 | \$120.00 | \$80.00 |
| Class D (All other times) | \$225.00 | \$115.00 | \$70.00 | \$35.00 | \$100.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

KTVW (TV)

LICENSEE: J. Elroy McCaw. Address: 1044 N. 24th St., Tacoma 7; 230 3th Ave., N., Seattle 9. Phone: (Tacoma) Skyline 1044; (Seattle) Seneca 2113.

FACILITIES: Ch. 12. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 30 kw. Present Operating Pow.: Visual 100 kw. Aural 30 kw. Antenna Height: Above average terrain 780 ft.; above ground 320 ft.

OPERATION: Began Aug. 2, 1962.

REPRESENTATIVES: Sales, George F. Hollingsbury Co.; Washington Attorney, Locks, East, Young & Jacoby; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Mr. McCaw also owns 50% of KZLA-TV, 29 1/2% of KALE-TV, and 25% of KVAR-TV, all Wash.; WTTW, New York; 50% of KTVB (TV) Denver; 50% of KOMA-TV, Honolulu; and KYA, San Francisco, (all with John D. Keating); 100% of KQRC Mineral Wells, Tex.; KIDY Santa Monica, Calif.

EXECUTIVES:
 J. Elroy McCaw, own-gen. mgr.
 James Hawkins, asst. gen. mgr.
 George Quinn, gen. dir. mgr.
 Don Wood, gen. dir. & p.m. dir.
 John Jusland, sports & sp. events dir.
 Charles H. Morris, ch. engr.
 Frank Kinkaid, news dir.
 Cy Flory, sls. serv. mgr.
 Ethel K. Hannon, prom. mgr.

SUMMARY OF RATES (Card No. 1, April 1, 1966)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|----------|----------|--------|----------|----------|
| Class A (7-10:30 p.m., daily) | \$200.00 | \$100.00 | \$75.00 | | \$125.00 | \$80.00 |
| Class B (6-7 p.m., 10:30-midnight, daily) | \$275.00 | \$130.00 | \$100.00 | | \$125.00 | \$100.00 |
| Class C (All other time) | \$200.00 | \$100.00 | \$75.00 | | \$125.00 | \$100.00 |

Above are one-time rates. Frequency discounts allowed.

SPOKANE

(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Center Bldg. Postal Zone: 6. Phone: Madison 4-2111, TWX No. 27 171.

FACILITIES: Ch. 4. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 30 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 340 ft.; above ground 325 ft.

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

OPERATION: Began Dec. 22, 1962.

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

REPRESENTATIVES: Sales, The Kats Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Hill; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle), 100%.

EXECUTIVES:
 Richard G. Dunning, pres. & gen. mgr.
 F. Hirshey Blair, com. mgr.
 John Faber, gen. dir. & film buy.
 Don Wynn, acting ch. engr.
 Rex Gerlach, prom. mgr.
 Patrick J. Cullen, news ed.

SUMMARY OF RATES (Card No. 1, April 1, 1966)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (6-10:30 p.m., Mon.-Fri.) | \$625.00 | \$310.00 | \$240.00 | \$180.00 | \$170.00 | \$130.00 |
| Class A (6:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.) | \$650.00 | \$320.00 | \$250.00 | \$190.00 | \$175.00 | \$135.00 |
| Class B (2-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; noon-4 p.m., 10:30-11 p.m., Sun.) | \$415.00 | \$207.50 | \$160.00 | \$115.00 | \$125.00 | \$115.00 |
| Class C (All other times) | \$225.00 | \$110.00 | \$85.00 | \$65.00 | \$100.00 | \$75.00 |

Above are one-time rates. Frequency discounts allowed.

THRILLS that send ratings up, up, up!



"HARBOR COMMAND"
 starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

“We turned to **KOMO-TV**, Seattle,
to help us accomplish a real selling job.”



Chelan, Washington, a town of 2,500 people, situated in a remote area on a crystal-pure 60-mile lake, needed a boost. They wanted to sell the people of the state on their wonderful outdoor recreational facilities. How did they do it?



James Carroll, Mayor of Chelan. “Lake Chelan turned to KOMO-TV to help them accomplish a real selling job and, thanks to KOMO-TV, were eminently successful.

“The station jumped in, helped us organize a major unlimited hydroplane race. They arranged for a remote telecast of the race itself, extended cables and microwave links across the rugged Cascade mountains... set up a special Apple Cup TV network of 6 stations that carried the race to an audience throughout the state and parts of Idaho and Oregon.

“Eighty thousand people jammed our city—another 1,000,000 plus sat in our back yard via TV—newsmen and photographers sent their stories and pictures all over the country... and most of this came about as a result of KOMO-TV’s influence with its audience.

Promoting a sports event, publicizing a community or products, audience influence pays off.

for greater influence



in Seattle and Western Washington

CHANNEL 4

NBC

the COLOR station

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

SPOKANE (Cont.)

KREM-TV

LICENSEE: Louis Wagner, Address: E. 1000 Regal St. Postal Zone, 34. Phone: Reavston 986. TWX No. 57 94.

FACILITIES: Ch. 2 Authorized EE, Rad. Pow. Visual 100 kw, Aural 30 kw. Present Operating Pow. Visual 100 kw, Aural 30 kw, Antenna Height: Above average terrain 445 ft.; above ground 747 ft.

EQUIPPED TO COLORCAST network programs, local films, test slides

OPERATION: Began Oct. 21, 1954.

AFFILIATIONS: Tv Network, ABC. Stations: Am, KREM; Pm, KREM-FM.

REPRESENTATIVES: Sales, Edward Pelz & Co.; Washington Attorney, Arnold, Puris & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Mr. Wagner also owns 50% of KOL, Seattle and 25% of KXLI, Missoula, Mont. Sale of control to KING Seattle, Wash., pending FCC approval.

EXECUTIVES:

Louis Wagner, own. & film buy; Robert H. Temple, gen. mgr., com. mgr. & film buy; Walter Schaar, gen. supvr.; Harmon W. Mead, ch. engr.; Richard Hoover, news ed.

SUMMARY OF RATES (Card No. 2, June 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 15 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., daily) | \$450.00 | \$250.00 | \$200.00 | \$150.00 | \$120.00 | \$80.00 |
| Class A (6:30-7 p.m., 10-10:30 p.m., daily) | \$400.00 | \$220.00 | \$180.00 | \$130.00 | \$90.00 | \$60.00 |
| Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-6:00 p.m., Sun.) | \$375.00 | \$205.00 | \$165.00 | \$125.00 | \$75.00 | \$50.00 |
| Class C (8:00-9:5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily) | \$170.00 | \$105.00 | \$70.00 | \$60.00 | \$43.75 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Address: 215 W. Sprague. Postal Zone, 4. Phone: Nacloon 3-4281.

FACILITIES: Ch. 4 Authorized EE, Rad. Pow. Visual 40 kw, Aural 20 kw. Present Operating Pow. Visual 40 kw, Aural 20 kw, Antenna Height: Above average terrain 2,875 ft.; above ground 220 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 18, 1953.

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

REPRESENTATIVES: Sales, Avery-Knodel, Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George F. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Joseph Harris, 50%; Norman Alexander, 25%; and Richard E. Jones, 25%. Same group owns KXLI-TV in Pasco, Wn.

EXECUTIVES:

Richard E. Jones, vp., gen. mgr. & film buy; James Agostino, ch. engr.; Ceco Roth, gen. mgr.; Dave Green, ch. engr.

SUMMARY OF RATES (Card No. 8, June 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 15 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., Sun.-Sat.) | \$600.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$60.00 |
| Class A (6-7 p.m., 10-10:30 p.m., Sun.-Sat.) | \$525.00 | \$255.00 | \$170.00 | \$120.00 | \$80.00 | \$50.00 |
| Class B (5-6 p.m., 10:30-11 p.m., Sun.-Sat.) | \$400.00 | \$200.00 | \$140.00 | \$100.00 | \$60.00 | \$40.00 |
| Class C (All other hours) | \$200.00 | \$100.00 | \$70.00 | \$50.00 | \$30.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

VANCOUVER

(Clark County)

KVAN-TV

(Target Date, Unknown)

LICENSEE: KVAN Inc. Address: 707 1/2 Sixth St.

FACILITIES: Ch. 21 Authorized EE, Rad. Pow. Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 1,019 ft.; above ground 224 ft.

AFFILIATION: Station, Am, KVAN.

REPRESENTATIVES: Washington Attorney, Kluger & Ferguson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Sheldon F. Sackell, 75%; D. Elwood Capins, 20%; and estate of Fred F. Chilly, 5%. Mr. Sackell owns 90% of KOOS-AM-TV Coos Bay, Ore., and 85% of KBOW (Oakland, Calif.), and is publisher of Coos Bay Times and weekly Olympic Press, Oakland, Calif.

EXECUTIVES:

Sheldon F. Sackell, pres.; D. Elwood Capins, vp.



BIGGEST TV BUY IN THE WEST

Cascade's vast four-station network delivers unprecedented coverage in huge areas of three booming Northwest states. While each station enjoys the exclusivity and prestige of a single-station operation, the Cascade network delivers unparalleled saturation and domination throughout the entire region. All these unique factors combine to make Cascade one of the more important television buys in the Nation—the BIGGEST in the West!

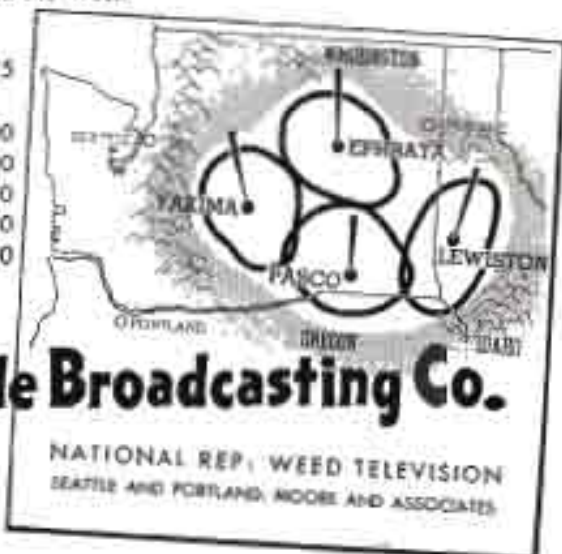
MARKET DATA

| | |
|--------------------------------|---------------|
| POPULATION | 563,675 |
| (Urban 278,000, Rural 285,675) | |
| EFFECT. BUYING INCOME | \$981,563,000 |
| RETAIL SALES | 657,655,000 |
| GEN. MERCHANDISE | 60,135,000 |
| AUTOMOTIVE | 116,239,000 |
| DRUGS | 22,603,000 |

Source: 1957 Survey of Buying Power



Cascade Broadcasting Co.
KIMA-TV, Yakima, Wash.
with Its Substations
KEPR-TV KLEW-TV KBAS-TV



NATIONAL REP: WEED TELEVISION
SEATTLE AND PORTLAND; MOORE AND ASSOCIATES

WALLA WALLA

(Walla Walla County)

KRTV (TV) (Satellite of KIMA-TV Yakima, Wash.)

(Target Date, Unknown)

LICENSEE: Walla Walla TV Co. Address: P. O. Box 102, Yakima, Wash. Phone: Glencourt 2-911 (Yakima)

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 3.00 kw, Aural 1.31 kw. Antenna Height: Above average terrain 10 ft., above ground 207 ft.

REPRESENTATIVES: Washington Attorneys: Prince, Taylor & Crampton.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:

Tom Hostie, pres.
J. D. Raffe, sec.

F. E. Mitchell, treas.

YAKIMA

(Yakima County)

KIMA-TV (Parent station of Satellites KEPR-TV Pasco, KBAS-TV Ephrata and KLEW-TV Lewiston, Idaho)

LICENSEE: Cascade Broadcasting Co. Address: P. O. Box 702, Phone: Glencourt 2-9111, TWX No.: YA 59

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 32.5 kw. Present Operating Pow.: Visual 105 kw, Aural 52.5 kw. Antenna Height: Above average terrain 970 ft.; above ground 186 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 19, 1953.

AFFILIATIONS: Tv Networks: ABC, CBS, NBC, Station, Am, KIMA.

REPRESENTATIVES: Sales, Wood, Tv, Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: A. W. Talbot, 72.5%; Thomas C. Hostie, 16.5%; Ralph Sundquist, 8%, and four others, each owning 8%. Licensee also owns KEPR-AM-TV Renwick-Pasco-Richland, KBAS-TV Ephrata, KRTV (TV) Walla Walla, all Wash., KLEW-TV Lewiston, Idaho.

EXECUTIVES:

A. W. Talbot, pres.
Thomas C. Hostie, vp. & gen. mgr.
Frank E. Mitchell, treas.
Herbert R. Cary, gen. sls. mgr.
Janice W. Nolan, Jr., prog. dir.

J. Barry Watkinson, dir. eng'ng.
Mel E. Burrell, ch. engr.
Ed Morrissey, prom. mgr.
John Knevel, news ed.

SUMMARY OF RATES (Card No. 7, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|----------|---------|
| Class A (7-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.) | \$500.00 | \$300.00 | \$175.00 | \$125.00 | \$100.00 | \$50.00 |
| Class B (5-7 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.) | \$300.00 | \$210.00 | \$140.00 | \$97.50 | \$70.00 | \$35.00 |
| Class C (All other times) | \$250.00 | \$150.00 | \$100.00 | \$62.50 | \$50.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

WEST VIRGINIA MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Barbour | 4,600 | 32 | 1,470 | 6,035 | 5,329 | 812 |
| Berkeley | 4,000 | 60 | 2,400 | 11,321 | 8,198 | 1,512 |
| Boone | 7,000 | 57 | 4,000 | 10,200 | 6,988 | 266 |
| Braken | 3,700 | 31 | 1,150 | 9,430 | 5,078 | 380 |
| Brown | 4,900 | 30 | 1,470 | 10,500 | 4,800 | 410 |
| Cabell | 21,100 | 57 | 12,030 | 157,380 | 11,948 | 4,717 |
| Cajohn | 4,500 | 40 | 1,800 | 3,034 | 979 | 80 |
| Clay | 3,500 | 48 | 1,680 | 4,079 | 1,241 | 40 |
| Doddridge | 2,100 | 27 | 570 | 3,513 | 1,138 | 89 |
| Payette | 10,600 | 59 | 6,250 | 68,748 | 18,017 | 1,312 |
| Glitter | 2,100 | 27 | 570 | 2,072 | 704 | 71 |
| Grant | 2,500 | 38 | 950 | 3,872 | 1,104 | 208 |
| Greenbrier | 6,500 | 31 | 2,015 | 23,523 | 7,032 | 764 |
| Hampshire | 2,900 | 38 | 1,102 | 1,217 | 1,608 | 103 |
| Hancock | 9,800 | 38 | 3,724 | 22,301 | 8,004 | 1,047 |
| Hardy | 2,500 | 38 | 950 | 8,200 | 1,960 | 110 |
| Harrison | 22,500 | 38 | 8,550 | 63,380 | 28,006 | 3,000 |
| Jackson | 2,500 | 40 | 1,000 | 10,200 | 1,544 | 180 |
| Jefferson | 4,300 | 70 | 3,010 | 15,300 | 4,033 | 364 |
| Kanawha | 48,300 | 60 | 28,980 | 208,189 | 79,604 | 8,461 |
| Lewis | 4,800 | 31 | 1,488 | 13,001 | 3,343 | 444 |
| Lincoln | 4,700 | 37 | 1,739 | 8,462 | 1,030 | 52 |
| Loyal | 17,700 | 63 | 11,151 | 62,917 | 15,477 | 1,460 |
| McDowell | 20,700 | 54 | 11,238 | 56,139 | 19,711 | 909 |
| Marion | 10,500 | 62 | 6,510 | 69,498 | 13,302 | 1,738 |
| Marshall | 9,000 | 61 | 5,490 | 21,938 | 8,018 | 707 |
| Mason | 6,500 | 77 | 5,005 | 15,224 | 4,137 | 493 |
| Meroz | 10,400 | 53 | 5,512 | 60,500 | 16,367 | 1,880 |
| Mingo | 6,500 | 38 | 2,480 | 14,490 | 3,734 | 474 |
| Mingo | 10,900 | 54 | 5,886 | 25,101 | 3,480 | 800 |
| Morgan | 15,800 | 59 | 9,322 | 53,514 | 13,680 | 1,741 |
| Monroe | 2,900 | 40 | 1,160 | 5,336 | 1,969 | 84 |
| Morgan | 2,300 | 30 | 690 | 4,303 | 1,323 | 54 |
| Nicholas | 6,500 | 58 | 3,770 | 17,513 | 4,825 | 282 |
| Ohio | 22,600 | 58 | 13,108 | 117,800 | 31,008 | 3,130 |
| Pendleton | 2,000 | 36 | 720 | 3,438 | 378 | 86 |
| Pfeffer | 1,000 | 34 | 340 | 5,640 | 1,318 | 198 |
| Pocahontas | 2,700 | 30 | 810 | 8,384 | 1,301 | 84 |
| Preston | 7,500 | 40 | 3,000 | 14,263 | 2,977 | 407 |
| Putnam | 3,000 | 33 | 990 | 6,977 | 2,207 | 38 |
| Raleigh | 21,900 | 47 | 10,397 | 66,594 | 19,201 | 1,807 |
| Randolph | 7,100 | 38 | 2,718 | 21,638 | 4,736 | 524 |
| Ritchie | 2,900 | 27 | 783 | 6,601 | 1,247 | 171 |
| Roane | 1,000 | 45 | 450 | 8,305 | 2,110 | 200 |
| Summers | 4,500 | 46 | 2,070 | 9,889 | 2,739 | 233 |
| Taylor | 4,900 | 40 | 1,960 | 10,269 | 2,109 | 312 |
| Tucker | 2,300 | 38 | 874 | 4,417 | 1,412 | 82 |
| Tyler | 2,500 | 54 | 1,350 | 7,404 | 2,730 | 168 |
| Upshur | 4,000 | 32 | 1,280 | 12,423 | 2,204 | 302 |
| Wayne | 3,200 | 53 | 1,696 | 13,608 | 6,476 | 332 |
| Weber | 4,000 | 38 | 1,520 | 8,201 | 2,952 | 72 |
| Wetzel | 4,700 | 54 | 2,538 | 16,298 | 1,176 | 340 |
| Wirt | 1,300 | 48 | 624 | 7,296 | 32 | 48 |
| Wood | 21,100 | 46 | 9,716 | 76,432 | 28,355 | 2,240 |
| Wyoming | 8,800 | 43 | 3,784 | 20,200 | 7,407 | 46 |
| Total | 502,400 | 61% | 306,498 | \$1,561,701 | \$414,617 | \$49,590 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.



Did you know...

WSAZ-TV

DELIVERS 1,000 TV HOMES—
NIGHT OR DAY—FOR THE PRINCELY
SUM OF \$1.30?

(Read full page on 24 before checking KATZ.)

WEST VIRGINIA

BECKLEY
(Raleigh County)

WOAY-TV (OAK HILL)

LICENSEE: Robert B. Thomas Jr. Address: P. O. Box 281, Oak Hill, W. Va. Phone: GR. (For full listing see Oak Hill.)

BLUEFIELD
(Mason County)

WHIS-TV

LICENSEE: Daily Telegraph Printing Co. Address: Mainport Bldg. Phone: Davanport 7-7111, TWX No.: RP 26

FACILITIES: Ch. 5. Authorized ET. Rad. Pow.: Visual 25 kw. Aural 25.3 kw. Present Operating Pow.: Visual 20 kw. Aural 23.3 kw. Antenna Height: Above average terrain 1,220 ft., above ground 189 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 21, 1955.

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

REPRESENTATIVES: Sales, The Kay Agency; Washington Attorney, Dow, Lehnas & Albertson; Consulting Engineer, John H. Muldrew.

PRINCIPAL STOCKHOLDERS: Hugh I. Shott Jr., 22.2%; Mrs. Lillian E. Bennett, 22.2%; and estate of Jim H. Shott, 22.2%. Licensee publishes Bluefield Telegraph and Sunset News.

EXECUTIVES:

Hugh I. Shott Jr., pres. & film buy; P. T. Flanagan, adm. & tech. dir.; John Shott, v. pres. mgr.; O. C. Young, gen. mgr.; Jane Marie Lambert, prom. mgr.; Melvin Barnett, news ed.

SUMMARY OF RATES (Card No. 1, April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or less | 10 Sec. |
|--|----------|---------|---------|---------|--------------|---------|
| Class A (7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.) | \$140.00 | \$80.00 | \$60.00 | \$20.00 | \$60.00 | \$20.00 |
| Class B (5:30-7 p.m., 10:30-11 p.m., Mon.-Sat.; 5-8 p.m., Sun.) | \$70.00 | \$35.00 | \$20.00 | \$10.00 | \$30.00 | \$10.00 |
| Class C (Sign-on-1:30 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-1 p.m., 11 p.m.-sign-off, Sun.) | \$150.00 | \$80.00 | \$50.00 | \$20.00 | \$70.00 | \$25.00 |

Above are one-time rates. Frequency discounts allowed.

CHARLESTON
(Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Address: 1111 Virginia St. E. Postal Zone: 1. Phone: Dickens 6-3326, TWX No.: CH 96.

FACILITIES: Ch. 9. Authorized ET. Rad. Pow.: Visual 150 kw. Aural 85.3 kw. Present Operating Pow.: Visual 150 kw. Aural 85.3 kw. Antenna Height: Above average terrain 1,220 ft., above ground 590 ft.

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

OPERATION: Began Aug. 15, 1954.

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

REPRESENTATIVES: Sales, The Bragham Co.; Washington Attorney, Dow, Lehnas & Albertson; Consulting Engineer, L. H. Carr & Assoc.

PRINCIPAL STOCKHOLDERS: Turner Co. (WCHS Charleston, W. Va.), 80%; and Capital Television Inc., 40%. See WQCY-TV Allentown, Pa., for other Capital interests.

EXECUTIVES:

Hawthorne D. Battle, pres.; John T. Gelder Jr., vp. & gen. mgr.; John L. Sinclair Jr., v. pres. mgr.; Morton S. Cohn, pgn. dir.; William E. Dixon, tech. dir.; Gene Brick, ch. engr.; Frank Annand, prod. dir.; Bruce M. Johns, prom. mgr.; Bob Bonz, news ed.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or less | 10 Sec. |
|--|----------|----------|---------|---------|--------------|---------|
| Class AA (7:30-10:30 p.m., daily; 6-10:30 p.m., Sun.) | \$200.00 | \$100.00 | \$70.00 | \$20.00 | \$175.00 | \$57.00 |
| Class A (8:30-1:30 p.m., 10:30-11 p.m., daily; 5-8 p.m., Sun.) | \$100.00 | \$50.00 | \$35.00 | \$10.00 | \$75.00 | \$25.00 |
| Class B (3-6:30 p.m., 11-11:30 p.m., daily; 5-8 p.m., Sun.) | \$50.00 | \$25.00 | \$15.00 | \$5.00 | \$30.00 | \$10.00 |
| Class C (All other times) | \$200.00 | \$100.00 | \$70.00 | \$20.00 | \$175.00 | \$57.00 |

Above are one-time rates. Frequency discounts allowed.

WKNA-TV†

LICENSEE: Joe L. Smith Jr. Inc. Address: P.O. Box 208, Phone: Dickens 2-5223.

FACILITIES: Ch. 45. Authorized ET. Rad. Pow.: Visual 225 kw. Aural 120 kw. Antenna Height: Above average terrain 1200 ft., above ground 227 ft.

OPERATION: Began Sept. 27, 1955.

AFFILIATIONS: Station, Am, WKNA; Pm, WEDS-FM.

REPRESENTATIVE: Washington Attorney, Pierson, Bell & Dowd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Mr. Smith also owns WJIS Beckley, W. Va., and holds option to purchase 40% of WOAY-TV Oak Hill, W. Va.

EXECUTIVES:

Joe L. Smith Jr., pres.

†WKNA-TV has suspended operation but has not returned to CP.

WHTN-TV (HUNTINGTON)

LICENSEE: Cowles Broadcasting Co. Address: 626 Fourth Ave., Huntington, W. Va. Postal Zone 1. Phone: Jackson 3-3661. (For full listing see Huntington.)

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Address: 210 Dickerson St., Charleston. Postal Zone: 1B. Phone: Dickerson 2-6126. (For full listing see Huntington, W. Va.)

CLARKSBURG
(Harrison County)

WBOY-TV

(Target Date, Sept. 1957)

LICENSEE: WSTV Inc. Address: 211 1/2 Fifth St., Parkersburg, W. Va.

FACILITIES: Ch. 22. Authorized ET. Rad. Pow.: Visual 1.26 kw. Aural 2.19 kw. Antenna Height: Above average terrain 740 ft.; above ground 420 ft.

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

REPRESENTATIVES: Washington Attorney, Cohn & Mark; Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: Owned by WSTV Inc. (see WSTV-TV Steubenville, Ohio)

EXECUTIVES:

Austin V. Wood, pres.; George H. Clinton, vp. & gen. mgr.

FAIRMONT
(Marion County)

WJPB-TV†

LICENSEE: WJPB-TV, Inc. Address: 408 Quincy St., Phone: 808.

FACILITIES: Ch. 25. Authorized ET. Rad. Pow.: Visual 5.37 kw. Aural 2.80 kw. Present Operating Pow.: Visual 5.37 kw. Aural 2.80 kw. Antenna Height: Above average terrain 110 ft., above ground 180 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, Roberts & McInnis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by J. Patrick Beacom who owns WVWV Grafton and 10% of WETZ New Martinsville, both W. Va., and WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

EXECUTIVES:

J. Patrick Beacom, pres. & gen. mgr.; Phil Braken, film buy.; Harry W. Critchlow, vp. & com. mgr.; Arthur Pearce, prom. mgr.; N. M. Fabus Jr., pgn. dir.; Robert Frutier, news ed.; Joe Stralanski, ch. engr.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or less | 10 Sec. |
|--|----------|----------|---------|---------|--------------|---------|
| Class A (5:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$20.00 |
| Class B (All other times) | \$150.00 | \$80.00 | \$50.00 | \$20.00 | \$30.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

†Began operation Mar. 17, 1954, but left air Feb. 28, 1955, resuming in March that year, going off the air again in fall of 1955. Target date, Sept. 3, 1957.

IMPACT that brings viewers back!



"HARBOR COMMAND"
STARRING
WENDELL COREY

ZIV'S SPECTACULAR
NEW IMPACT SERIES!



HUNTINGTON

(Cabell County)

WCHS-TV (CHARLESTON)

LICENSEE: WCHS-TV Inc. Address: 1111 Virginia St. E. Charleston. Phone: Dianna 5-5706. (For full listing see Charleston.)

WHTN-TV (CHARLESTON)

LICENSEE: Cowles Broadcasting Co. Address: 802 Fourth Ave. Postal Zone: 1. Phone: Jackson 5-7991, TWX No. HT 75.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Present Operating Pow.: Visual 316 kw, Aural 200 kw. Antenna Height: Above average terrain 1,500 ft., above ground 844 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began Oct. 2, 1955

AFFILIATIONS: Tv Network, ABC. Stations, Am. WHTN. Fm. WHTN-FM

REPRESENTATIVES: Sales, Edward Fetry & Co., Washington Attorney, Segal, Smith & Hennessy, Consulting Engineer, Loftis & Culver.

PRINCIPAL STOCKHOLDER: See WCHS-TV Des Moines, Iowa.

EXECUTIVES:

Luther L. Hill, pres. Norman Bacon, gen. mgr. & film buy.
Robert B. Tucker, asst. mgr. Harold Burns, ch. engr.
George Miller, comm. mgr. Charles Dickins, prom. mgr.

SUMMARY OF RATES (Card No. 2, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (7:30-10:30 p.m., daily) | \$600.00 | \$300.00 | \$200.00 | \$100.00 | \$20.00 | \$60.00 |
| Class B (10:30-11:30 p.m., 10:30-11 p.m., daily) | \$425.00 | \$212.50 | \$141.66 | \$70.83 | \$14.17 | \$42.50 |
| Class C (5-6:00 p.m., daily) | \$300.00 | \$150.00 | \$100.00 | \$50.00 | \$10.00 | \$30.00 |
| Class D (High noon-3 p.m., 11 p.m., Mon.-Fri., daily) | \$300.00 | \$150.00 | \$100.00 | \$50.00 | \$10.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WSAZ-TV (CHARLESTON)

LICENSEE: WSAZ Inc. Address: 201 North St. Postal Zone: 18. Phone: 4-1128. TWX No. WFS 40.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 68.2 kw, Aural 22.4 kw. Present Operating Pow.: Visual 68.2 kw, Aural 22.4 kw. Antenna Height: Above average terrain 1,200 ft., above ground 1,080 ft.

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

OPERATION: Began Nov. 13, 1945

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

REPRESENTATIVES: Sales, The Katz Agency, Washington Attorney, Cohn & Myers, Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser), 80%; Mrs. Eugene Katz (wife of president of The Katz Agency, N. Y., station representative), 11%. Interlocking ownership with WVAZ Charleston, W. Va.

EXECUTIVES:

Lawrence H. Rogers II, pres. John F. Clay, ch. engr.
& 2nd. mgr. Robert B. White, loc. 1st. mgr.
Larry E. Kilpatrick, sp. & tech. dir. Elizabeth County, loc. ch. dir.
C. V. Gartin, asst. gen. mgr. & comm. mgr. Jack Williams, asst. mgr.
James H. Ferguson, gen. dir. Nick Basso, comm. dir.

SUMMARY OF RATES (Card No. 18, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 10 Sec. |
|---|------------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10:30 p.m., daily) | \$1,000.00 | \$500.00 | \$333.33 | \$166.66 | \$33.33 | \$100.00 |
| Class A (10:30-11:30 p.m., 10:30-11 p.m., daily) | \$700.00 | \$350.00 | \$233.33 | \$116.66 | \$23.33 | \$70.00 |
| Class B (5-6:00 p.m., Mon.-Sat., 5-6:00 p.m., Sun.) | \$500.00 | \$250.00 | \$166.66 | \$83.33 | \$16.66 | \$50.00 |
| Class C (9 a.m.-5 p.m., 11-11:30 p.m., Mon.-Sat.; 9 a.m.-5 p.m., 11-11:30 p.m., Sun.) | \$400.00 | \$200.00 | \$133.33 | \$66.66 | \$13.33 | \$40.00 |
| Class D (11:30 p.m.-5 a.m., daily) | \$300.00 | \$150.00 | \$100.00 | \$50.00 | \$10.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

OAK HILL

(Fayette County)

WOAY-TV (BECKLEY)

LICENSEE: Robert B. Thomas Jr. Address: P.O. Box 181. Phone: 651. TWX No.: Oak Hill 78.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 68.2 kw. Present Operating Pow.: Visual 160 kw, Aural 68.2 kw. Antenna Height: Above average terrain 125 ft., above ground 588 ft.

OPERATION: Began Dec. 14, 1954.

AFFILIATIONS: Tv Networks, ABC, NTA. Stations, Am. WOAY; Fm. WOAY-FM.

REPRESENTATIVES: Sales, Pearson Tv., Washington Attorney, Barnes & Nelson, Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDER: Mr. Thomas, 100%. Option to purchase 40% interest held by Joe L. Smith Jr. (see WKNA-TV Charleston, W. Va.)

EXECUTIVES:

Robert B. Thomas Jr., pres., gen. mgr. & film buy. Charles Coleman, gen. dir. & news ed.
Robert Brown, ch. engr. Curtis Horton, ch. engr.
& comm. mgr. John Roberts, prom. mgr.

no wonder

WHTN-TV

is the **SELLibrated** station
of the **Golden Valley...**

(Central Ohio)



It's the **ONLY STATION**

to put a **Grade A** signal over the
Four leading cities in this burgeoning market

(Huntington, Charleston, Ashland-Ironton and Portsmouth)

**A REBUILT, RE-VITALIZED, REFURBISHED, REFRESHED
POWERHOUSE...**

BUY-POWER stemming from a new tower 1,000 feet
above average terrain

PRIME-POWER covering 434,400 TV homes—a long
established loyal listening audience who get a
better, brighter picture

SALES-POWER influencing multi-billion dollar retail
sales

DOLLAR-POWER because the average cost per thou-
sand is still lower than any other station in the
area

**NO WONDER THERE'S
MORE "POWER"
TO SELLIBRATE!**



WHTN-TV

CHANNEL 13

HUNTINGTON, WEST VA.

ABC AFFILIATE

WEST VIRGINIA

OAK HILL (Cont.)

WOAY-TV (Cont.)

SUMMARY OF RATES (Card No. 2, March 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | Sp. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class A (9:30-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$50.00 | \$30.00 | \$20.00 |
| Class B (All other times) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

PARKERSBURG

(Wood County)

WTAP (TV)

LICENSEE: Evansville Publishing Co. Address: 121 W. 7th St. Phone: Hudson 5-1888 TWX No.: PA 75

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 12.5 kw. Aural 10.3 kw. Present Operating Pow.: Visual 12.5 kw. Aural 10.4 kw. Antenna Height: Above average terrain 375 ft., above ground 450 ft.

OPERATION: Began Nov. 12, 1953.
 AFFILIATIONS: Tv Networks, NBC, CBS, ABC.
 REPRESENTATIVES: Sales, Pearson Tv; Washington Attorney, Robert F. Jones; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDERS: See WHIZ-TV Evansville, Ohio.

EXECUTIVES:
 Clay Lottick, pres.
 Alan Lund, gen. mgr.
 Milton Kuntz, v. pres.
 Charles K. Blankenship, gen. sec.
 William A. Hund, ch. engr.
 Ed Flater, film buy.
 John Perry, news mgr.
 A. O'Neil, ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1952)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | Sp. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (9-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 |
| Class B (3-4 p.m., Mon.-Sat.) | \$112.50 | \$67.50 | \$45.00 | \$30.00 | \$18.75 | \$10.00 |
| Class C (All other times) | \$75.00 | \$45.00 | \$30.00 | \$20.00 | \$12.50 | \$7.50 |

Above are one-time rates. Frequency discounts allowed.

WHEELING

(Ohio County)

WLTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 221 Eighth St. Huntington, W. Va.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 126 kw. Aural 87.5 kw. Antenna Height: Above average terrain 170 ft., above ground 281 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. King & Assoc.
 PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, L. M. Polan, Charles M. Polan, and Lake Polan Jr., all equal partners in Polan Industries. Licensee also owns WALN-TV Ashland, Ky. E. G. Polan has 20% of WPLH Huntington, W. Va.

WTRF-TV

LICENSEE: Tri-City Broadcasting Co. Address: 1288 Market St. Postal Zone: T. Phone: Cedar 3-7777. TWX No.: WGT7

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow.: Visual 309 kw. Aural 155 kw. Present Operating Pow.: Visual 309 kw. Aural 155 kw. Antenna Height: Above average terrain 290 ft., above ground 358 ft.

EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Oct. 24, 1953.
 AFFILIATIONS: Tv Networks, NBC, ABC.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Nelson; Consulting Engineer, Robert M. Sullivan & Assoc.

PRINCIPAL STOCKHOLDERS: Thomas M. Bloch and family, 30%; Albert V. Ota and family, 30%; News Publishing Co., 21%; and Robert W. Ferguson, 11%. Mr. Ota also owns Wooster Record (WVST), Martins Ferry-Belleire Times Leader, Dehane's Crescent News, Ravenscroft Record and Courier-Tribune, all Ohio. News Publishing Co. publishes Wheeling Intelligence and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News.

EXECUTIVES:
 Robert W. Ferguson, exec. vp.
 H. Needham Smith, gen. mgr.
 W. Williams, gen. dir. & film buy.
 Howard Daubensmeyer, ch. engr.
 Greg Van Camp, prom. mgr.
 George Diab, news ed.
 Edwin Johnston, pub. serv. dir.

SUMMARY OF RATES (Card No. 1, March 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | Sp. |
|--|----------|----------|---------|---------|-----------------|---------|
| Class AA (8-10:30 p.m., Mon.-Fri.; 7:00-10:30 p.m., Sat., Sun.) | \$200.00 | \$120.00 | \$80.00 | \$50.00 | \$30.00 | \$20.00 |
| Class A (7-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily) | \$150.00 | \$90.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 |
| Class B (5-7 p.m., Mon.-Fri.; 1-4 p.m., Sat., Sun.; 11-11:30 p.m., daily) | \$100.00 | \$60.00 | \$40.00 | \$25.00 | \$15.00 | \$10.00 |
| Class C (11:30-1 p.m., Mon.-Fri.; noon-1 p.m., Sat., Sun.; 11:30 p.m.-midnight, daily) | \$50.00 | \$30.00 | \$20.00 | \$12.50 | \$7.50 | \$5.00 |
| Class D (Midnight-noon, daily) | \$25.00 | \$15.00 | \$10.00 | \$6.25 | \$3.75 | \$2.50 |

Above are one-time rates. Frequency discounts allowed.

WISCONSIN

WISCONSIN MARKET DATA BY COUNTIES

| County | Total Households | Television Households % | Households No. | Retail Sales 1954 (\$000) | Food Sales 1954 (\$000) | Drug Sales 1954 (\$000) |
|-------------|------------------|-------------------------|----------------|---------------------------|-------------------------|-------------------------|
| Adams | 2,500 | 33 | 830 | 1,200 | 300 | 121 |
| Ashland | 5,500 | 32 | 1,760 | 26,200 | 4,900 | 611 |
| Barron | 20,000 | 33 | 6,600 | 36,200 | 5,500 | 107 |
| Bayfield | 5,200 | 40 | 2,080 | 7,200 | 1,200 | 220 |
| Brown | 20,000 | 35 | 7,000 | 105,100 | 24,400 | 2,600 |
| Buffalo | 4,400 | 43 | 1,892 | 18,970 | 2,500 | 250 |
| Burnett | 2,500 | 49 | 1,225 | 6,410 | 1,370 | 120 |
| Calumet | 5,200 | 52 | 2,704 | 11,710 | 2,300 | 300 |
| Chippewa | 12,000 | 31 | 3,720 | 21,770 | 3,810 | 1,200 |
| Clark | 8,200 | 45 | 3,690 | 24,200 | 2,700 | 400 |
| Columbia | 10,500 | 35 | 3,675 | 22,000 | 3,300 | 1,370 |
| Crawford | 5,600 | 45 | 2,520 | 11,710 | 2,300 | 250 |
| Dane | 37,100 | 37 | 13,727 | 220,000 | 31,000 | 39,400 |
| Dodge | 17,500 | 34 | 5,925 | 24,000 | 10,700 | 1,170 |
| Dorot | 8,500 | 43 | 3,655 | 21,300 | 3,800 | 300 |
| Douglas | 14,200 | 32 | 4,544 | 27,000 | 13,100 | 1,570 |
| Dunn | 7,800 | 45 | 3,510 | 26,300 | 2,300 | 250 |
| EAU Claire | 17,500 | 39 | 6,825 | 63,000 | 17,300 | 1,200 |
| Florence | 1,200 | 34 | 408 | 2,300 | 300 | 43 |
| Forest | 26,700 | 37 | 9,879 | 84,300 | 17,300 | 2,600 |
| Grant | 2,400 | 44 | 1,056 | 7,300 | 2,000 | 100 |
| Green | 7,600 | 37 | 2,812 | 20,700 | 3,200 | 400 |
| Green Lake | 4,700 | 37 | 1,749 | 10,000 | 1,300 | 200 |
| Iowa | 5,700 | 44 | 2,508 | 10,400 | 1,700 | 210 |
| Iron | 2,500 | 52 | 1,300 | 7,000 | 2,410 | 200 |
| Jackson | 4,900 | 55 | 2,695 | 14,400 | 2,500 | 300 |
| Jefferson | 15,500 | 34 | 5,270 | 60,100 | 12,100 | 1,600 |
| Juno | 5,500 | 33 | 1,815 | 20,300 | 3,200 | 410 |
| Kenosha | 25,000 | 37 | 9,250 | 96,710 | 20,400 | 3,400 |
| Kewaunee | 4,000 | 32 | 1,280 | 14,400 | 2,100 | 200 |
| La Crosse | 21,000 | 31 | 6,510 | 90,000 | 19,800 | 1,800 |
| Lafayette | 5,300 | 52 | 2,756 | 10,200 | 2,100 | 180 |
| Lansdale | 8,100 | 53 | 4,293 | 20,300 | 2,900 | 300 |
| Lincoln | 5,000 | 52 | 2,600 | 24,000 | 3,600 | 370 |
| Manitowish | 20,700 | 33 | 6,831 | 77,200 | 17,600 | 1,210 |
| Marathon | 21,000 | 38 | 8,000 | 81,270 | 10,610 | 1,200 |
| Marquette | 10,000 | 43 | 4,300 | 30,470 | 3,700 | 500 |
| Marquette | 2,700 | 47 | 1,269 | 6,000 | 1,400 | 100 |
| Milwaukee | 292,100 | 31 | 90,551 | 1,300,000 | 290,000 | 30,000 |
| Monroe | 8,000 | 32 | 2,560 | 10,000 | 1,700 | 200 |
| Oconto | 5,400 | 31 | 1,674 | 22,000 | 4,000 | 370 |
| Ontonagon | 6,600 | 41 | 2,706 | 30,100 | 7,400 | 800 |
| Outagamie | 32,200 | 35 | 11,270 | 110,200 | 20,000 | 2,700 |
| Ozaukee | 7,500 | 38 | 2,850 | 33,000 | 5,000 | 700 |
| Pepin | 2,100 | 33 | 693 | 9,100 | 1,510 | 200 |
| Pierce | 5,300 | 32 | 1,696 | 23,700 | 4,070 | 500 |
| Polk | 7,500 | 32 | 2,400 | 20,000 | 3,300 | 400 |
| Portage | 8,200 | 39 | 3,198 | 32,300 | 7,300 | 1,100 |
| Price | 4,200 | 32 | 1,344 | 14,200 | 2,300 | 300 |
| Racine | 20,200 | 31 | 6,262 | 140,170 | 28,200 | 3,100 |
| Rushland | 5,200 | 44 | 2,288 | 20,300 | 2,700 | 400 |
| Rock | 21,200 | 32 | 6,784 | 120,000 | 20,000 | 2,400 |
| Rock | 4,800 | 42 | 2,016 | 17,000 | 2,100 | 200 |
| St. Croix | 7,800 | 38 | 2,964 | 27,000 | 3,500 | 710 |
| Stark | 22,100 | 35 | 7,735 | 44,000 | 9,100 | 1,010 |
| Sturgeon | 7,000 | 40 | 2,800 | 19,000 | 2,100 | 270 |
| Sawyer | 8,200 | 33 | 2,706 | 28,100 | 3,700 | 500 |
| Shawano | 8,200 | 33 | 2,706 | 28,100 | 3,700 | 500 |
| Sheboygan | 20,700 | 34 | 7,038 | 35,100 | 21,000 | 2,500 |
| Taylor | 4,700 | 42 | 1,974 | 12,410 | 2,070 | 250 |
| Trempealeau | 6,000 | 35 | 2,100 | 22,000 | 2,700 | 420 |
| Verona | 7,800 | 40 | 3,120 | 28,200 | 4,070 | 500 |
| Vilas | 2,000 | 41 | 820 | 11,810 | 2,710 | 250 |
| Walworth | 14,700 | 33 | 4,851 | 68,200 | 12,570 | 1,500 |
| Washington | 7,200 | 46 | 3,312 | 23,100 | 2,910 | 300 |
| Washington | 10,400 | 35 | 3,640 | 43,200 | 6,510 | 700 |
| Waukesha | 29,200 | 36 | 10,512 | 111,200 | 24,410 | 2,110 |
| Waupaca | 10,700 | 40 | 4,280 | 18,300 | 2,310 | 260 |
| Waupesa | 6,200 | 47 | 2,904 | 10,500 | 2,300 | 280 |
| Winnebago | 20,300 | 38 | 7,714 | 110,300 | 20,000 | 2,100 |
| Wood | 13,200 | 32 | 4,224 | 43,700 | 12,400 | 1,300 |
| Total | 1,002,700 | 37% | 372,110 | \$4,388,120 | \$802,250 | \$117,300 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

EAU CLAIRE

(EAU Claire County)

WEAU-TV

LICENSEE: Central Broadcasting Co. Address: 2415 E. Hastings Way, Phone: Tangle 3-3474. TWX No.: EU 2211

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 310 kw. Aural 155 kw. Present Operating Pow.: Visual 310 kw. Aural 155 kw. Antenna Height: Above average terrain 360 ft., above ground 358 ft.

EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 17, 1953.
 AFFILIATIONS: Tv Networks, NBC, ABC. Stations, Am. WEAU; Fm. WEAU-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Scharfeld & Baron.

PRINCIPAL STOCKHOLDERS: Elizabeth B. Murphy, 40%; EAU Claire Press Co. (EAU Claire Leader and Telegram), 24.15%; W. C. Bridges, 15.35%; Morgan Murphy, 14.35%. Francis H. Levine, 2%. Mr. & Mrs. Murphy (through direct and newspaper ownership) also own KGTV (TV) Des Moines, Iowa; 50% of WIBC-AM-FM-TV Madison, Wis., and KVOL-AM-FM Lafayette, La.; 25.25% of WIBC Duluth, WMFG Hibbing and WHLB Virginia, all Minn., and control newspapers Superior (Wis.) Telegram, Manitowish (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Virginia (Minn.) Mesabi News and weekly Bangs Facts and Lafayette Advertiser. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis., and 10% of WIBC, WMFG and WHLB.

EXECUTIVES:
 Walter C. Bridges, pres.
 Leo Howard, gen. mgr.
 Wayne F. McNulty, asst. mgr.
 gen. dir. & prom. mgr.
 T. O. Jorgensen, ch. engr.
 Richard Keeler, film buy.
 Robert Dawson, news ed.

SUMMARY OF RATES (Card No. 3, Dec. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 40 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class A (4-10:30 p.m., daily) | \$200.00 | \$150.00 | \$140.00 | \$100.00 | \$60.00 | — |
| Class B (4-6 p.m., 10:30 p.m.-sign-off, daily) | \$150.00 | \$110.00 | \$100.00 | \$75.00 | \$50.00 | — |
| Class C (All other times) | \$200.00 | \$125.00 | \$90.00 | \$60.00 | \$40.00 | — |

*7 second announcements—20% of 1 minute rate. Above are one-time rates. Frequency discounts allowed.

GREEN BAY

(Brown County)

WBAY-TV

LICENSEE: Norbertine Fathers, Address: 110 S. Jefferson St., Phone: Hamlock 2-3333, TWX No.: GB 8288.

FACILITIES: Ch. 2, Authorized ER, Rad. Pow. Visual 100 kw, Aural 501 kw. Present Operating Pow. Visual 90 kw, Aural 30.1 kw, Antenna Height: Above average terrain 310 ft., above ground 150 ft.

EQUIPPED TO COLORCAST network programs

OPERATION: Began March 11, 1954.

AFFILIATIONS: TV Network, CBS, Station, Am, WBAY

REPRESENTATIVES: Sales, Wood Tv; Washington Attorney; Hogan & Harmon; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Norbertine Fathers (religious order), 100%. Licensee also owns WBAY-AM, Green Bay, Wis.

EXECUTIVES:

Haydn R. Evans, gen. mgr.
E. C. Nelson, adm. mgr.
Greg McElrone, pgm. dir.
W. E. Stangor, ch. engr.

Dan Bergman, film dir.
Don Wagner, prom. mgr.
Don C. Wright, news ed.

SUMMARY OF RATES (Card No. 1, July 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 40 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-9:30 p.m., Mon.-Sun.) | \$500.00 | \$300.00 | \$175.00 | \$125.00 | \$100.00 | \$80.00 |
| Class A (6-7 p.m., Mon.-Sat.; 7-9 p.m., Sun.; 9:30-10:30 p.m., Mon.-Sun.) | \$450.00 | \$340.00 | \$195.00 | \$135.00 | \$100.00 | \$80.00 |
| Class B (10:30-11 p.m., 1-4 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.; 10:30 p.m.-midnight, daily) | \$350.00 | \$230.00 | \$170.00 | \$120.00 | \$80.00 | \$60.00 |
| Class C (All other times) | \$300.00 | \$225.00 | \$160.00 | \$110.00 | \$80.00 | \$60.00 |

Above are one-time rates. Frequency discounts allowed.

WFRY-TV

LICENSEE: Valley Telecasting Co., Address: Mason & Roosevelt Sts., Phone: Hamlock 7-5411, TWX No.: GB 8343.

FACILITIES: Ch. 5, Authorized ER, Rad. Pow. Visual 30.5 kw, Aural 16.2 kw. Present Operating Pow. Visual 33.1 kw, Aural 16.2 kw, Antenna Height: Above average terrain 1,120 ft., above ground 500 ft.

OPERATION: Began May 25, 1955.

AFFILIATIONS: TV Networks, ABC, CBS

REPRESENTATIVES: Sales, Handley-Ried Tv; Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDER: Heenan-Melchior Broadcasting Co. (WKAM Green Bay, Wis.), 100%. Control of station (LIRB) held in trust voted by S. N. Pickard, Clayton Ewing and George E. Sills.

EXECUTIVES:

Clayton Ewing, pres.
Boris H. Stanshof, gen. mgr. & film buy.
Jack Cassaro, adm. mgr.

Harry Hill, ch. engr.
W. C. Purrow, news & prom. mgr.
Warren Reynolds, news ed.

SUMMARY OF RATES (Card No. 6, Feb. 1, 1951)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 40 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (4-10:30 p.m., daily) | \$400.00 | \$300.00 | \$280.00 | \$200.00 | \$120.00 | \$80.00 |
| Class B (4-6 p.m., daily) | \$300.00 | \$200.00 | \$180.00 | \$120.00 | \$80.00 | \$60.00 |
| Class C (10:30-11 p.m., 1-4 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.) | \$200.00 | \$150.00 | \$140.00 | \$100.00 | \$60.00 | \$40.00 |
| Class D (All other times) | \$150.00 | \$100.00 | \$90.00 | \$70.00 | \$40.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WMBY-TV (MARINETTE)

LICENSEE: M & N Broadcasting Co., Address: Radio-Tv Park, Marinette, Wis. Phone: Redwood 4-6821. (For full listing see Marinette, Wis.)

LA CROSSE

(La Crosse County)

WKBT (TV)

LICENSEE: WKBT Television, Inc., Address: 141 S. Sixth St., Phone: 3-4078, TWX No.: LC 4210.

FACILITIES: Ch. 8, Authorized ER, Rad. Pow. Visual 80 kw, Aural 120 kw. Present Operating Pow. Visual 251 kw, Aural 130 kw, Antenna Height: Above average terrain 310 ft., above ground 150 ft.

OPERATION: Began Aug. 1, 1954.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, DuMont, Am, WKBT.

REPRESENTATIVES: Sales, H-E Television; Harry Byers (Minneapolis); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jamieson & Bailey.

PRINCIPAL STOCKHOLDERS: LaCrosse Tribune Co. (see newspaper), 27.5%; Howard Dept. 27.5%; W. T. Burghess, 20%; Kenneth Dahl, 8.5%; Mark & Co., 8.5%; and others. Interlocking ownership with WKBT La Crosse. For other LaCrosse, see WGLA-TV Mason City, Iowa.

EXECUTIVES:

Howard Dahl, pres. & gen. mgr.
Robert T. Morrison, 2d. gen. mgr.
Ray C. Shanon, pgm. dir.

Alvin Lammie, ch. engr.
Leonard Anderson, prom. mgr.
Jack Martin, news ed.

SUMMARY OF RATES (Card No. 4, June 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 30 Sec. | 40 Sec. |
|---|----------|----------|----------|----------|-----------------|----------|
| Class AA (7:30-10 p.m., Sun.-Sat.) | \$380.00 | \$215.00 | \$194.00 | \$135.00 | \$120.00 | \$100.00 |
| Class A (8:30-10:30 p.m., 10-10:15 p.m., Mon.-Sat.; 1-1:30 p.m., 10-10:15 p.m., Sun.) | \$300.00 | \$185.00 | \$170.00 | \$125.00 | \$100.00 | \$80.00 |
| Class B (6-6:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 10:15-11 p.m., Mon.-Sun.) | \$225.00 | \$175.00 | \$160.00 | \$120.00 | \$95.00 | \$80.00 |
| Class C (All other times) | \$100.00 | \$90.00 | \$80.00 | \$65.00 | \$50.00 | \$40.00 |

Above are one-time rates. Frequency discounts allowed.

MADISON

(Dane County)

WHA-TV*

(*Non-Commercial Educational)

LICENSEE: Wisconsin State Radio Council, Address: Radio Hall, U. of Wisconsin, Postal Box 5, Phone: Alpine 3-2888.

FACILITIES: Ch. 9, Authorized ER, Rad. Pow. Visual 167 kw, Aural 275 kw. Present Operating Pow. Visual 117 kw, Aural 175 kw, Antenna Height: Above average terrain 215 ft., above ground 225 ft.

OPERATION: Began May 3, 1954.

AFFILIATIONS: DuMont, Am, WHA; Pm, WHA-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Glenn Kieckhefer, U. of Wisconsin.

EXECUTIVES:

D. B. McCarty, exec. dir.
William C. Harter, pgm. dir.

John H. Sticks, ch. engr.

FOR *IMPACT* THAT BRINGS VIEWERS BACK!

Get the facts on Ziv's spectacular new **IMPACT** series.



"HARBOR COMMAND"

Starring **WENDELL COREY**

**BETTER
THAN
EVER!**

**12
WISN-TV**

**HIGH
RATINGS
(ARB)**

**LOW COST
PER M**

**Effective
Merchandising**

**Wide Coverage
In Wisconsin**

**MILWAUKEE
America's
14th Market**

- 362,400 families
 - \$2,248,671,000 effective buying income
 - \$1,451,481,000 total retail sales
-
- Plus coverage of 418,000 additional families beyond the metropolitan area

John B. Soell, Station Manager

Represented by Edward Petry & Co., Inc.



THE NEW WISN WISN-TV COMMUNICATIONS CENTER

Basic ABC Affiliate

MILWAUKEE (Cont.)

WITI-TV (WHITEFISH BAY)

LICENSEE: Independent Television Inc. Address: P.O. Box 611, Postal Zone: 1. Phone: Broadway 3-8282, TWX No. THNYL 38.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 61.5 kw. Present Operating Pow.: Visual 100 kw, Aural 61.5 kw. Antenna Height: Above average terrain 950 ft.; above ground 1,046 ft.

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

OPERATION: Began May 11, 1956.

REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Roberts & McInnis.

PRINCIPAL STOCKHOLDERS: Jack Kahn, 38%; Arthur and Lawrence Flesschman, 13% each; Max Osmos, 11.5%; Sol Kahn, 7.8%; Robert Straus, 11.0%; and W. A. Roberts, 6.37%. Mr. Osmos also owns WBID-TV Detroit and WTOH-TV Toledo.

EXECUTIVES:

Sol J. Kahn, pres.
Dean McCarthy, pgm. dir. & film buy.
asst. to pres. for nat'l. sls.
Daniel Gellerup, tech. dir.

Robert Truscott, ch. engr.
Lawrence Turat, prom. mgr.
Stuart Armstrong, news ed.

SUMMARY OF RATES (Card No. 3, Sept. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class A (7-11 p.m., daily) | \$300.00 | \$200.00 | \$175.00 | \$150.00 | \$100.00 | \$50.00 |
| Class B (11-7 p.m., Sun.; 5-7 p.m., Mon.-Sat.; 11-11:30 p.m., daily) | \$400.00 | \$250.00 | \$180.00 | \$140.00 | \$80.00 | \$40.00 |
| Class C (All other times) | \$200.00 | \$120.00 | \$80.00 | \$70.00 | \$60.00 | \$20.00 |

Above are one-time rates. Frequency discounts allowed.

WMVS-TV*

(*Non-Commercial Educational)

(Target Date, Fall, 1957)

LICENSEE: Board of Vocational & Adult Education, Address: 1015 N. Sixth St. Postal Zone: 3. Phone: Broadway 1-1530.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Present Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Antenna Height: Above average terrain 738 ft.; above ground 873 ft.

REPRESENTATIVES: Consulting Engineer, Glenn Koehler.

EXECUTIVES:

William F. Rasche, exec. dir.
H. E. Burg, bus. mgr.

Paul Taff, ops. mgr.
James Willman, ch. engr.

WTMJ-TV

LICENSEE: The Journal Co. Address: 720 E. Capitol Dr. Postal Zone: 12. Phone: Broadway 1-6500, TWX No.: Milwaukee 297.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 936 ft.; above ground 1,032 ft.

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

OPERATION: Began Dec. 2, 1947.

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

REPRESENTATIVES: Sales, Harrington, Richter & Parsons; Washington Attorney, Hogan & Harlan.

PRINCIPAL STOCKHOLDER: The Journal Co. (Milwaukee Journal), 100%.



RATING POWER
in the thrilling action stories of

"HARBOR COMMAND"
starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

EXECUTIVES:

Walter J. Damm, vp. & gen. mgr., radio & tv, The Journal Co.
George Combs, mgr., radio & tv
R. J. Hess, asst. mgr.
L. W. Herzog, adm. asst.
Neale V. Bakke, sls. mgr.
William Tulloch, asst. sls. mgr.
Sprague Vanier, pgn. mgr.

Bruce Wallace, prom. mgr.
Phillip Laeser, mgr., radio & tv engrng.
Jack Krueger, news ed.
William McCormack, cont. mgr.
Hugo Birmingham, prod. mgr.
Gordon Thomas, ch. announcer.

SUMMARY OF RATES (Card No. 20, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|------------|----------|----------|--------|----------|----------|
| Class AA (6:30-9:30 p.m., daily) | | | | | \$250.00 | \$100.00 |
| Class A (Program Units—6-11 p.m., daily. Announcements—6-8:59 p.m., 9:30-11 p.m., daily) | \$1,150.00 | \$800.00 | \$480.00 | | \$200.00 | \$80.00 |
| Class B (9-6 p.m., Mon.-Fri.; noon-6 p.m., Sat., Sun.) | \$787.50 | \$472.50 | \$215.00 | | \$100.00 | \$60.00 |
| Class C (9 a.m.-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 9 a.m.-noon, Sat., Sun.) | \$535.00 | \$315.00 | \$210.00 | | \$100.00 | \$40.00 |
| Class D (Midnight-6 a.m., daily) | \$350.00 | \$210.00 | \$140.00 | | \$70.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

WXIX (TV)

LICENSEE: Columbia Broadcasting System, Address: 5445 N. 27th St. Postal Zone: 9. Phone: Uptown 3-1512, TWX No.: 561378.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Present Operating Pow.: Visual 257 kw, Aural 141 kw. Antenna Height: Above average terrain 530 ft.; above ground 651 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 27, 1955.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, CBS Tv Spot Sales.

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS Inc.
Merle S. Jones, pres., CBS-TV
Edmund C. Bunker, gen. mgr.
Richard P. Hogan, gen. sls. mgr.

Leon Drew, pgn. dir. & film buy.
Arthur Schoentass, dir. ops.
Robert H. Van Roo, prom. mgr.
Robert Herzog, news dir.

SUMMARY OF RATES (Card No. 3, July 15, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|----------|----------|----------|----------|----------|----------|
| Class AA (Program Units—8:30-10 p.m., daily. Announcements—8:30-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.) | \$800.00 | \$480.00 | \$320.00 | | \$150.00 | \$62.50 |
| Class A (Program Units—5-6:30 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-11 p.m., daily. Announcements—5:59-8:59 p.m., Mon.-Sat.; 3:59-5:59 p.m., Sun.; 10-11 p.m., daily) | \$650.00 | \$380.00 | \$240.00 | \$200.00 | \$180.00 | \$100.00 |
| Class B (Program Units—5-6 p.m., Mon.-Sat.; Announcements—4:59-5:59 p.m., Mon.-Sat.) | \$500.00 | \$290.00 | \$200.00 | \$166.67 | \$150.00 | \$90.00 |
| Class C (Program Units—8 a.m.-5 p.m., 11 p.m.-midnight, daily. Announcements—6:59 a.m.-4:59 p.m., Mon.-Sat.; 8:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily) | \$400.00 | \$250.00 | \$160.00 | \$133.33 | \$120.00 | \$80.00 |
| Class D (Program Units—Sign-on-9 a.m., midnight, sign-off, daily. Announcements—Sign-on-8:59 a.m., midnight-sign-off, daily) | \$350.00 | \$150.00 | \$100.00 | \$83.33 | \$75.00 | \$50.00 |

Above are one-time rates. Frequency discounts allowed.

SUPERIOR

(Douglas County)

WDSM-TV (DULUTH, MINN.)

LICENSEE: Northwest Publications Inc. Address: 250 E. Superior St. Postal Zone: 2. Phone: Randolph 7-6875, TWX No.: DU 7071.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 760 ft.; above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1954.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDER: Bidder newspaper interests. For other Bidder interests, see WCCO-TV Minneapolis, Minn.

EXECUTIVES:

C. D. Tully, gen. mgr.
Tom Gavin, cum. mgr.
Edwin M. Conrad, pgn. dir. & film buy.

George Carlson, ch. engr.
Martin A. Olson, prom. mgr.
Bob Ball, news ed.

SUMMARY OF RATES (Card No. 3, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|----------|----------|----------|----------|-----------------|---------|
| Class AA (6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.) | \$400.00 | \$260.00 | \$180.00 | \$180.00 | \$80.00 | \$40.00 |
| Class A (10-10:15 p.m., Sun.-Sat.) | | | \$130.00 | \$113.75 | \$81.25 | \$65.00 |
| Class B (4-6:59 p.m., 10-11 p.m., Sun.-Sat.; 1-5:59 p.m., Sun.) | \$350.00 | \$150.00 | \$100.00 | \$87.50 | \$62.50 | \$50.00 |
| Class C (All other times) | \$162.50 | \$97.50 | \$65.00 | \$56.75 | \$40.00 | \$32.50 |

Above are one-time rates. Frequency discounts allowed.

WFTV(TV)† (DULUTH, MINN.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 1 W. 38th St., New York, N. Y. (For full listing see Duluth, Minn.)

†WFTV(TV) has suspended operation but has not returned to CP.

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Broadcasting Co. Address: Bradley Bldg., Duluth Minn. Phone: Randolph 2-4488. (For full listing see Duluth, Minn.)

WAUSAU

(Marathon County)

WSAU-TV

LICENSEE: Wisconsin Valley Television Corp. Address: 714 4th St. Phone: 2-1021. TWX No.: W8 8888.

FACILITIES: Ch. 7. Authorized ET. Rad. Pow. Visual 100 kw. Aural 60.3 kw. Present Operating Pow.: Visual 100 kw. Aural 60.3 kw. Antenna Height: Above average terrain 400 ft. above ground 124 ft.

OPERATION: Began Oct. 24, 1954.
AFFILIATIONS: TV Networks, CBS, NBC, ABC, Station, Am, WSAU.

REPRESENTATIVES: Sales, Moskey Tv; Harry Hyett (Minneapolis); Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Waller F. Kean.

PRINCIPAL STOCKHOLDERS: Wausau Record Herald, 25%; Charles Lenke, 25%; Wisconsin Rapids Television (WFRH), 12.5%; Marshfield News-Herald, 12.5%; Anson Journal (WATJ), 2.25%; Hirschmutter News, 1.125%; and Merrill Herpin, 0.25%, all Wisconsin.

EXECUTIVES:
J. C. Mardeski, pres.
George T. Fyrcyath, vp. & gen. mgr.
Richard D. Dudley, asst. gen. mgr. & com. mgr.
Earl Kellerauer, gen. dir.
Roland W. Harberda, ch. engr.
Thomas Belger, pres. mgr.
Walter John Chisem, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 15 Sec. |
|---|----------|----------|----------|----------|-----------------|---------|
| Class AA (7-10 p.m., daily) | \$150.00 | \$170.00 | \$180.00 | \$140.00 | \$70.00 | |
| Class A (10-11 p.m., 10-11:30 p.m., daily) | \$200.00 | \$200.00 | \$130.00 | \$100.00 | \$60.00 | |
| Class B (11:30-1:30 p.m., 10:30-11 p.m., daily) | \$250.00 | \$130.00 | \$125.00 | \$100.00 | \$50.00 | |
| Class C (All other times) | \$200.00 | \$125.00 | \$100.00 | \$80.00 | \$50.00 | |

*15 second 15"-20% of minute rate.
Above are one-time rates. Frequency discounts allowed.

WHITEFISH BAY

(Milwaukee County)

WITI-TV

LICENSEE: Independent Television Inc. Address: P. O. Box 801, Milwaukee. Phone: Broadway 3-2852. (For full listing see Milwaukee.)

CASPER

(Natrona County)

KSPR-TV

LICENSEE: Donald L. Hathaway. Address: 204 E. Second St. Phone: 3-0777. TWX No.: CP 190X.

FACILITIES: Ch. 5. Authorized EE. Rad. Pow.: Visual 100 kw. Aural 60 kw. Present Operating Pow.: Visual 112 kw. Aural 60 kw. Antenna Height: Above average terrain 77 ft. above ground 300 ft.

OPERATION: Began July 18, 1957.
AFFILIATIONS: Tv Network, CBS. Station, Am, KSPR.

REPRESENTATIVES: Sales, Walker Tv; Washington Attorney, Fisher, Wayland, Orvell & Southwold; Consulting Engineer, Gaudrey & Jones.

EXECUTIVES:
Donald L. Hathaway, pres. & gen. mgr.
Murray H. Nimola, asst. mgr. & nat'l. com. mgr.
Richard Fresh, loc. com. mgr.

SUMMARY OF RATES (Card No. 1, May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---------|---------|---------|---------|---------|-----------------|---------|
| 12:15-2 | \$71.00 | \$48.00 | \$42.00 | \$30.00 | \$25.00 | \$12.50 |

Above are one-time rates. Frequency discounts allowed.

KTWO-TV

LICENSEE: Natrona Inc. Address: 141 N. Durbin St. Phone: 2-8888. TWX No.: CP 601.

FACILITIES: Ch. 1. Authorized EE. Rad. Pow.: Visual 120 kw. Aural 60 kw. Present Operating Pow.: Visual 200 kw. Aural 100 kw. Antenna Height: Above average terrain 270 ft. above ground 300 ft.

OPERATION: Began March 8, 1957.
AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Moskey Tv; Washington Attorney, Moskey, Shop, O'Connell & Rarick; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Earl L. and Irving B. Harris, each 40%; Don P. Hathaway, 20%. Licensee is Hollywood producer of tv shows.

EXECUTIVES:
Earl L. Harris, pres.
Lawrence Berger, exec. vp. & gen. mgr. & film buy.
C. Van Haulten, gen. mgr. & gen. dir.
Robert Lebeck, ch. engr.
L. Kress, pres. mgr.
Ray Giffels, news ed.

SUMMARY OF RATES (Card No. 1, Feb. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|-------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A (8-11:30 p.m., daily) | \$100.00 | \$60.00 | \$50.00 | \$35.00 | \$30.00 | \$15.00 |

Above are one-time rates. Frequency discounts allowed.

CHEYENNE

(Laramie County)

KFBC-TV (Parent Station of Satellite KSTF [TV] Scottsbluff, Neb.)

LICENSEE: Frontier Broadcasting Co. Address: 222 E. Lincolnway. Phone: 4-440. TWX No.: CY 8 & CV 8.

FACILITIES: Ch. 5. Authorized RF. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 600 ft. above ground 480 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 2, 1954.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George F. Hollingsworth Co.; Washington Attorney, Keenan & Durl.

PRINCIPAL STOCKHOLDERS: William C. Grove, 33%; Tracy & McCracken and wife, in Mer.; Raymond F. Lat, 18%; W. A. Curran, 8.5%; D. E. Washburn, 8.5%; A. E. Stoddard, 11%; D. B. Hunter, 1.5%; F. H. Kalkstein, 1.5%; Cheyenne Newspaper Inc. (M&N), 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 (KREX), Rock Springs Herald (KVRS), Worland Northern Wyoming News, all Wyoming. Mr. Grove is majority stockholder in KRID Sidney, Neb.

EXECUTIVES:
Robert S. McCracken, pres.
Charles P. Cahill, com. mgr. & film buy.
William C. Grove, exec. vp. & gen. mgr. & ch. engr.
Lolla Morgan, gen. dir.
Lucy Pratt, pres. mgr.
John Kirkwood, news ed.

SUMMARY OF RATES (Card No. 2, Sept. 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--|---------|---------|---------|---------|-----------------|---------|
| Class A (12:15-1 p.m., Mon.-Fri.; 4:30-5 p.m., Sat.; 1-11 p.m., Sun.) | \$75.00 | \$35.00 | \$30.00 | \$22.00 | \$20.00 | \$17.50 |
| Class B (11:30-12:15 p.m., Mon.-Fri.; 11:30-12:15 p.m., Sat.; 12:15-4:30 p.m., Sun.) | \$50.00 | \$25.00 | \$20.00 | \$15.00 | \$12.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

WYOMING

WYOMING MARKET DATA BY COUNTIES

| County | Total Households | Television % | Households No. | Retail Sales (1944-1950) | Food Sales (1944-1950) | Drug Sales (1944-1950) |
|----------------|------------------|--------------|----------------|--------------------------|------------------------|------------------------|
| Albany | 4,380 | 27 | 1,190 | \$4,380 | 5,750 | 671 |
| Big Horn | 3,500 | 10 | 350 | 11,892 | 2,410 | 302 |
| Campbell | 1,900 | 11 | 190 | 5,358 | 1,211 | 132 |
| Carbon | 4,200 | 27 | 1,130 | 20,632 | | |
| Converse | 1,800 | 22 | 390 | 1,281 | 2,545 | 440 |
| Crook | 1,200 | 11 | 130 | 1,029 | 1,386 | 208 |
| Fremont | 6,500 | 10 | 650 | 25,057 | | |
| Goshute | 3,400 | 22 | 740 | 10,080 | 4,320 | 513 |
| Hot Springs | 1,100 | 10 | 110 | 7,618 | 2,844 | 402 |
| Fossil | 1,400 | 18 | 250 | 3,797 | | |
| Laramie | 28,100 | 50 | 14,050 | 80,094 | 1,320 | 210 |
| Lauderdale | 2,400 | 10 | 240 | 11,209 | 12,978 | 1,384 |
| Natrona | 23,500 | 10 | 2,350 | 60,500 | | |
| Niobrara | 1,300 | 10 | 130 | 4,343 | 12,352 | 2,150 |
| Park | 2,500 | 10 | 250 | 15,771 | 820 | 91 |
| Piute | 1,200 | 10 | 120 | 12,175 | | |
| Sheridan | 2,200 | 10 | 220 | 24,281 | 1,940 | 261 |
| Sublette | 900 | 10 | 90 | 1,576 | 4,294 | 388 |
| Sweetwater | 6,200 | 8 | 490 | 22,288 | | |
| Teton | 850 | 10 | 85 | 5,780 | 4,423 | 551 |
| Uinta | 1,500 | 10 | 150 | 3,251 | 1,262 | 201 |
| Washakie | 2,000 | 10 | 200 | 11,896 | | |
| Wheat | 2,000 | 11 | 220 | 2,880 | 1,228 | 288 |
| Wyatone N. Pl. | 100 | 25 | 25 | 4,257 | | |
| Total | 92,100 | 28% | 25,750 | \$281,135 | \$28,560 | \$13,044 |

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unauthorized. Tv set penetration figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Above total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

WYOMING

RIVERTON
(Fremont County)

KWRB-TV

(Target Date, Unknown)

LICENSEE: Chief Wagoner Tv. Address: 300 Broadway, Thermopola, Wyo. Phone: 800.

FACILITIES: Ch. 10 Authorized Eff. Rad. Pow. Visual 64 kw, Aural 22 kw. Antenna Height: Above average terrain 1,710 ft., above ground 128 ft.

AFFILIATIONS: Tv Networks, NBC, ABC, CBS, Station, Am, KWRB.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, McKenna & Wilkerson; Consulting Engineer, Keas & Kennedy.

PRINCIPAL STOCKHOLDERS: Joseph P. and Myrtle V. Egan, 100%. They also own KOCB Westland, KWRB, Evanston, and KUTV Thermopola, all Wyo.

EXECUTIVES:

Myrtle V. Egan, co-mgr. & cont. mgr.
Joseph P. Egan, co-mgr. & ch. mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|----------|---------|---------|---------|-----------------|---------|
| Class A (6-11 p.m., Mon.-Fri.; 1:00-11 p.m., Sat.; 1-11 p.m., Sun.) | \$150.00 | \$90.00 | \$52.00 | \$46.00 | \$20.00 | \$11.00 |

Above are one-time rates. Frequency discounts allowed.

SHERIDAN
(Sheridan County)

KTWX-TV

(Target Date, Sept. 1957)

LICENSEE: Hartweger Inc. Address: 300 N. Beverly Dr., Beverly Hills, Calif.

FACILITIES: Ch. 3, Authorized Eff. Rad. Pow. Visual 3.00 kw, Aural 1.54 kw. Antenna Height: Above average terrain 300 ft., above ground 70 ft.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Monroe, Eiser, Oppenheimer & Harris; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: See KTWG-TV Casper, Wyo.

EXECUTIVES:

Burt L. Harris, pres.
Lawrence S. Berger, asst. vp & gen. mgr.
Robert Lehewitz, ch. mgr.

ALASKA

ANCHORAGE

KENI-TV

LICENSEE: Midnight Sun Broadcasting Co. Address: P.O. Box 1190, Phone: 5-2301.

FACILITIES: Ch. 3, Authorized Eff. Rad. Pow. Visual 5.37 kw, Aural 2.40 kw. Present Operating Pow. Visual 3.31 kw, Aural 1.69 kw. Antenna Height: Above average terrain 79 ft., above ground 173 ft.

OPERATION: Began Oct. 15, 1955.

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

REPRESENTATIVES: Sales, James C. Fletcher Jr. (New York), Del Day (West Coast); Washington Attorney, Fisher, Wayland, Duval & Southmayd.

PRINCIPAL STOCKHOLDERS: See KFAR-TV Fairbanks, Alaska.

EXECUTIVES:

Harry J. Hill, pres.
Alice O. Branstetter, gen. mgr.
William Jensen, cont. mgr.
Robert Capotich, pgm. dir.
Charles H. Gray, ch. mgr.
Miriam H. Kinsey, asst. buy.
Barbara M. Hyslop, pres. mgr.
Tyler W. Clark, news ed.

SUMMARY OF RATES (Card No. 1, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|--------------------------------|----------|---------|---------|---------|---------|---------|
| Class A (6-10 p.m., Mon.-Sun.) | \$150.00 | \$90.00 | \$52.00 | \$46.00 | \$20.00 | \$11.00 |
| Class B (All other times) | \$97.50 | \$58.50 | \$35.50 | \$31.70 | \$15.50 | \$8.75 |

Above are one-time rates. Frequency discounts allowed. Combination rate of KENI-TV and KFAR-TV Fairbanks is double single rate less 15%.

KTVA (TV)

LICENSEE: Northern Television Inc. Address: Fourth & Denali Sts. Phone: 5-4321.

FACILITIES: Ch. 12, Authorized Eff. Rad. Pow. Visual 1.62 kw, Aural 1.31 kw. Present Operating Pow. Visual 1.32 kw, Aural 1.11 kw. Antenna Height: Above average terrain 192 ft., above ground 231 ft.

OPERATION: Began Dec. 11, 1955.

AFFILIATIONS: Tv Networks, CBS, NTA.

REPRESENTATIVES: Sales, Alaska Radio-TV Sales, Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: Same as KTVF (TV) Fairbanks.

EXECUTIVES:

A. C. Heibert, pres. & gen. mgr.
Clare O. Rankin, cont. mgr.
Paul West, pgm. dir.
Jack M. Walden, ch. mgr.
LeVerne Farnham, pres. mgr.
Bill Oswald, news ed.

ALASKA

SUMMARY OF RATES (Card No. 1, Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|----------------------------|----------|---------|---------|---------|---------|---------|
| Class A (6-11 p.m., daily) | \$150.00 | \$90.00 | \$50.00 | \$37.50 | \$20.00 | \$11.00 |

Above are one-time rates. Frequency discounts allowed. Bought in combination with KTVF (TV) Fairbanks and KINY-TV Juneau at 15% discount; 10% if with KTVF (TV).

FAIRBANKS

KFAR-TV

LICENSEE: Midnight Sun Broadcasting Co. Address: 318 Second Ave. Phone: 2155.

FACILITIES: Ch. 2, Authorized Eff. Rad. Pow. Visual 5.37 kw, Aural 3.00 kw. Present Operating Pow. Visual 1.10 kw, Aural 2.25 kw. Antenna Height: Above average terrain 0 ft., above ground 300 ft.

OPERATION: Began March 1, 1955.

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

REPRESENTATIVES: Sales, James C. Fletcher Jr. (New York), Del Day (West Coast); Washington Attorney, Fisher, Wayland, Duval & Southmayd.

PRINCIPAL STOCKHOLDERS: Lathrop Co. Inc. and others. Licensee also owns KENI-AM-TV Anchorage, KJNO Juneau, and KAHN Ketchikan, all Alaska.

EXECUTIVES:

Garry Hill, pres.
Alice O. Branstetter, gen. mgr.
Donald Andren, sta. mgr.
John Miller, pgm. dir.
William Van Buren, ch. mgr.
Miriam Kinsey, asst. buy.
Kathie Singman, pres. mgr.
Donald Bullock, news ed.

SUMMARY OF RATES (Card No. 1, June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|--------------------------------|----------|---------|---------|---------|-----------------|---------|
| Class A (6-10 p.m., Mon.-Sun.) | \$150.00 | \$90.00 | \$50.00 | \$37.50 | \$20.00 | \$11.00 |
| Class B (All other times) | \$97.50 | \$58.50 | \$35.50 | \$31.70 | \$15.50 | \$8.75 |

Above are one-time rates. Frequency discounts allowed. See KENI-TV Anchorage for combination rate.

KTVF (TV)

LICENSEE: Northern Television Inc. Address: Third & Lower Sts. Phone: 3636.

FACILITIES: Ch. 12, Authorized Eff. Rad. Pow. Visual 11 kw, Aural 2.50 kw. Present Operating Pow. Visual 11 kw, Aural 2.50 kw. Antenna Height: Above average terrain -90 ft., above ground 348 ft.

OPERATION: Began Feb. 17, 1955.

AFFILIATIONS: Tv Networks, CBS, NTA.

REPRESENTATIVES: Sales, Alaska Radio-TV Sales Inc., Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: A. C. Heibert, 23.0%; Jack M. Walden, 1.0%; Wm. J. Wagner, 9.0%; M. B. Kirkpatrick, 4.0%; B. J. Gottstein, 2.0%; John E. Contents, 1.25%; and Kenneth A. Murray, 1.25%. Licensee also owns KTVA (TV) Anchorage. Mr. Wagner owns KINY-AM-TV Juneau and KIPW Sitka, all Alaska.

EXECUTIVES:

A. C. Heibert, pres.
Walt Welch, mgr. & news ed.
John A. Griffin, cont. mgr.
Vernon Francis, asst. dir.
Steve LaFrance, ch. mgr.
Felsia Pietila, pres. mgr.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|----------------------------|----------|---------|---------|---------|---------|---------|
| Class A (6-11 p.m., daily) | \$150.00 | \$90.00 | \$50.00 | \$37.50 | \$20.00 | \$11.00 |

Above are one-time rates. Frequency discounts allowed. See KTVA (TV) Anchorage for combination rate.

JUNEAU

KINY-TV

LICENSEE: Alaska Broadcasting System. Address: 233 S. Franklin St. Phone: 107.

FACILITIES: Ch. 8, Authorized Eff. Rad. Pow. Visual 2.25 kw, Aural 0.122 kw. Present Operating Pow. Visual 0.202 kw, Aural 0.122 kw. Antenna Height: Above average terrain -96 ft., above ground 50 ft.

OPERATION: Began Feb. 12, 1955.

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

REPRESENTATIVES: Sales, Roy Y. Smith, Asst.

PRINCIPAL STOCKHOLDERS: William J. and Irene F. Wagner, 100%. Mr. Wagner also owns 2.0% of KTVF (TV) Fairbanks, and 100% of KIPW Sitka, all Alaska.

EXECUTIVES:

W. J. Wagner, pres. & asst. buy.
J. W. McKinley, gen. mgr. & ch. mgr.
Richard Peter, pgm. dir. & news ed.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|-------------------------------------|---------|---------|---------|---------|---------|---------|
| All times (Sign-on-sign-off, daily) | \$50.00 | \$30.00 | \$24.00 | \$21.00 | \$12.00 | \$7.20 |

Above are one-time rates. Frequency discounts allowed. Bought in combination with KTVF (TV) Fairbanks and KTVA (TV) Anchorage at 15% discount; 10% if with KTVA (TV).

AGANA

KUAM-TV

LICENSEE: Radio Guam, Address: P.O. Box 66, Phone: 1-961, Cable Address: KUAM.

FACILITIES: Ch. 8 Authorized ET. Rad. Pow.: Visual 48 kw Aural 12.4 kw. Present Operating Pow.: Visual 43 kw, Aural 11.8 kw. Antenna Height: Above average terrain 70 ft., above ground 302 ft.

OPERATION: Began Aug. 5, 1958.

AFFILIATION: Tv Network, CBS, NBC, Station, Am, KUAM.

REPRESENTATIVES: Sales, Young Tv; Washington Attorney, Krueger & Jorgensen; Consulting Engineer, T & T Radio Measurements Co.

PRINCIPAL STOCKHOLDERS: Harry Michael Engel Jr., 48.0%; Phil Berg, 42.5%; William B. Dune, 1%; and John P. Hearne, 5%. The latter owns 33.3% of KAFY Bakersfield, and is a stockholder along with his wife in KVEN Ventura, both Calif.

EXECUTIVES: Harry M. Engel, pres. & gen. mgr. James O. Long, tech. dir.
H. Richard Maguire, mgnt. dir. Stuart I. Fisher, sports dir.
John F. Barlow, asst. mgr.

SUMMARY OF RATES (Card No. 1, July 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|------------------------|---------|---------|---------|---------|---------|---------|
| All Class— \$120.00 | \$75.00 | \$48.00 | \$42.00 | \$24.00 | \$21.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

KHVV-TV

LICENSEE: Kaiser (Hawaiian Village Television Inc. Address: 2805 Kalia Rd. Postal Zone) 15.

FACILITIES: Ch. 12. Authorized ET. Rad. Pow.: Visual 12.3 kw, Aural 7.4 kw. Present Operating Pow.: Visual 12.3 kw, Aural 7.4 kw. Antenna Height: Above average terrain 40 ft., above ground 301 ft.

EQUIPPED TO COLORCAST: local film, local slides.

OPERATION: Began May 1, 1957.

AFFILIATION: Station, Am, KHVV.

REPRESENTATIVES: Sales, Duncan A. Scott & Co., Roy V. Smith, Assoc.; Washington Attorney, Haley, Wolfenberg & Kowalski; Consulting Engineer, Jencks & Bailey.

PRINCIPAL STOCKHOLDERS: Henry J. Kaiser, 70%, and Hal Lewis, 30%.

EXECUTIVES: Henry J. Kaiser, pres. James Washburn, exec. prod.
Hal Lewis, exec. vp. & gen. mgr. Ernest Lindenmuth, ch. engr.
Lambert Hancock Jr., bus. mgr. Larry Cott, news ed.

SUMMARY OF RATES (Card No. 1, May 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|---------|---------|---------|--------|---------|---------|
| Class A (8-10 p.m., daily) | | | | | \$75.00 | \$37.50 |
| Class B (3-4:30 p.m., 10 a.m.-sign-off, daily) | | | | | \$60.00 | \$30.00 |

Above are one-time rates. Frequency discounts allowed.

HAWAII

HILO

(Hawaii County)

KHBC-TV (Satellite of KGMB-TV Honolulu)

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1504 Kapiolani Blvd., Honolulu. Postal Zone: 5. Phone: 5-3011 (Honolulu); 444 (Hilo).

FACILITIES: Ch. 8 Authorized ET. Rad. Pow.: Visual 1 kw, Aural 3 kw. Present Operating Pow.: Visual 1 kw, Aural 3 kw. Antenna Height: Above average terrain 280 ft., above ground 248 ft.

OPERATION: Began May 15, 1955.

AFFILIATIONS: Tv Network, CBS, Station, Am, KHBC, KGMB Honolulu.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivert, Cohen & Weorn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu.

EXECUTIVES: J. Howard Worrall, pres. & gen. mgr. Dan Hunter, ch. engr.
Melvin B. Wright, sfa. & cont. mgr. Colleen Ng, prom. dir.
Bob Costa, pgn. dir. & film buy. Wayne Collins, news ed.

SUMMARY OF RATES

Sold in combination with parent station KGMB-TV Honolulu and satellite KMAU-TV Wailuku. Rates apply to simultaneous telecasts on three stations.

HONOLULU

(Honolulu County)

KGMB-TV (Parent Station of Satellites KHBC-TV Hilo, KMAU-TV Wailuku)

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1504 Kapiolani Blvd., Honolulu. Postal Zone: 5. Phone: 5-3011. TWX No.: AHIRCA; GK/Mackay.

FACILITIES: Ch. 8. Authorized ET. Rad. Pow.: Visual 11.8 kw, Aural 4.8 kw. Present Operating Pow.: Visual 7.4 kw, Aural 4.8 kw. Antenna Height: Above average terrain 150 ft., above ground 228 ft.

OPERATION: Began Dec. 1, 1956.

AFFILIATIONS: Tv Network, CBS, Station, Am, KGMB, KHBC Hilo.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivert, Cohen & Weorn.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., 75.45%; Honolulu Star Bulletin, 24.55%. Licensee also owns KHBC-AM-TV Hilo and KMAU-TV Wailuku, both T. H.

EXECUTIVES: J. Howard Worrall, pres. & gen. mgr. Dan Hunter, ch. engr.
Melvin B. Wright, sfa. & cont. mgr. Colleen Ng, prom. dir.
Bob Costa, pgn. dir. & film buy. Wayne Collins, news ed.

SUMMARY OF RATES (Card No. 8, July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class A (8-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.) | \$300.00 | \$210.00 | \$140.00 | \$120.00 | \$60.00 | \$37.50 |
| Class B (3-4 p.m., 10:30-11 p.m., Mon.-Sat.; 4-5 p.m., 10:30-11 p.m., Sun.) | \$202.50 | \$137.50 | \$102.50 | \$87.50 | \$45.00 | \$28.00 |
| Class C (All other times) | \$140.00 | \$94.00 | \$66.00 | \$56.00 | \$28.00 | \$17.00 |

Above are one-time rates. Frequency discounts allowed. Rates include station KHBC-TV Hilo and KMAU-TV Wailuku.

KONA(TV) (Parent Station of Satellite KMYI-TV Wailuku)

LICENSEE: Radio Honolulu Ltd. Address: 700 Koola St. Postal Zone: 11. Phone: 6-5366.

FACILITIES: Ch. 2. Authorized ET. Rad. Pow.: Visual 60.3 kw, Aural 30.3 kw. Present Operating Pow.: Visual 60.3 kw, Aural 30.3 kw. Antenna Height: Above average terrain 150 ft., above ground 248 ft.

OPERATION: Began Dec. 15, 1952.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC; Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. (Honolulu Advertiser-KOUI), 50%; Island Broadcasting Co. (J. Riley McCaw and John D. Keating), 50%. For Mr. McCaw's interests, see KTVW (TV) Seattle, Wash.

EXECUTIVES: John D. Keating, pres. Larry Trombly, ch. engr.
& gen. mgr. Jack Keating, film buy.
March F. Nichols, gen. ch. engr. Fred Briggs, prom. mgr.
Clarence Chitt, pgn. dir. Willy Clayton, news ed.

SUMMARY OF RATES (Card No. 4, July 15, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|---------|----------|---------|---------|
| Class A (8-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.) | \$150.00 | \$100.00 | \$70.00 | \$122.50 | \$67.50 | \$37.50 |
| Class B (8-9 p.m., 10-11 p.m., Mon.-Sat.) | \$80.00 | \$52.50 | \$37.50 | \$91.75 | \$51.00 | \$28.00 |
| Class C (All other times) | \$40.00 | \$26.00 | \$18.00 | \$33.00 | \$20.00 | \$11.00 |

Above are one-time rates. Frequency discounts allowed.

Adventure at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

"HARBOR" COMMAND

STARRING WENDELL COREY



HAWAII

HONOLULU (Cont.)

KULA-TV

LICENSEE: Television Corp. of America. Address: 120 Ala Moana Blvd. Postal Zone 14. Phone: 6-9506.

FACILITIES: Ch. 4. Authorized ET. Rad. Pow.: Visual 10.1 kw, Aural 12.3 kw. Present Operating Pow.: Visual 25.3 kw, Aural 13.3 kw. Antenna Height: Above average terrain -130 ft.; above ground 366 ft.

OPERATION: Began April 16, 1964.

AFFILIATIONS: TV Network, ABC. Station, Am, K11A.

REPRESENTATIVES: Sales, Young Tv.

PRINCIPAL STOCKHOLDERS: Albert Eganoff, Arthur H. Hogan, Richard C. Simonson and Jack Bufnell, 25% each. Some stock owns varying interests in KHKD Los Angeles, KVSM San Mateo, both Calif., KHMJ-KRHO-TV Las Vegas, Nev. Mr. Hogan owns 100% of KFOX Long Beach, Calif. Messrs. Eganoff and Hogan are associated in motion picture business. Mr. Zepf-Smith is a motion picture producer.

EXECUTIVES:

Jack A. Burnett, gen. mgr. Daniel Kawakami, gen. mgr. & ch. engr. Aki Szymanski, com. mgr. Harold T. Miyahara, ch. engr.

SUMMARY OF RATES (Card No. 1, April 16, 1964)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|--|----------|---------|---------|---------|---------|---------|
| Class A (6-11 p.m., Mon.-Sat.; all Sun. times) | \$100.00 | \$50.00 | ---- | \$75.00 | \$50.00 | \$25.00 |
| Class B (All other times) | \$50.00 | \$25.00 | ---- | \$40.00 | \$20.00 | \$11.00 |

Above are one-time rates. Frequency discounts allowed.

WAILUKU

(Maui County)

KMVI-TV (Satellite of KONA-TV Honolulu)

LICENSEE: Hawaiian Broadcasting Systems Ltd. Address: 1844 Kapiolani Blvd., Honolulu. Postal Zone: B.

FACILITIES: Ch. 2. Authorized ET. Rad. Pow.: Visual 5.09 kw, Aural 1.00 kw. Present Operating Pow.: Visual 5.29 kw, Aural 1.35 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 80 ft.

OPERATION: Began April 24, 1962.

AFFILIATIONS: TV Networks, CBS. Station, Am, K10B & K10C.

REPRESENTATIVES: Sales, Peters, Griffin, Wainwright, Washington Attorney; Fisher, Wainwright, Dorval & Smithway, Consulting Engineer, Vancouver, Canada & Wrenn.

PRINCIPAL STOCKHOLDERS: See KQMB-TV Honolulu.

EXECUTIVES:

J. Howard Wessell, pres. & gen. mgr. Dan Hunter, ch. engr. Martin B. Wright, svs. & com. mgr. Bob Clark, gen. dir. & ch. engr.

SUMMARY OF RATES

Bought in combination with parent station KQMB-TV Honolulu and satellite K10B-TV Hilo. Rates apply to simultaneous telecasts on all stations.

KMVI-TV (Satellite of KONA-TV Honolulu)

LICENSEE: Maui Publishing Co. Ltd. Address: P. O. Box 374. Phone: 23-061.

FACILITIES: Ch. 12. Authorized ET. Rad. Pow.: Visual 10.2 kw, Aural 10.1 kw. Present Operating Pow.: Visual 26.3 kw, Aural 25.1 kw. Antenna Height: Above average terrain 1,810 ft.; above ground 61 ft.

OPERATION: Began Nov. 28, 1955.

AFFILIATIONS: TV Network, NBC. Station, Am, KMV.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Dew, Lehnas & Albertson.

PRINCIPAL STOCKHOLDERS: J. Walter Cameron, 85.25%, and others.

EXECUTIVES:

Sam J. Crain, gen. mgr. Frank R. Kovacic, com. mgr. Richard E. Hawson, ch. mgr.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|----------------------------|---------|---------|---------|--------|---------|---------|
| Class A (6-10 p.m., daily) | --- | --- | --- | --- | \$25.00 | \$12.50 |
| Class B (All other times) | --- | --- | --- | --- | \$10.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

All programs originate from KONA-TV Honolulu, with re-broadcast on KMVI-TV. Latter originates only slide and filmed spot commercials.

PUERTO RICO

CAGUAS

(Guayama County)

WKBM-TV

(Target Date, Unknown)

LICENSEE: American Colonial Broadcasting Corp., Address: P.O. Box 626, San Juan.

FACILITIES: Ch. 11. Authorized ET. Rad. Pow.: Visual 1.09 kw, Aural 1.20 kw. Antenna Height: Above average terrain 1,189 ft.; above ground 237 ft.

REPRESENTATIVES: Sales, Pan American Broadcasting, New York; Washington Attorney, Frank Stoltenwerck; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Ralph Perez Perry, 100%. Mr. Perry also owns WJUP-TV Ponce and WKVM San Juan, P. R.

EXECUTIVES:

Ralph Perez Perry, pres. & ch. engr. Mariana Angelot Zamudio, gen. mgr. Leo Medina Prieto, tech. supt.

PUERTO RICO

MAYAGUEZ

(Mayaguez County)

WORA-TV

LICENSEE: Supreme Broadcasting Co. Address: P.O. Box 43. Phone: 1181.

FACILITIES: Ch. 5. Authorized ET. Rad. Pow.: Visual 20.5 kw, Aural 17.8 kw. Present Operating Pow.: Visual 20.5 kw, Aural 17.8 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 341 ft.

OPERATION: Began Oct. 1, 1964.

AFFILIATIONS: TV Networks, NBC, CBS, ABC. Station, Am, WORA. Pn, WORA-FM.

REPRESENTATIVES: Sales, Young Tv, Washington Attorney, Louisa Ziss, Young & Janaky; Consulting Engineer, George Mayoral.

PRINCIPAL STOCKHOLDERS: Alfred R. deArrellano Jr., 51.5%, Supreme Broadcasting Inc. (WJMB-AM-TV New Orleans), 20%, and others.

EXECUTIVES:

Alfredo R. deArrellano Jr., pres. Ignacio Lopez, gen. mgr. Jesus M. Ayala, ch. engr. Margarit Gonzalez, com. mgr. & tech. supt. Remedios Maldonado Dupont, com. mgr. & ch. engr.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|----------------------------|----------|---------|---------|--------|-----------------|---------|
| Class A (6-10 p.m., daily) | \$120.00 | \$60.00 | \$40.00 | --- | \$20.00 | \$10.00 |
| Class B (All other times) | \$60.00 | \$30.00 | \$20.00 | --- | \$10.00 | \$5.00 |

Above are one-time rates. Frequency discounts allowed.

PONCE

(Ponce County)

WRIK-TV

(Target Date, Sept. 1, 1957)

LICENSEE: Ponce Tv Partnership, Address: El Vigia.

FACILITIES: Ch. 7. Authorized ET. Rad. Pow.: Visual 1.4 kw, Aural 1.7 kw. Antenna Height: Above average terrain 100 ft.; above ground 71 ft.

AFFILIATIONS: TV Networks, CBS, ABC. Station, Am, WPRP. Pn, WPRP-TV.

REPRESENTATIVES: Sales, Fisher Tv., Washington Attorney, Owen, Levy & Voelker, New Orleans.

PRINCIPAL STOCKHOLDERS: Equally owned by William Cortada, George A. Mayoral and Leo A. Ponce. Mr. Mayoral owns 5% of Supreme Broadcasting Co. (WJMB-AM-TV New Orleans, La.), which owns 20% of WOLA-TV Sagapora, P. R.

EXECUTIVES:

George A. Mayoral, pres. & ch. engr. William Cortada, gen. mgr.

WSUR-TV

(Target Date, Nov. 1957)

LICENSEE: American Colonial Broadcasting Corp., Address: P.O. Box 471, San Juan.

FACILITIES: Ch. 9. Authorized ET. Rad. Pow.: Visual 0.812 kw, Aural .987 kw. Antenna Height: Above average terrain 2,590 ft.; above ground 277 ft.

EQUIPPED TO COLORCAST: Joint live programs, local films, local slides.

REPRESENTATIVES: Sales, Pan American Broadcasting, New York; Washington Attorney, Frank Stoltenwerck; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Ralph Perez Perry, 100%. Mr. Perry also owns WKEM-TV Caguas and WKVM San Juan, P. R.

EXECUTIVES:

Ralph Perez Perry, pres. & ch. engr. Jorge Luis Cebalero, sta. mgr. Mariana Angelot Zamudio, gen. mgr. Leo Medina Prieto, tech. supt.

SAN JUAN

(San Juan County)

WAPA-TV

LICENSEE: Ponce de Leon Broadcasting Co., Address: 307 Ponce de Leon Ave., Phone: 3-3006.

FACILITIES: Ch. 4. Authorized ET. Rad. Pow.: Visual 3.3 kw, Aural 3.3 kw. Present Operating Pow.: Visual 36.2 kw, Aural 33.9 kw. Antenna Height: Above average terrain 126 ft.; above ground 280 ft.

OPERATION: Began May 1, 1954.

AFFILIATIONS: TV Networks, NBC, ABC. Station, Am, WAPA.

REPRESENTATIVES: Sales, Caribbean Networks; Washington Attorney, Dew, Lehnas & Albertson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Winston-Salem Broadcasting Co. Inc. (WTOB-TV Winston-Salem, N. C.) 30%; Gual and Abel Mestre and associates, 20%.

EXECUTIVES:

John G. Johnson, pres. Luis Dominguez, gen. mgr. David H. Pollinger, gen. mgr. Rafael Cruz Rivera, ch. engr. Carlos Rivera Gonzalez, com. mgr. Heitor Mohsler, prom. mgr.

SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|----------|----------|---------|---------|---------|---------|
| Class AA (7-9 p.m., daily) | \$200.00 | \$100.00 | \$60.00 | \$30.00 | \$15.00 | \$7.50 |
| Class A (6-7 p.m., 9-10 p.m., daily) | \$120.00 | \$60.00 | \$40.00 | \$20.00 | \$10.00 | \$5.00 |
| Class B (Before 6 p.m., after 10 p.m., daily) | \$75.00 | \$37.50 | \$25.00 | \$12.50 | \$6.25 | \$3.12 |

Above are one-time rates. Frequency discounts allowed.

WIPR-TV*

(Target Date, Oct. 1977)
 (*Non-Commercial Educational)

LICENSEE: Dept. of Education of Puerto Rico. Address: Hatos Ave., Hato Rey, (San Juan). Phone: San Juan 4-4131.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 140 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 25 kw. Antenna Height: Above average terrain 1,260 ft.; above ground 286 ft.

AFFILIATIONS: Station, Am. WIPR.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Collins Jr.

No stockholders; outlet is educational.

EXECUTIVES:

Francisco Collazo, act. sec. of education
 Rafael Delgado-Marquez, gen. mgr.
 Leopoldo Santiago Lavandero, gen. dir.
 Rafael Rodriguez Santiago, ch. engr.

WKAQ-TV

LICENSEE: El Mundo Inc. Address: Shop 3, Puntas de León, Postal Zone 1. Phone: 2-5885.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 1,260 ft.; above ground 286 ft.

OPERATION: Began March 28, 1964.

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

REPRESENTATIVES: Sales: Inter-American Publications; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Angel Ramon, publisher of El Mundo.

EXECUTIVES:

Angel Ramon, pres.
 Jose Oviello, gen. mgr.
 Jorge L. Rivera, cont. mgr.
 Jack H. Tudor, ch. engr.
 Carlos Garcia de Quivelo, film boy.
 Oscar Reinas, prom. & air. mgr.

SUMMARY OF RATES (Card No. 2, Nov. 15, 1964)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|---|----------|----------|----------|----------|---------|---------|
| Class AA (7-8 p.m., daily) | \$275.00 | \$225.00 | \$175.00 | \$125.00 | \$75.00 | \$25.00 |
| Class A (9-11 p.m., 9-10 p.m., daily) | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$50.00 | \$15.00 |
| Class B (3-4 p.m., 10 p.m.-sign-off, Mon.-Fri., noon-4 p.m., 10-sign-off, Sat., Sun.) | \$100.00 | \$100.00 | \$100.00 | \$75.00 | \$50.00 | \$15.00 |
| Class C (2:30-4 p.m., daily) | | | | | \$40.00 | \$10.00 |

Above are one-time rates. Frequency discounts allowed.

TELEVISION STATIONS OF THE DOMINION OF CANADA

ALBERTA

CALGARY

CHCT-TV

LICENSEE: Calgary Television Ltd. Address: 305 Edouard Road. Phone: 2-9881.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 988 ft.; above ground 378 ft.

OPERATION: Began Oct. 8, 1964.

AFFILIATIONS: Tv Networks: CBC, ABC, CBS, NBC, Stations, Am. CFAC, CFCN, CKML.

REPRESENTATIVES: Sales: All-Canada Tv, Weed Tv.; Consulting Engineer, K. A. MacKinnon.

PRINCIPAL STOCKHOLDERS: Jointly owned by Calgary Best, Co. (CFAC), Voice of the Prairie Inc. (CFCN) and Albertan Best, Co. (CKML).

EXECUTIVES:

Herbert S. Stewart, gen. mgr.
 E. S. Carson, cont. mgr. & gen. mgr.
 Robert D. Wilson, cont. mgr.
 Lee Crowley, ch. engr.
 Harry Nicholas, prom. mgr.
 E. D. Whalen, news & sports dir.

SUMMARY OF RATES (Card No. 1, July 1, 1966)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|----------|----------|----------|---------|---------|---------|
| Class A (6-11 p.m., daily all day Sat.) | \$300.00 | \$160.00 | \$112.50 | \$80.00 | \$64.00 | \$26.00 |
| Class B (News-1:00 p.m., 4-6 p.m., 11 p.m., sign-off, Mon.-Sat.) | \$210.00 | \$120.00 | \$84.00 | \$71.00 | \$62.00 | \$24.00 |
| Class C (7 a.m.-noon, 1:30-4 p.m., Mon.-Sat.) | \$188.00 | \$201.00 | \$77.50 | \$50.00 | \$50.00 | \$19.00 |

Above are one-time rates. Frequency discounts allowed.

EDMONTON

CFRN-TV

LICENSEE: Sunways Broadcasting Co. Ltd. Address: 102 C.P.R. Bldg. Postal Zone 1. Phone: 90-2572.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 180.3 kw, Aural 90.4 kw. Present Operating Pow.: Visual 180.3 kw, Aural 90.4 kw. Antenna Height: Above average terrain 488 ft.; above ground 488 ft.

OPERATION: Began Oct. 17, 1964.

AFFILIATIONS: Tv Network: CBC, Stations, Am. CFRN; Fm. CFRN-FM.

REPRESENTATIVES: Sales: Canadian English Representatives, Harlan G. Duker, (California); Consulting Engineer, George Mather & Assoc.

PRINCIPAL STOCKHOLDERS: G. B. & A. Inc. Ltd.

EXECUTIVES:

G. B. A. Row, pres. & gen. mgr.
 S. B. Lonsdale, mgr.
 Bruce D. Alloway, cont. mgr.
 Donald Reinton, prod. mgr.
 George Kidd, gen. dir. & film buy.
 E. Walker, cont. engr.
 F. G. A. MacKinnon, ch. engr.
 J. Louise McDonald, prod. dir.
 L. Graham, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1967)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|--|----------|----------|----------|----------|----------|----------|
| Class AA (7:10-8 p.m., Mon.-Sun.) | | | | | | \$110.00 |
| Class A (Program Units-4-11 p.m., 3:00-3:30 p.m., sign-off-11 p.m., Sun. Announcements-4-7 p.m., 10:25-11 p.m., Mon.-Sat.; sign-off-7 p.m., 10:30-11 p.m., Sun.) | \$400.00 | \$250.00 | \$180.00 | \$140.00 | \$126.00 | \$38.00 |
| Class B (8-9 p.m., Mon.-Sat., 11 p.m., sign-off, Mon.-Sun.) | \$300.00 | \$180.00 | \$125.00 | \$100.00 | \$90.00 | \$28.00 |
| Class C (All other times) | \$200.00 | \$150.00 | \$80.00 | \$70.00 | \$60.00 | \$24.00 |

Above are one-time rates. Frequency discounts allowed.

LETHBRIDGE

CJLH-TV

LICENSEE: Lethbridge Television Ltd. Address: Lethbridge. Phone: Fortfax 3-1521.

FACILITIES: Ch. 1. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.8 kw. Present Operating Pow.: Visual 171 kw, Aural 85.8 kw. Antenna Height: Above average terrain 688 ft.; above ground 828 ft.

OPERATION: Began Nov. 20, 1965.

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 are equal owners.

EXECUTIVES:

Hugh P. Buchanan, pres.
 Norman Burgess, mgng. dir.
 Lloyd Critchenden, cont. mgr.
 Bob Hanson, gen. dir. & film boy.
 V. C. Reed, ch. engr.
 B. Young, news ed.

SUMMARY OF RATES (Card No. 2, April 15, 1967)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | \$ Sec. |
|---|----------|----------|---------|---------|---------|---------|
| Class A (6-11 p.m., Mon.-Sat.; 4-11 p.m., Sun.) | \$180.00 | \$90.00 | \$60.00 | \$48.00 | \$40.00 | \$24.00 |
| Class B (7-8 p.m., Mon.-Sat., sign-off-5 p.m., Sun.; 11 p.m.-midnight, daily) | \$120.00 | \$110.00 | \$80.00 | \$62.00 | \$50.00 | \$18.00 |
| Class C (All other times) | \$80.00 | \$68.00 | \$40.00 | \$30.00 | \$20.00 | \$12.00 |

Above are one-time rates. Frequency discounts allowed.

MEDICINE HAT

CHAT-TV

(Target Date, Sept. 1, 1967)

LICENSEE: Monarch Broadcasting Co. Address: 200 First St. Phone: 200.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 478 kw, Aural 128 kw. Antenna Height: Above average terrain 333 ft.

AFFILIATIONS: Tv Network: CBC, Station, Am. CHAT.

REPRESENTATIVES: Sales: Weed Tv.; Business W. Brown & Co.

PRINCIPAL STOCKHOLDERS: J. H. Yule, 80%; Miss M. R. Yule, 5% and B. J. Ross, 5%.

EXECUTIVES:

J. H. Yule, pres.
 B. J. Ross, gen. mgr.
 W. P. DeWeyer, ch. engr.

RED DEER

CHCA-TV

(Target Date, Late 1967)

LICENSEE: CHCA Television Ltd. Address: Red Deer.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 4.15 kw, Aural 2.08 kw. Antenna Height: Above average terrain 114 ft.

AFFILIATION: Tv Network: CBC.