

Francis N. Littlejohn.....Director of News &
Special Events
Leslie Arries.....Director of TV Sports
James Stabile.....Administrative Manager
Paul Whiteman.....Vice-Pres. in Chg. of Music
Frank Vagnoni.....Manager of Music Division

Public Relations, Advertising & Promotion and Continuity Acceptance

John Pacey.....Director of Public Rel. &
Special Features
Ruth Crawford.....Librarian
Mitchell DeGroot.....Manager of Advertising &
Promotion
Ernest E. Stern.....Manager of Publicity
Ellen Heagerty.....Sup. of Audience Information
Grace Johnsen.....Dir. of Continuity Acceptance
Ruth Trexler.....Exec. Prod. of Religious &
Educational Programs

Sales

Charles Abry.....National Director of Sales
Don Kearney.....Sales Manager for
Film Syndication
Jerome Harrison.....Eastern Sales Manager
Don Durgin.....Director of Network
TV Sales Development
Malcolm B. Laing.....Business Manager for
Network Sales
Henry T. Hede.....Administrative Manager
Network Sales

Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr....Vice Pres. & Assistant
to the President
Frank Atkinson.....Manager of Co-operative
Program Department
William Materne.....Coordinator of
Owned Radio & TV Stations
Alfred Beckman.....National Director of Station
Relations Department
Donald Buck.....Director of Operations for
Sales & Station Traffic
Alice Stamatis.....Manager of Order Processing
Donald Coyle.....Director of Research
William A. Wylie.....Manager of Station
Relations Department

CHICAGO **20 North Wacker Drive** **Chicago 6, Ill.**

James L. Stirton.....Dir. of Network Television
Sterling C. Quinlan.....Gen. Mgr. of WBKB-WENR
Matthew Vieracker.....Treasurer
Daniel Schuffman.....Program Manager WBKB
James W. Beach.....Sales Manager WBKB
Elliott W. Henry, Jr....Dir. of Pub. & Promotion
George Rice.....Director of Film, WBKB
William P. Kusack.....Director of Engineering,
WBKB-WENR

DETROIT **1700 Stroh Building** **Detroit 26, Mich.**

James G. Riddell.....President
John Pival.....Mgr. WXYZ-TV
John Lee.....Television Studio Manager
Joseph C. Cassel.....Controller
Robert Baldrice.....Advertising, Promotion,
Publicity Director
Elizabeth Ashton.....Traffic Manager
Ralph Dawson.....Asst. TV Sales Mgr.
Charles Kocher.....Chief Engineer

HOLLYWOOD **1539 North Vine Street** **Hollywood 28, Calif.**

Earl Hudson.....Vice-Pres., Western Division
Donn B. Tatum.....Dir. of TV, Western Division
John C. Wagner.....Controller
Frank King.....Manager, KECA-TV
Stanton Kramer.....Dir. of TV Network
Promotion Publicity
Elton Rule.....Sales Mgr., KECA-TV
Sam Zelman.....News Dir., Western Division
Florence Schiro.....Personnel Director
Robert Forward.....Program Mgr., KECA-TV
Dorothy Brown.....Continuity Acceptance
Editor, Western Division
Philip Caldwell.....Mgr. of Engineering &
General Services, Western Division
Cameron Pierce.....TV Engineering
Operations Supervisor

SAN FRANCISCO **420 Taylor Street** **San Francisco 2, Calif.**

James H. Connolly.....Vice Pres. in Chg. of
San Francisco Office
Vincent Francis.....Manager, KGO-TV
William Hollenbeck.....Program Manager for TV
Henry Saroyan.....Auditor
David Sacks.....Sales Manager, KGO-TV
William E. Williams.....Mgr. of Publicity,
Advertising, Promotion
A. E. Evans.....Business Manager of
San Francisco Office
Lorraine Duchene.....Continuity Acceptance Editor
Edith Kirby.....Manager Traffic Dept.
Victor Reed.....Mgr. of News & Spec. Events
Harry Jacobs.....Chief Engineer
Andrew E. Akamian.....Merchandising Manager

WASHINGTON **1735 DeSales Street N.W.** **Washington, D. C.**

Robert H. Hinckley.....Vice Pres. in Chg. of
Washington Office

the
big news
in the
big 3
is

One year ago, a "new" TV network was born, rich in showmanship, know-how, ambition and (last but not least) in money.

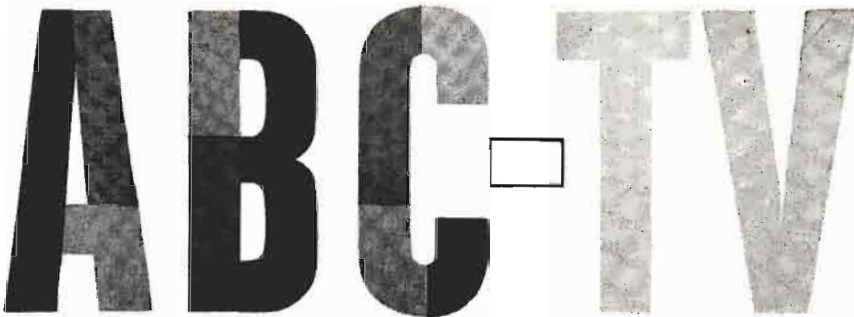
Since that time, no network has come so far so fast. Or provided TV and business editors with so many headlines . . . like these, which recall some of the exciting things that happened at the new ABC in its first 12 months:

- *Ray Bolger, Danny Thomas, George Jessel, Brandon DeWilde and Paul Hartman among many stars to sign with ABC.*
- *United States Steel, Motorola, Du Pont and Kraft place top dramatic shows on ABC.*
- *ABC-TV network expands with key affiliates . . . total is now 193.*
- *ABC-TV programs show steady rating growth.*
- *ABC's gain in new sponsors, new business, new billings lead all networks.*

Even as this issue goes to press, news is made at ABC-TV. January '54 billings set a new record, 71% over the same month last year. This is the fifth straight month the network has shown an increase in billings. More important, 8 new advertisers are included in January's business.

It certainly looks like this year, too, the big news in the big 3 will be ABC-TV.

ABC Television Network





Network Efforts Aimed At Daytime TV Audience

By J. L. VAN VOLKENBURG

*President
CBS Television*

IN every way, 1953 has been an exciting year for CBS Television. Total advertising billings for the network enjoyed a 40 per cent increase over 1952, the greatest gain of any network. Station outlets for our programs were more than doubled, bringing to a total of 157 the stations which next year will carry CBS Television to the citizens of the United States, Mexico, Canada, Alaska, Honolulu and Cuba. Program quality was sustained throughout the year, with CBS Television dominating the top 10 shows on the air, month after month. But the most impressive development of the year has been the undisputed supremacy which CBS Television has gained in daytime programming.

From our year-end figures, we learned that, during 1953, CBS Television broadcast nearly twice as many sponsored hours of daytime television as the second network. On a basis of 10 a.m. to 5 p.m., Mondays through Fridays, CBS Television daytime billings averaged 50 per cent more than those of any other network. And since April, 1953, CBS Television has maintained a continuous rating leadership in the daytime, finishing the year with a 12-month average nearly 30 per cent higher than the second network.

This imposing record of growth could not exist without sales, which last year CBS Television delivered for sponsors on an unprecedented scale. Much of this merchandising success can be directly attributed to our great daytime team of personal salesmen — Arthur Godfrey, Garry Moore and Art Linkletter—all of whom set new individual records for moving their sponsors' products during 1953. Their strength with the consumer is well testified to by the fact that all of the commercial time on their programs is sold for months to come. This hard-hitting team is rounded out with a fourth member, personable Robert Q. Lewis, who has moved into the 4:30 p.m. spot

on the network with a new show of his own.

CBS Television has also built a strong feminine audience for its five daytime serials, "Valiant Lady," "Love of Life," "Search for Tomorrow," "The Guiding Light," and "The Brighter Day," designed to provide the housewife with pleasant hours of diversion from her housework. All of these shows are solidly sponsored and provide a sound base for our afternoon programming.

During the coming year, advertisers will spend a record \$8 billion to stimulate consumer buying. But for every dollar spent in network television, they will expect an unprecedented return in sales.

Many advertisers with modest budgets will find the answer to their advertising requirements in daytime television which, now that receivers are installed in more than 28,000,000 homes, is becoming an increasingly profitable buy. For in this low-cost medium, the advertiser can demonstrate his product simultaneously to millions of potential consumers at the place where his product finds its ultimate use—the American home. With the aid of television's top salesmen, he can build a direct pipeline to the greatest economic force in our society—the American housewife.

The advertiser who ventures into daytime television this year will be following an upward trend in the viewing habits of the nation. During 1953, average daytime viewing increased to 82 minutes daily, a rise of 34 per cent since the end of 1951. This increase is the direct result of better programs—strong entertaining network shows which hold the attention of audiences for a longer period each day, just as the highly creative efforts of our Program Department attract a constantly increasing number of viewers. To the job of producing more and more of this kind of daytime program, we will be ardently dedicated in 1954.

C. B. S. TELEVISION NETWORK

HUBBELL ROBINSON, JR. *Vice President in Charge of Network Programs*

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined



ROBINSON JR.

the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.

HARRY S. ACKERMAN *Vice President in Charge of Network Programs — Hollywood*

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.



ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

WILLIAM H. HYLAN *Vice President in Charge of Network Sales*

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account execu-

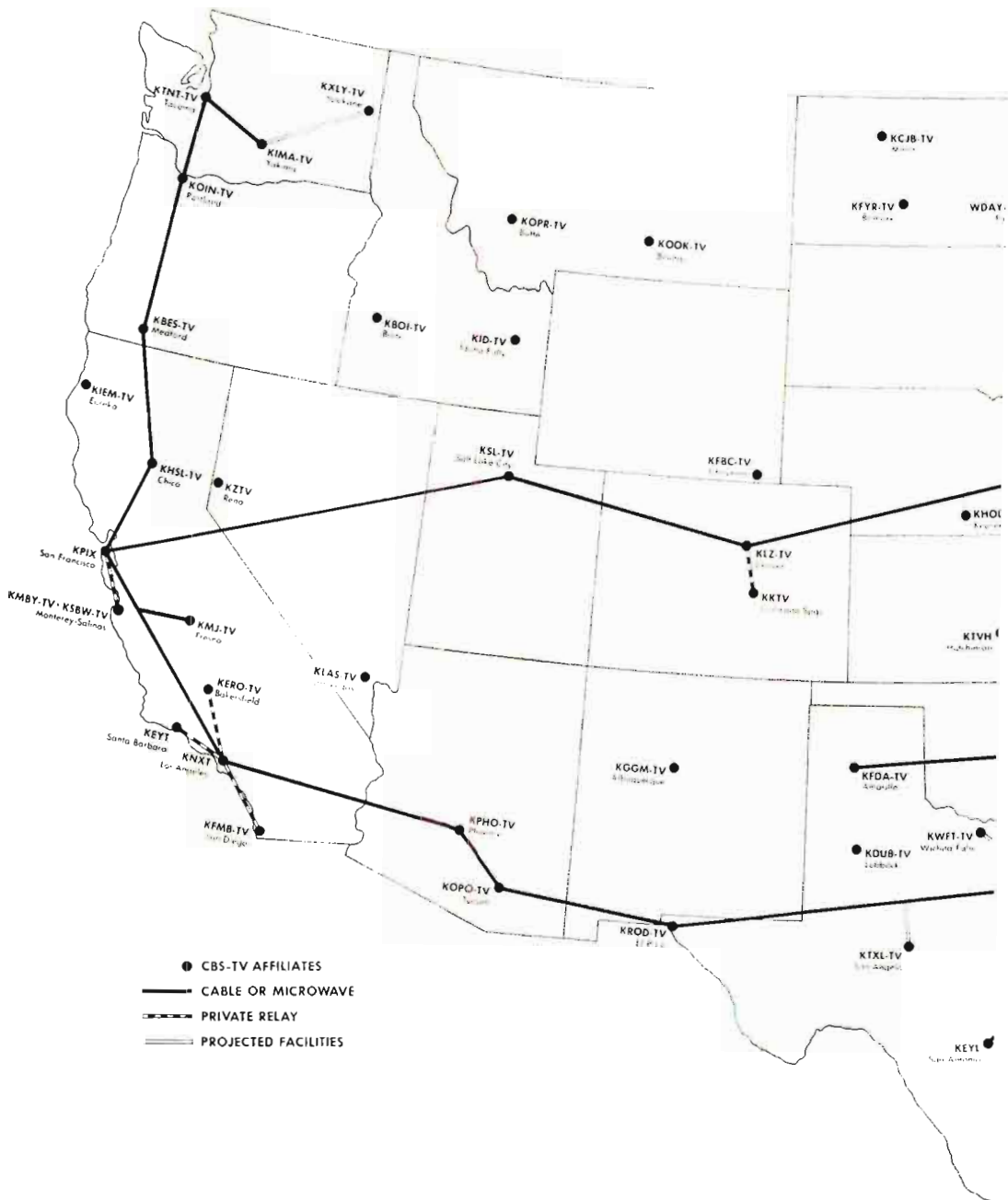


HYLAN

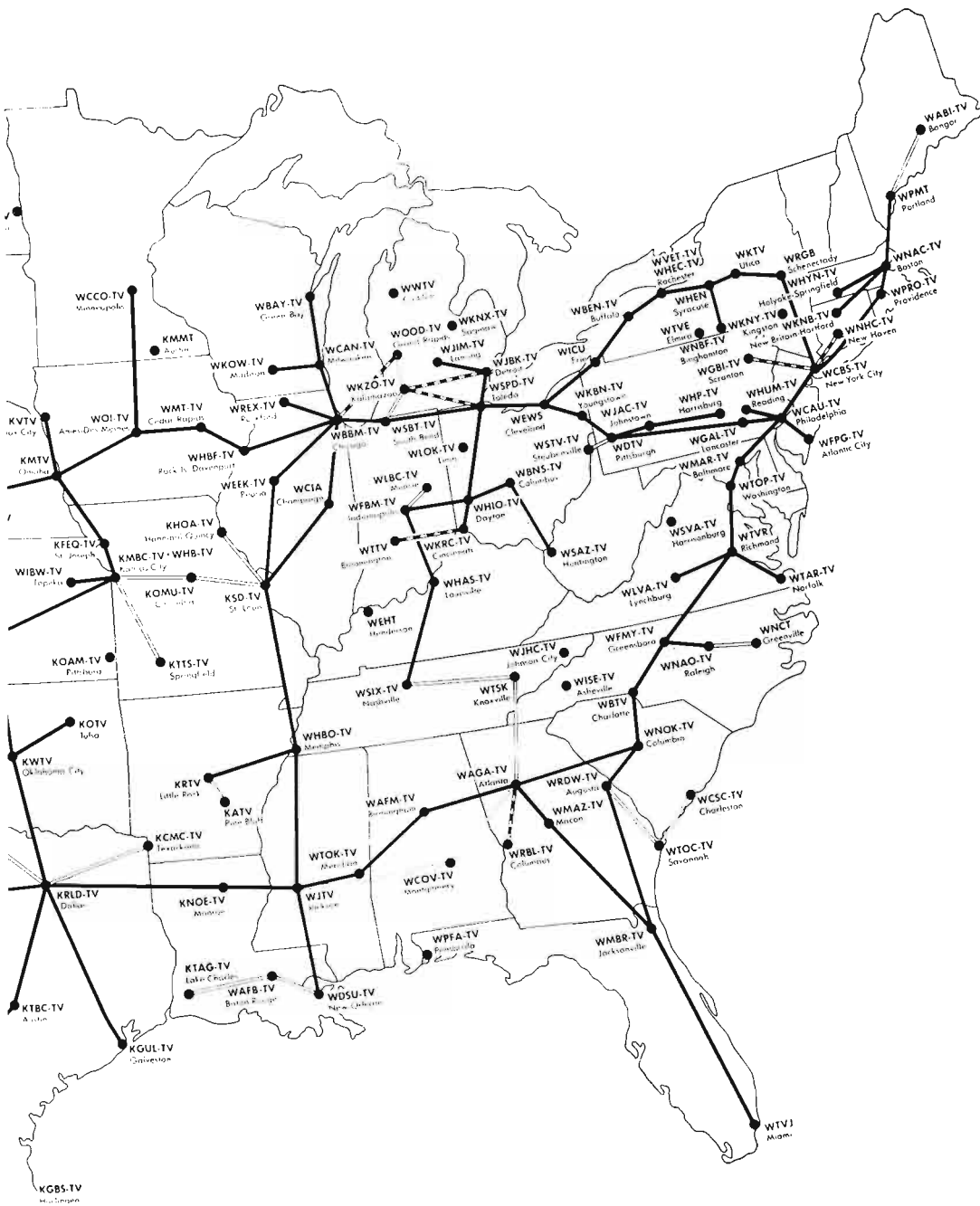
tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

CBS TELE



VISION



CBS TELEVISION
A DIVISION OF CBS, INC.

Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 268.

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg..... President
William H. Hyland..... Vice President in Charge
of Network Sales
Hubbell Robinson, Jr.... Vice President in Charge
of Network Programs
Harry S. Ackerman..... Vice President in Charge
of Network Programs—Hollywood
H. Leslie Atlass..... Vice President in Charge
of Central Division, Chicago
Frank B. Falknor..... Vice President in Charge
of Operations
Merle S. Jones..... Vice President in Charge of
CBS-Owned Stations and General Services
W. Spencer Harrison..... Vice President in Charge
of Legal and Business Affairs
Herbert V. Akerberg.... Vice President in Charge
of Station Relations
William B. Lodge..... Vice President in Charge
of Engineering
Edward Saxe..... V.P., Asst. to the President
Charles L. Glett..... Vice President in Charge
of Network Services—Hollywood
William J. Flynn..... Comptroller

Network Sales

William H. Hylan.....Vice President in Charge
of Network Sales
Thomas H. Dawson.....Sales Manager
George E. Klayer.....Chicago Sales Manager
Charles K. Sterritt.....Detroit Sales Manager
Frank Samuels.....Pacific Coast Sales Manager

William J. Fagan.....	Business Manager
T. D. Connolly.....	Program Sales Manager
Edward P. Shurick.....	Manager of Sales Development
Robert F. Jamieson.....	Sales Service Manager
George A. Kolpin.....	Contract Manager
James Shattuck.....	Sales Manager, Color

Network Programs

Hubbell Robinson, Jr. . . . Vice President in Charge
of Network Programs
Harry S. Ackerman Vice President in Charge
of Network Programs, Hollywood
William Dozier Executive Producer, Drama
Marlo Lewis Executive Producer, Music and
Variety
Herbert Carlborg Director of Editing
Harry C. Ommerle Program Director
E. Carlton Winckler Production Manager
Louis T. Stone Program Budget Manager
R. Lewine Executive Producer, Color
John Hundley Mgr., Program Service

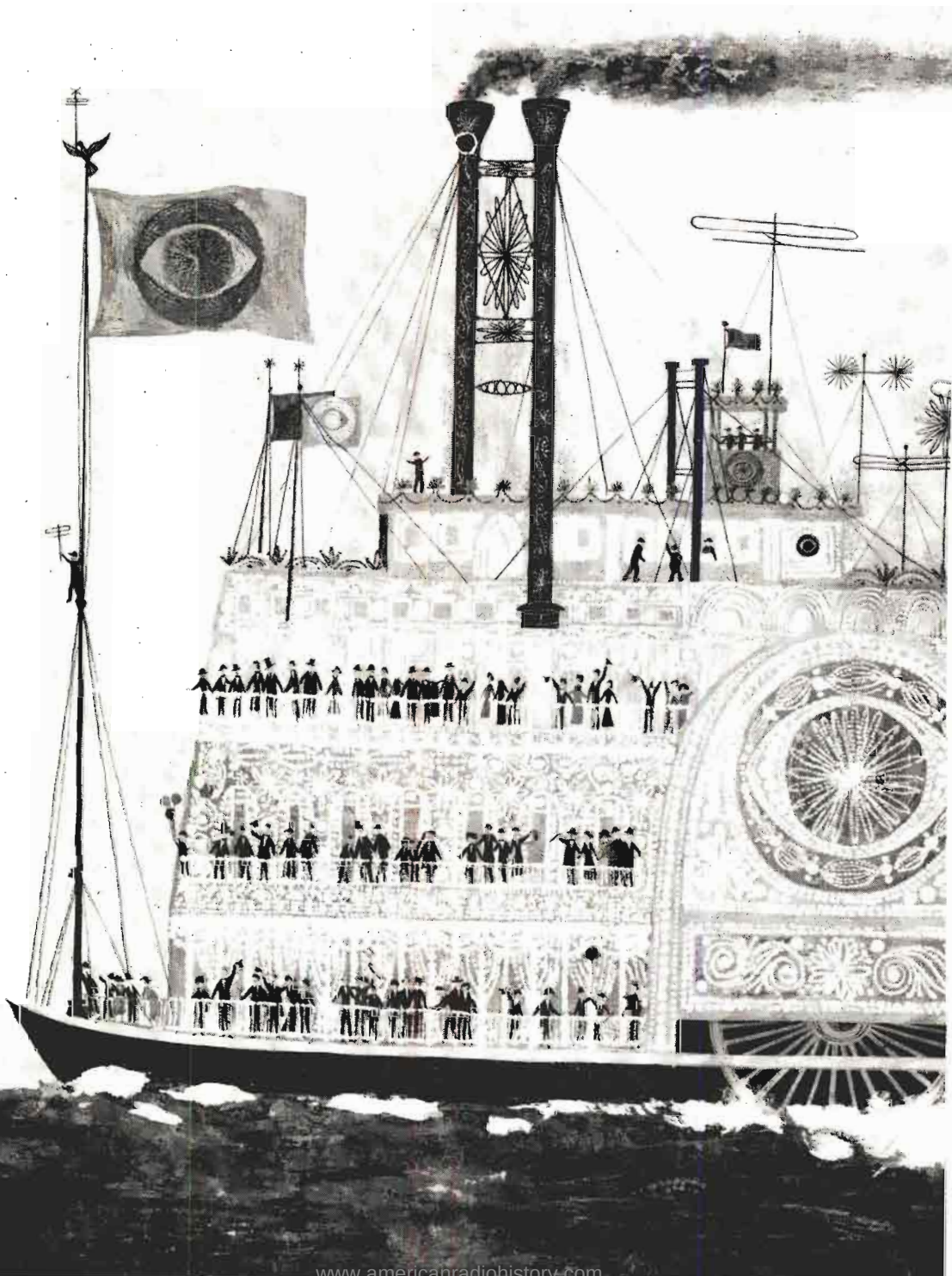
Network News and Public Affairs

Sig Mickelson.....	Dir. of Network News & Public Affairs
Howard Kany.....	Manager, CBS Television, News & News Film
Paul Levitan.....	Manager of Special Events
Dallas Townsend.....	Mgr. of News Broadcasts
Judson Bailey.....	Manager of Sports
George Crowthers.....	Dir., Religious Broadcasts

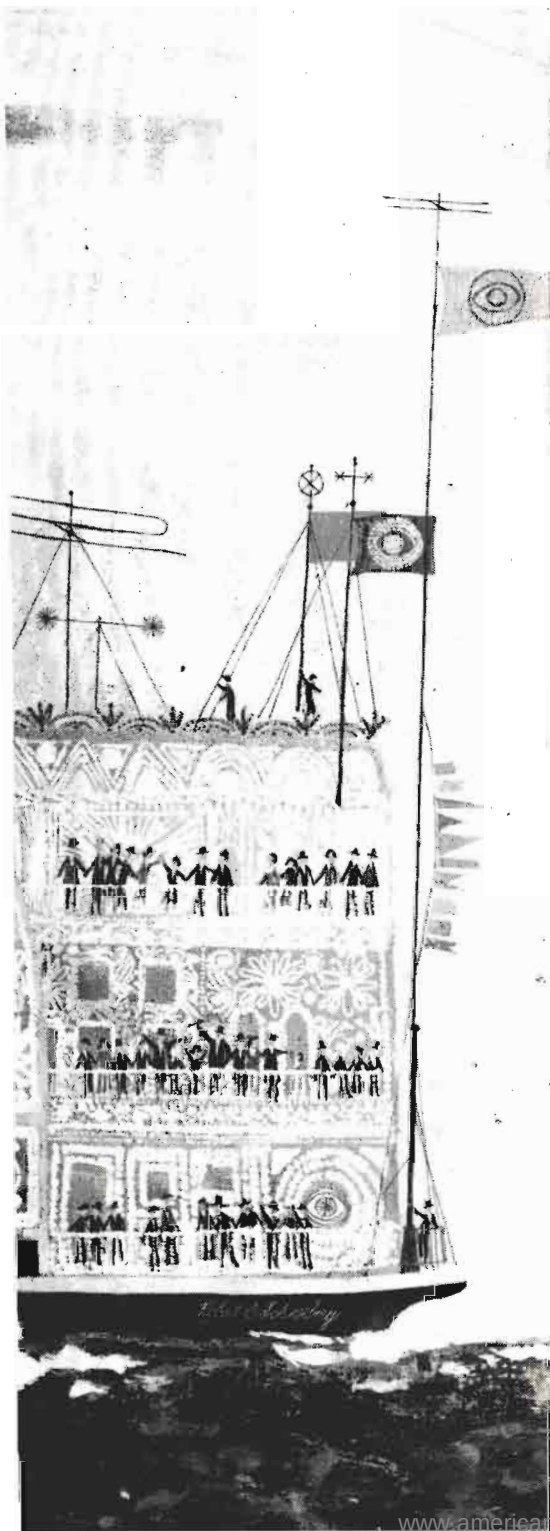
Operations

Frank B. Falknor... Vice President in Charge
of Operations
Henry Grossman... Director of Operations
Walter Pierson... Operations Production Manager

THEY'RE ALL



ABOARD



Television today is as much a part of American life as the great showboats were to the people of the big river towns.

It fills the same needs, brings the same excitement to more than 28 million families — who welcome it for almost five hours every day.

But whether a show reaches its audience by boat, by train, by theatrical van — or by electro-magnetic radiation — the most important thing to most people is the quality of the show itself.

And it's the show itself that matters most at CBS Television, where leadership in program popularity is the result of a continuous effort to secure and create programs that please people's tastes and sponsors' budgets.

In this 1953-1954 season alone it has presented 20 new programs to its audience ... and started the season with a 21% higher average rating than any other network at night—a 35% lead during the day.*

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition — in the major markets where networks compete ... and the audience has a choice of what to see.

Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network bigger by 68%.

This ever-widening popularity explains why advertising billings on CBS Television are bigger than on any other network — and bigger today than ever in television history.

CBS TELEVISION



1953 Groundwork Promises Profits Rise for '54

By TED BERGMANN
*Managing Director
Of the Du Mont Television Network*

IN 1953 the Du Mont Television Network made excellent progress, most important of all in some phases which promise a substantial increase in billings for next year.

Heretofore, the Network needed two major items:

Production facilities which would enable it to handle the type of programs many of its sponsors wished to air.

Ability to clear sufficient stations to make such an investment a wise one. In 1953 both of these were attained.

Our new Tele-Centre, described by authorities as the finest production facility on the East Coast, went into use and has already proved its ability to mount the most elaborate productions on an efficient and economical basis. The Tele-Centre provides a smooth flow of production giving every possible advantage to cost-conscious advertisers.

Also in 1953, the Network developed the largest television station roster in the industry, with a total of 205 stations at the end of the year. These included 178 formal affiliates and 27 outlets on letter agreement. Through them the Network can now reach virtually every television set in the United States.

The Network's station clearances in 1953 were 50 to 100 per cent greater than the year before. This enabled Du Mont to put together some of the most extensive commercial networks in television.

In December, Du Mont purchased station KCTY in Kansas City—a move that enables all divisions of the corporation to pioneer in studying commercial and technical problems peculiar to UHF. Our organization thus became the first network to embrace the new medium.

Gross revenues of the Broadcasting Division in 1953 were 30 per cent greater than the year before, while Network billings rose 22 per cent—from \$10,140,000 in 1952 to approximately \$12,350,000 in 1953. Also, the Network was substantially ahead of 1952 in sponsors signed and in commercial hours telecast. Forty-three national advertisers were served.

Each of the three Du Mont owned and operated stations improved its position during the year. WABD, New York, applied a successful new sales formula for its participating programs, and had last-half net billings which were 24 per cent ahead of 1952, for the same months.

WABD became the city's third station in dollar billings. WTTG, Washington, moved into new and larger studios in the Raleigh Hotel, continued as leader in local programming with over 70 hours a week, and had billings in 1953 which were 32.9 per cent ahead of 1952. WDTV, Pittsburgh, prepared to move into ultra-modern studios in the new Gateway Centre early in 1954, and to increase its effective radiated power to 100 kilowatts. The station made the notable record of producing 127 local shows weekly in 1953.

Du Mont's substantial expansion of its station list in 1953 also sparked a considerable increase in activity in the cooperative program field, partly on telephone company facilities and partly through teletranscriptions. This field is a steadily growing enterprise which should continue to show gains in 1954.

The broadcasting division, which pioneered in the development of closed circuit television, expanded its activity by offering a complete service in connection with sales conferences, board meetings, demonstrations of the arts and sciences, entertainment programs and sporting events. The closed circuit department cooperated with the Atlantic Refining Company and the Esso Standard Oil Company in the use of this video service to launch new products before their national marketing organizations.

The film syndication department, in its second full year of operation, also saw considerable growth in the volume of its film sales to local stations and to advertisers.

All of the advances by the Du Mont organization in 1953 contributed greatly to the industry's magnificent service to the American people.

DuMONT TV NETWORK

TED BERGMANN *Managing Director*

TED BERGMANN became director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and managing director of the Du Mont Television Network on January 1, 1954. Joining the Du Mont Television Network's sales staff in 1947 as an account executive, the first TV network sales group in the industry, he rapidly became the web's top salesman and has had an effective hand in signing most of the major time contracts bought by national advertisers since that time. He was made the network director of sales in July, 1951, and its general manager in July, 1953. He established an impressive list of TV "firsts." His presentations were responsible for first bringing into television sponsorship such important time

buyers as the P. Lorillard Company and Procter and Gamble. He helped develop the Drug Store Television project which laid the pattern for multiple-sponsorship of high-budgeted network programs which is now widely followed. More recently, he negotiated the contracts for the first nation-wide pro football TV game series for Westinghouse and a group of regional sponsors. As chairman of the Contract Standardization Committee of the NARTB, Mr. Bergmann was instrumental in helping to standardize TV time contracts for the industry. New York City-born, he started with NBC radio in 1941 and presently is, at the age of 33, the youngest man to head a major national TV organization.

JOHN H. BACHEM *General Manager*

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an advertis-



BACHEM

ing salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quarterlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

DONALD H. McGANNON *Ass't. Dir., Allen B. DuMont Laboratories, Inc.—Gen. Mgr., O & O Stations*

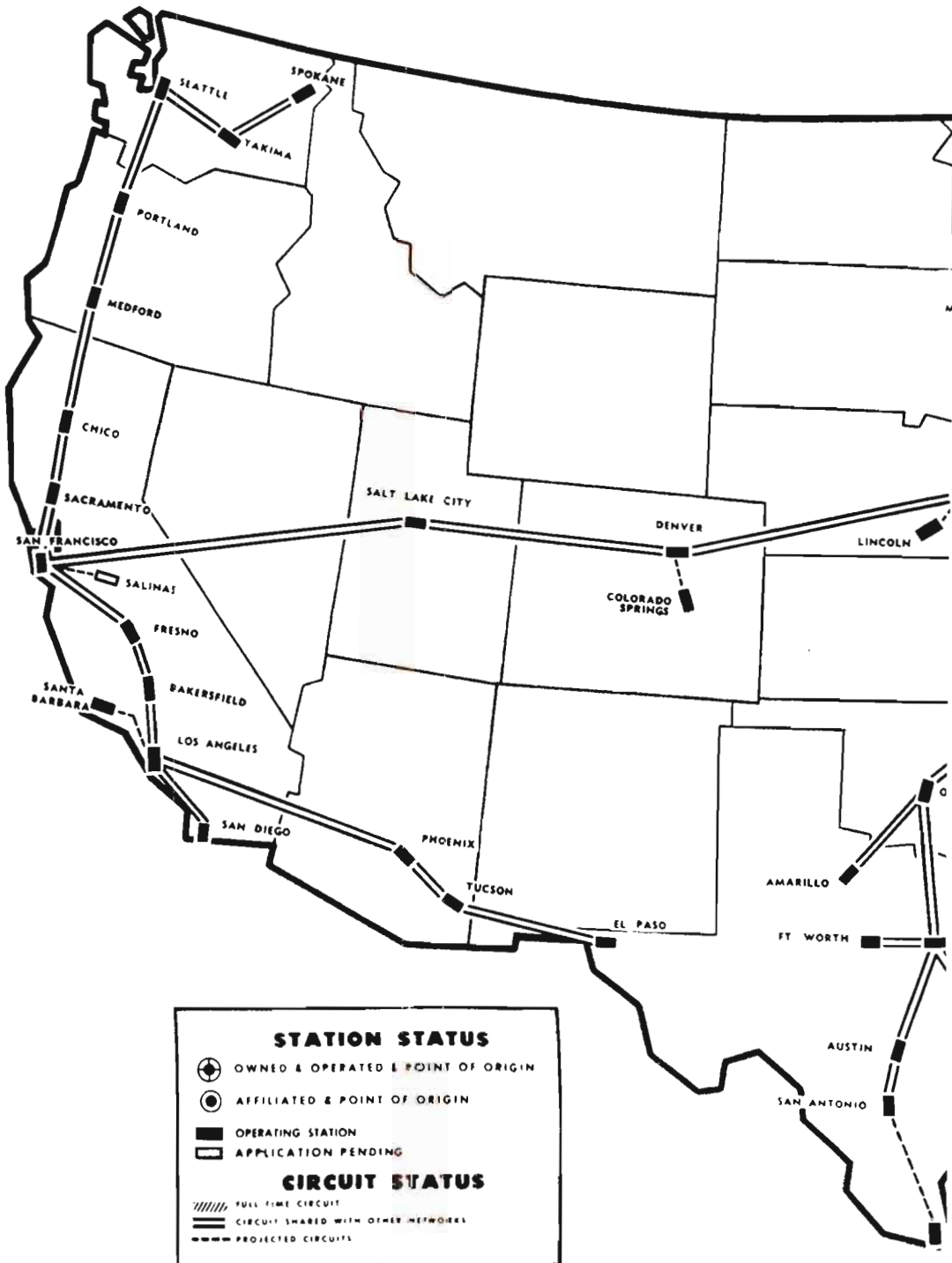
DONALD H. McGANNON, a member of the New York and Connecticut Bars and the Federal Bar, and an experienced industry representative in labor-management matters, is assistant director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and also general manager of the four DuMont Laboratories, Inc., and also general manager of the four Du Mont owned and operated television stations in New York, Washington, Pittsburgh and Kansas City. He came to Du Mont



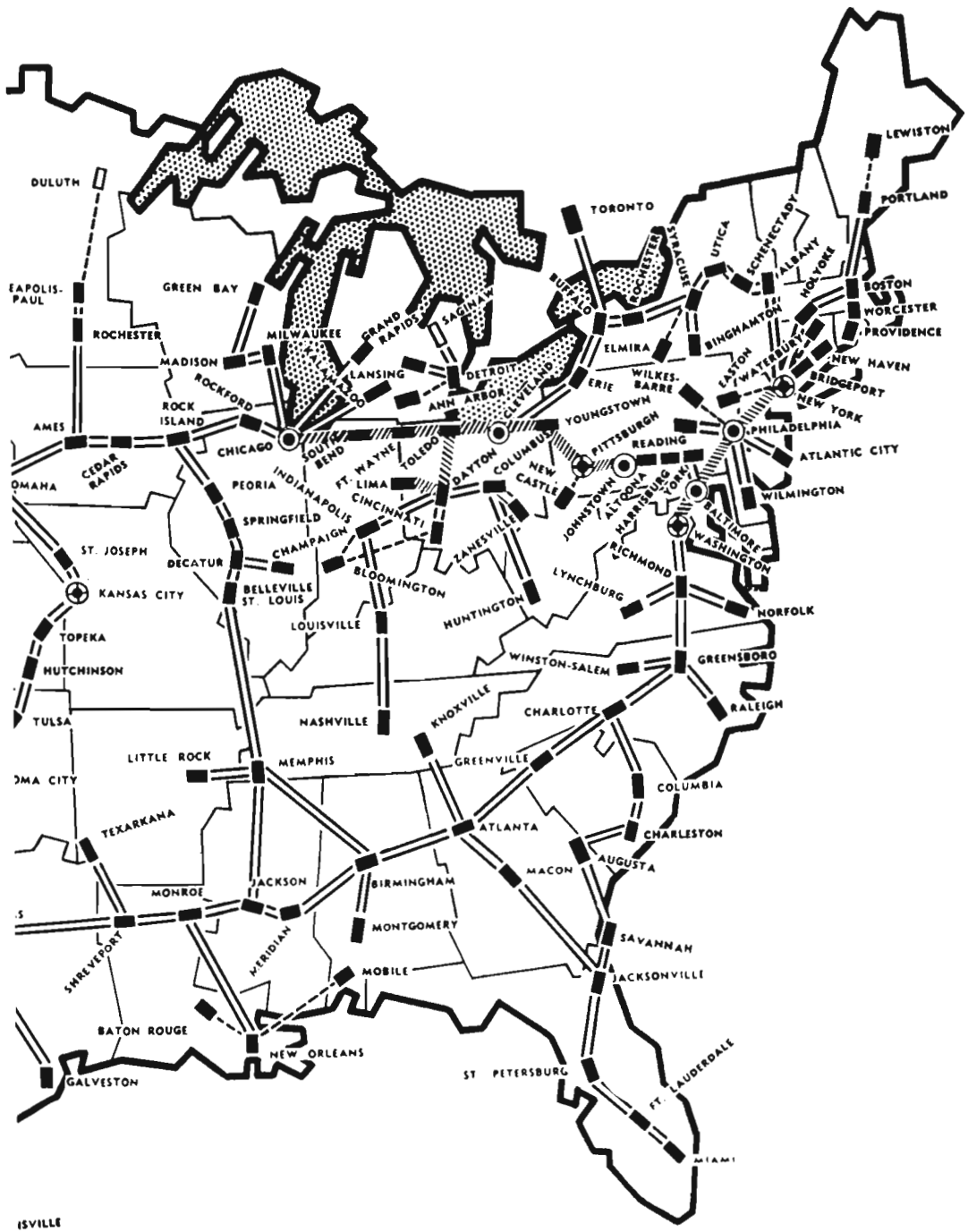
McGANNON

in February, 1952, as administrative assistant to the managing director of the network after several years of law practice. He was promoted to his present double-duty position in July, 1953. His responsibilities have been to a large measure centered about the development of the Du Mont station organization and the representation of Du Mont in various industrial negotiations, including AS-CAP and labor organizations. He is a graduate of Fordham College and Fordham Law School.

DuMONT TELE



VISION NETWORK



D u M O N T

TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York

Telephone: MU 8-2600

Network Executives

Ted Bergmann Director
 Donald H. McGannon..... Assistant Director
 John H. Bachem..... General Manager
 James L. Caddigan... Dir. of Prog. and Production
 Elmore B. Lyford... Director of Station Relations
 Robert L. Coe..... Mgr., Station Relations Dept.
 Rodney D. Chipp..... Director of Engineering
 Gerald Lyons..... Director of Public Relations
 and Publicity
 Thomas J. McMahon..... Director of Sports
 Morris A. Mayers. Mgr. Closed Circuit Operations
 Gerry Martin..... Director of Sales
 Werner Michel..... Executive Producer
 Lynn Cleary..... Business Manager
 Joseph Hess..... Controller, Broadcasting Division
 Donald H. McGannon..... Manager, Owned and
 Operated Stations
 Leslie G. Arries, Jr..... Manager of WTTG,
 Washington, D. C.
 Harold C. Lund..... Manager of WDTV,
 Pittsburgh, Pennsylvania
 Norman Knight..... Manager of WABD,
 New York, N. Y.
 Donald Stewart..... Manager of KCTY,
 Kansas City, Mo.

Network Sales

Gerry Martin..... Director of Network Sales
 Robert Guthrie..... Mgr., Sales Service
 Lynn Cleary..... Business Mgr., Sales Dept.
 Edward R. Eadeh..... Manager of Research
 Gordon Mills..... Central Division Sales Mgr.
 435 North Michigan Avenue, Chicago 11,
 Illinois
 Robert Lethbridge & Robert H. Miller
 Account Executives, Central
 Division, 435 North Michigan Avenue,
 Chicago 11, Illinois

William Koblenzer..... Eastern Sales Manager
 James F. Owens..... Account Executive
 Duncan R. Buckham..... Account Executive
 H. Malcolm Stuart..... Account Executive
 Richard B. Stark..... Account Executive
 Harry Pertka..... Account Executive
 John A. Thayer, Jr..... Account Executive
 Ted Douglas..... Account Manager
 Hank Opperman..... Account Manager

Programming and Production

James L. Caddigan..... Director of Programming
 and Production
 Werner Michael..... Executive Producer
 A. L. Hollander..... Mgr. Program Operations
 Richard Geismar..... Bus. Mgr. Program Dept.
 Jay Merkle..... Program Facilities Mgr.
 Joan Thompson..... Religious Programs
 Don Russell..... Chief Announcer
 Ed Lieberthal..... Chief Coordinator
 Elizabeth Mears..... Casting Director
 Dominick Celentano..... Supervisor of Music
 Acceptance
 David Heilweil..... Supervising Producer
 Ted Hammerstein..... Supervising Producer
 Frank Bunetta..... Supervising Producer
 Roger Gerry..... Supervising Producer
 Irwin Rosten..... Supervising Producer
 Frank Telford..... Producer-Director
 Frank Bunetta..... Senior Director
 Harry Coyle..... Director & Sports Producer
 Pat Fay..... Director
 H. Wesley Kenney..... Director
 Richard Eckler..... Director
 William Marceau..... Director
 Arnold Nocks..... Director
 Lee Polk..... Director
 David Lowe..... Dir. & Supervising Producer
 Barry Shear..... Director

Operations

Milton Morel.....Operations Manager
Saul Abraham.....Supervisor, Adelphia Theater
Samuel Spachner.....Supr., Ambassador Theater

Engineering

Rodney D. Chipp.....Director of Engineering
Robert F. Bigwood...Mgr. of General Engineering
H. C. Milholland...Mgr. of Technical Operations
S. Patremio.....Development Engineer
Robert Brown & Arthur Deneke
Building Facilities Engineers
Ed Kavanaugh.....Bldg. Maintenance Engineer
Eric Herud.....Technical Operations Engineer
Malcolm Bursleson.....Chief Engineer, WTTG,
Washington, D. C.
Raymond Rodgers...Chief Engineer, WDTV, Pitt.

Station Relations

Elmore B. Lyford.....Dir. of Station Relations
Robert L. Coe.....Mgr., Station Relations Dept.
Roylance H. Sharp.....Mgr., Traffic Dept.
Edwin G. Koehler...Area Super., Station Relations
Joseph R. Cox.....Area Super., Station Relations
Jack Battey.....Area Super., Station Relations
James O'Grady.....Area Super., Station Relations
Robert S. Woolf.....Teletranscription Dept.

Sports Department

Thomas J. McMahon.....Director of Sports

Accounting

Joseph Hess.....Controller, Broadcast Division
Willoughby Walsh.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations and
Publicity

Research

Edward R. Eadeh.....Manager of Research

Personnel

Leif Tanenholz.....Manager, Network Personnel
Department
Paul O'Friel.....Asst. Dir., Labor Relations

Advertising and Promotion

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

DuMont Owned and Operated Stations

WABD, New York

Norman KnightManager
James L. Caddigan.....Program Director
Lawrence L. Wynn.....Sales Manager
Mike Wurster.....Sales Service Mgr.
Milton Morel.....Manager of N. Y. Operations
Saul Abraham.....Supervisor, Adelphi Theater
Sam Spachner...Supervisor, Ambassador Theater
S. W. Fairchild.....Production Facilities Super.
James Graham.....Prod. Facilities Super.
Edward Stevens.....Prod. Facilities Super.
Ralph Robbins.....Prod. Facilities Super.

SALES ACCOUNT EXECUTIVES

William Walters
Lawrence Buck
Perry Frank
Maxine Cooper
Robert Dwyer
Robert F. Adams

WDTV, Pittsburgh

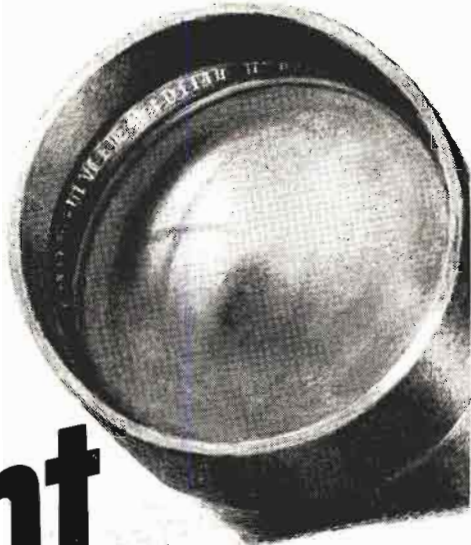
Harold C. Lund.....Manager
Bill Burns.....Director of News
George Baren Bregge.....Sales Director
Raymond Rodgers.....Chief Engineer
William A. Krough.....Sales Service Manager
Paul P. Palangi.....Personnel Manager
Dick Fortune.....Publicity Manager
Byron Dowty.....Program Manager
Shirley Gray.....Traffic Manager
Dave Murray.....News and Special Events
Richard Dreyfuss.....Film Manager
Julian I. Drob.....Stage Manager
George F. Marlick.....Merchandising & Prom.

WTTG, Washington

Leslie Arries, Jr.....General Manager
Roger M. Coelos.....Program Manager
M. M. Bursleson.....Chief Engineer
George Flax.....Publicity Director

KCTY, Kansas City

Donald StewartManager
Richard Ostrander.....Program Manager



Du Mont

1953...205 STATION AFFILIATES

SINCE THE END of the freeze the Du Mont Television Network has *tripled* in size! It now has 205 stations ... *and still continues to grow!*

Leading this rise, in October 1953, Bishop Sheen's outstanding "Life Is Worth Living" program became the first network series to be scheduled over 165 stations. Du Mont's "Dollar A Second" program and *weekly* Professional Football broadcasts also topped 100 stations...setting *another* clear-

ance record. Even this record was broken by the Professional Football Championship Game of December 27th with 131 live stations... the largest *live* clearance in network television history.

In its 57% average annual rise in billings since 1950... in its network growth... and in the creation of top programs... the rising success of the Du Mont Television Network reflects new pleasure for its public, new profits for its advertisers.

VISION is the Du Mont Dimension

Zooms Up!

**AVERAGE RATING ALL
NETWORK QUARTER HOURS 17.7***

**1950-53...57% AVERAGE ANNUAL
INCREASE IN BILLINGS**

*Source: Nielsen, Second Report
for November, 1953.

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-2600

435 N. Michigan Ave., Chicago 11, Ill.
MO 4-6262

A Division of The Allen B. Du Mont Laboratories, Inc.





“Magazine” Sales Concept Unfolds In TV Industry

By GEORGE H. FREY

*National Broadcasting Company Vice President
In Charge of Television Network Sales*

AN exciting sales plan that differs radically from the buying and selling design inherited from radio is unfolding in the television industry.

I'm writing, of course, about the “magazine concept”—the flexible new sales pattern pioneered by NBC to help the large advertiser use TV more fully and effectively, offer the moderate budgeted manufacturer the opportunity to participate in the highest rated hits, and, above all, put network television on the media schedule of the small advertiser.

Make no mistake about it, the magazine concept has arrived.

Basically, the plan is designed to head the network advertiser away from single-program sponsorship to a broader use of the entire program schedule. Instead of putting all his TV budget into one limited audience show, the advertiser spreads it across the network's varied program fare to achieve greater audience penetration. His advertising might be positioned in a high circulation variety show, in a news program, perhaps a women's daytime show and in a special event of national interest. The total dollar value might equal what he would invest in a single show, but the effect is the same as if the advertiser branched out from the Saturday Evening Post and added the plus exposure of Good Housekeeping, Life, Better Homes & Gardens and Time. The advertiser's commercials can be rotated according to the market groups he is most interested in reaching, and in the ultimate pattern he can increase commercials when he needs that extra sales push and ease off at other times.

At NBC, “Today,” the network's early morning news and special events television program, was deliberately designed and scheduled as a springboard for the magazine concept. “Today” works for advertisers of all shapes and sizes. Commercial time can be ordered as late as a day in advance of a “Today” show. The client may order one or more par-

ticipations for any day or week of his choosing. Local station cut-in announcements can be arranged at nominal cost to provide the audience with where-to-buy-it price information.

Has the magazine concept as practiced on “Today” been successful? Look at the figures: In 1953, time billings on the program topped the \$5,000,000 level. Ranging from little Appian Way Pizza Pie to giant General Motors, “Today” boasted of 90 different clients participating on the show during the year.

With “Today” a solid hit with audiences, clients and agencies, NBC-TV took a further step incorporating this new theory of selling television time with the introduction on March 1, 1954, of “Home”—the mid-morning, hour-long electronic magazine for women.

It is obvious that flexibility is a basic feature and attraction of the entire magazine concept operation. It is equally clear that the job of supplying the programs, or editorial content, in the magazine concept rests mostly with the network. Talent and production costs being what they are, and considering the rate at which television burns up material, it is necessary to centralize the source of programming to stay within reason. Only the network can divide up the operation into cost units that make sense and at the same time average out the hits and misses.

With such a system of centralized control, the network can afford to do far more program experimentation than in the past, trying out new ideas and testing new talent in the never ending search to enrich the service to the American audience. Certainly, few advertisers and no agencies can afford to run on-the-air laboratories, yet both are quick to agree that this experimentation is vital to a healthy future for television.

Under the system of program control that goes hand-in-hand with this stimulating new magazine concept, the networks will be able to assume the burden.

N. B. C. TELEVISION NETWORK

DAVID SARNOFF *Chairman of the Boards of RCA and NBC*

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-



SARNOFF

ager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAETF in Europe.

SYLVESTER L. WEAVER, JR. *President of NBC*

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice



WEAVER, JR.

Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

ROBERT W. SARNOFF *Executive Vice President of NBC*

Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of



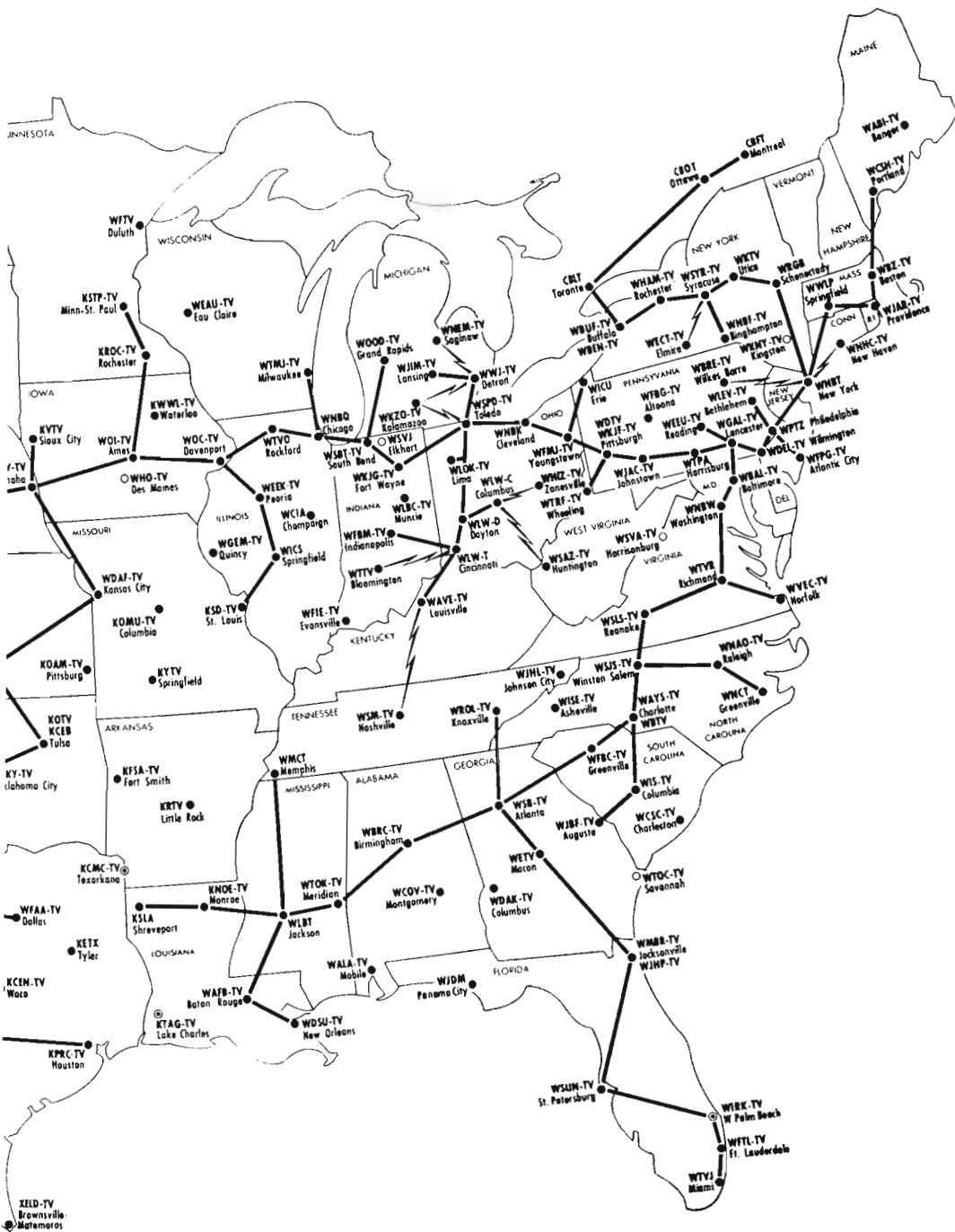
SARNOFF

the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

NATBROCAST

NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. President
Robert W. Sarnoff Exec. Vice President

Finance and Services

Joseph V. Heffernan Vice Pres. in Chg. of
Finance & Services
David C. Adams Administrative Vice President
Samuel Chotzinoff General Music Director

Engineering

O. B. Hanson Vice Pres. & Chief Engineer
William A. Clark Administrative Assistant
Edward R. Cullen Liaison Engineer
Joseph D'Agostino Liaison Engineer
Raymond F. Guy Mgr. of Radio & Allocation
Engineering
George M. Nixon Mgr. of Engineering
Development
Chester A. Rackey Mgr. of Audio-Video
Engineering
Robert W. Shelby Dir. of Color TV Systems
Development
James Wood, Jr. Mgr. of Technical Services

Station Relations

Harry Bannister V.P. in Chg. of Station Rela.
Sheldon B. Hickox Dir. of Station Relations
Thomas Knode Mgr. of Station Relations
Harry A. Woodman Mgr. of Traffic Dept.

Treasurer

Joseph A. McDonald Treasurer
William A. Williams Assistant Treasurer
Harry F. McKeon Dir. of the Tax Dept.
William D. Bloxham Manager of Purchasing
Integrated Services

Integrated Services

William S. Hedges V.P. for Integrated Services

Edward M. Lowell Mgr. Bldg. & Gen.
Services Dept.
William B. Miller Night Executive Officer
Peter M. Tittle Mgr. of Guest Relations
Mildred Joy Chief Librarian

PRESS AND PUBLICITY

Sydney H. Eiges V.P. for Press & Publicity
Richard T. Connelly Dir. of Press Department
Don. Bishop Mgr. of Program Publicity
Ellis Moore Mgr. of Radio-TV Business Pub.
Kathryn Cole Manager of Information
Cornelius Sullivan Public Rel. Representative

TELEVISION NETWORK SALES

George H. Frey Vice Pres. in Chg. of TV
Network Sales
Charles C. Barry Vice Pres. for Program Sales

Sales Department

John Lanigan Mgr. of Eastern Sales Division
Edward R. Hitz Mgr. of Central Sales Div.
John K. Williams Mgr. of Western Sales Div.

Sales Administration

Walter Scott Administrative Sales Manager
Stephen A. Flynn Manager of Sales Service
Robert McFadyen Dir. of Sales Development
Hamilton Robinson Mgr. of Office Services

Research and Planning Department

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

Advertising and Promotion Department

Jacob A. Evans Dir. of Advertising & Promotion
John Porter Sales Promotion Manager
David Hedley Mgr. of Presentations
Pat Steel Advertising Manager
Clyde Clem Audience Promotion Manager
Fred Veit Mgr. of Art Production & Graphics

Merchandising Department

Fred Dodge Director of Merchandising

Murray Heilweil.....Manager of Merchandising
Loy Lee.....Asst. Mgr. of Merchandising
Gordon Lane.....Promotion Manager

TELEVISION NETWORK PROGRAMS DIVISION

Thomas McAvity.....Vice Pres. in Chg. of TV
Network Programs Division

National Television Program Department

Sam Fuller.....Natl. TV Program Mgr.
Michael Dann.....TV Network Program Mgr.
Leroy Passman.....TV Network Program
Administrative Manager

Production and Business Affairs Department

Earl Rettig...In Chg. of Prod. & Business Affairs
Leonard Hole.....Director of Production
William V. Sargent.....Divisional Business Mgr.
Anthony M. Hennig.....Associate Dir. of Prod.
George McElrath.....Dir. of Technical Oper.
James A. Glenn.....Dir. of Plant Operations
Fred Shawn.....Dir. of Production Operations
Norman Grant.....Dir. of Design & Art Oper
J. Robert Myers.....Business Mgr. of Production
Edward J. Stegeman.....Mgr. of Program Budgets
Thomas Loeb.....Mgr. of the Business Unit
John J. Heywood.....Mgr. of Divisional Budgets

Public Affairs Department

Davidson Taylor.....Dir. of Public Affairs
William R. McAndrew.....Mgr. of News & Special
Events
Thomas S. Gallery.....Manager of Sports
Edward Stanley.....Mgr. of Public Service Programs
Eugene Juster.....Manager of Films
William Garden.....Sup. of Public Affairs Prod.

Talent Department

Gustav B. Margraf.....Vice Pres. for Talent
Hal Kemp.....Manager of Talent Office

FILM DIVISION

Carl M. Stanton...Vice Pres. in Chg. of Film Div.
Edgar G. Sisson, Jr.....Asso. Dir. of Film Div.
Charles Henderson.....Director of Publicity
John B. Cron.....National Sales Manager
Stanton M. Osgood.....Production Manager
Robert A. Anderson.....Business Manager
David Savage.....Mgr. of Film Procurement
Frank LePore...Film & Kinescope Operations &
Service Manager

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny...Vice Pres. in Chg. of Owned
Stations and Spot Sales
Henry T. Sjogren...Controller for Owned Stations
Charles H. Colledge.....Dir. of Technical Oper.
Charles C. Bevis.....General Executive
Robert F. Blake.....Director of Publicity

WNBT, New York

Hamilton Shea.....Gen. Mgr. of WNBT

Ernest de la Ossa.....Station Mgr. of WNBT
Richard M. Pack.....Dir. of Programs &
Operations, WNBT
Peter Affe.....Mgr. of Operations for WNBT
Max Buck.....Dir. of Advertising, Sales
Promotion & Merchandising
Jay Heitin.....Television Sales Manager

WNBQ, Chicago

Harry C. Kopf.....V.P. & Gen. Mgr. of WNBQ
Jules Herbuveaux.....Asst. General Manager
Charles Dress.....Director of Sales
George Heinemann.....Director of Programming
John F. Whalley.....Director of Operations
Howard C. Luttgens.....Engineer in Charge

WNBK, Cleveland

Lloyd E. Yoder.....General Manager for WNBK
Samuel E. Leonard.....Engineer in Charge
Brooks Taylor.....Program Director

WNBW, Washington

Carleton D. Smith...V.P. & Gen. Mgr. of WNBW
Joseph Goodfellow.....Director of Sales
James Kovach.....Program Director
Lefferts A. McClelland...Director of Operations
John G. Rogers.....Engineer in Charge

KNBH, Hollywood

Donald A. Norman.....General Manager
James Parks.....Sales Manager
John Wehrheim.....Station Business Manager
John Knight.....Station Engineer

National Spot Sales

Thomas B. McFadden...Dir. of Natl. Spot Sales
Richard H. Close.....Mgr. for Represented Sta.
Harold Shepard...Sales Development Advertising
& Promotion Manager
John Reber.....Natl. Mgr. for TV Spot Sales
Caroline Herbert.....Sales Service Mgr.

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell.....Vice President, Washington
George Wheeler.....Asst. to the Vice President

Pacific Division

John K. West.....Vice Pres. for the Pacific Div.
Frederic W. Wile, Jr.....Vice Pres. in Chg. of TV
Network Programs (Pacific Div.)
Frank Cleaver.....Program Mgr., TV Network
(Pacific Division)
Thomas W. Sarnoff.....Production Dir., TV
Network (Pacific Div.)
Frank Dellett.....Business Mgr. (Pacific Div.)
Lewis S. Frost.....Director of Public Relations
Leslie Raddatz.....Mgr. of Press & Publicity

*NOTE: A full listing of the personnel
of NBC's O & O stations, as well as
the organization of the Washington
and Hollywood offices, will be found
on Page 282.*

SHOW AND SALES

In these two words you'll find the crux of NBC Television's program philosophy. In application, it means that the subject of the program, whether it's news or a musical revue, should be created with pace and glamour, with all the showmanlike trappings that can be used. But also it should be designed to be an efficient selling vehicle which will make maximum use of television's special selling talents.

*To see how this policy is working,
let's look at the record: —————→*

MANSHIP

MANSHIP

Today
Home
Your Show of Shows
Philco-Goodyear
Television Playhouse
Colgate Comedy Hour
Life of Riley
Dragnet
Ding Dong School
Howdy Doody
The Pinky Lee Show
NBC Opera Theatre
The Dennis Day Show
I Married Joan
Robert Montgomery Presents
Zoo Parade
Kukla, Fran and Ollie
Mister Peepers
Hallmark Hall of Fame

*Last year 125 advertisers
found NBC Television's
showmanship and its
salesmanship eminently
suited to their needs.
It can work efficiently
for you too.*



TELEVISION

a service of Radio Corporation of America

28.5 Million TV Sets Manufactured Since 1946

Over 28.5 million television receivers were shipped to dealers in the United States, Hawaii and Alaska during the eight year period from 1946 to the end of 1953. The bulk of the sets, according to statistics released by the Radio-Electronics-Television Manufacturers Assn., went to dealers in the United States. TV dealers in Hawaii received 25,308 receivers in 1953, while a total of 2,330 sets went to Alaska.

The following table shows state-by-state shipments.

State	Total	State	Total
Alabama	252,860	Nebraska	203,433
Arizona	88,940	Nevada	12,061
Arkansas	87,670	New Hampshire	85,966
California	2,614,981	New Jersey	1,162,698
Colorado	172,027	New Mexico	12,281
Connecticut	510,026	New York	1,100,118
Delaware	92,885	North Carolina	378,770
District of Columbia	303,279	North Dakota	22,178
Florida	337,897	Ohio	2,236,969
Georgia	398,558	Oklahoma	310,388
Idaho	28,616	Oregon	133,563
Illinois	2,018,620	Pennsylvania	2,617,072
Indiana	812,578	Rhode Island	205,525
Iowa	107,832	South Carolina	125,577
Kansas	191,037	South Dakota	21,741
Kentucky	333,367	Tennessee	309,091
Louisiana	215,015	Texas	985,598
Maine	83,313	Utah	128,371
Maryland	516,100	Vermont	26,298
Massachusetts	1,257,588	Virginia	131,166
Michigan	1,386,512	Washington	366,311
Minnesota	123,080	West Virginia	216,998
Mississippi	87,712	Wisconsin	532,857
Missouri	714,062	Wyoming	7,123
Montana	12,808	Grand Total	28,168,818

Television Allocations Of The FCC



**ALPHABETICALLY
BY STATE — CITY**



COMMERCIAL



EDUCATIONAL

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	39
Anniston	70
Auburn	58
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *28, 32
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49

Channel No.

El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	16
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	40
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	56
Port Chicago	15
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

COLORADO

	Channel No.
Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26, 50
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FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Guinesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34

Channel No.

Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	10

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 6, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*37
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64

	Channel No.
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Jola	44
Junction City	20
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashtand	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

Channel No.

Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *16, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 60
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Channel No.

Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	74, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	33
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Marquette	6, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
Now Olin	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirkville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28

	Channel No.
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, 23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Allamore	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 37
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
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OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammononton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	24
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-	
Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-	
Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58

	Channel No.
Kingston	66
Lake Placid	5
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-	
Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Patchogue	76
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Gold-sboro	34, 72
Greensboro	2, *61, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarek	5, 12, 18, *24
Botineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*8, 10, 13
New Rockford	20
Rugby	38

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OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	70
Cambridge	26
Canton	20
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *18, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30
Warren	67
Youngstown	21, 27, 73
Zanesville	50

OKLAHOMA

Ada	10, 50
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	15, 26
El Reno	56
Enid	8, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Oklmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42

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	Channel No.
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 68
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Bradford	70
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	10, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

Aiken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Columbia	10, *19, 25, 07
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *20
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 10
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Abitene	9, 33
Alice	34
Alpine	12

	Channel No.
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22, 43
Corpus Christi	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49
Galveston	11, 35, 41, *17
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 39, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 20
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38

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OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	17
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39

	Channel No.
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 53, 67
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	6, 21, 66
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Fayetteville	4
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	5, 32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

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OFFICIAL FCC TV ALLOCATIONS

WISCONSIN

	Channel No.
Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhineland	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17

Channel No.

Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arceibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Charlotte Amalie	10, 12
Christiansted	8

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All eleven of these television film shows give you the best possible run for your money—high ratings and high-quality production *at low cost*.

Two of them are in Telepulse's first seven syndicated shows, nation-wide.* *All* rate high, wherever they go. Second or third run, they're doing as good as or better than on the first. Sample: one show almost *doubled* its rating, third run over second, in San Francisco.

You're 'way out front with the showmanship and technical craftsmanship of *such* producers as Bing Crosby Enterprises and Flying A Pictures... not to mention our sales-building merchandising kits and on-the-spot counsel.

See how they run yourself. Ask your CBS Television Film Sales representative *today* for a private showing and the whole story. You've never seen such buys in your life.

CBS Television Film Sales

New York, Chicago, Los Angeles, San Francisco, Atlanta and Dallas

*Telepulse
multi-market
ratings for
September 1953



Television Stations

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**ALPHABETICALLY LISTED
BY CITIES — CALL LETTERS**

•

PERSONNEL

•

FACILITIES



UHF Advancement Seen As Prime Project For '54

By HERBERT E. TAYLOR, JR.

*Manager, Communication Products Division,
Allen B. Du Mont Laboratories, Inc.*

EMPHASIS on color research and equipment development will continue in 1954 and laboratory equipment will be installed and operated in a few major market stations capable of the financial luxury of color telecasts with few receivers. The basic pattern of expansion will be in the direction of added stations, higher power transmission in both UHF and VHF, higher quality film and recorded program transmission and additional accessory equipment designed to simplify operations.

The increasing availability of higher powered UHF transmitters and improved UHF television receivers may mark 1954 as the year when the terms UHF and VHF become just plain television to the viewing public and the UHF broadcaster becomes competitive with VHF for the advertising dollar on an equal basis.

Du Mont in 1953 proved that with higher power and careful installation UHF could be competitive with VHF. The fruits of the study made at WGLV in Easton, Pa., increased the assurance to the UHF broadcaster of financial success.

It takes little imagination to realize that a truly nationwide competitive television broadcast system is largely dependent upon UHF for success. The reason is simple. The Federal Communications Commission plans to license many more UHF stations than VHF. Of the approximately 2,000 stations now possible under the FCC allocation plans, more than two-thirds will be UHF. In order that television service may reach the nationwide scope planned, it is vital for UHF stations to provide strong area coverage.

Until recently, the rapid expansion of UHF had been retarded by the lack of high-power UHF transmitters and the resulting inability of UHF stations to provide strong local coverage. With high-power UHF now available, stations in the upper frequencies are now able to transmit signals which are as strong,

as reliable, and as free from interference as are VHF signals.

Advertisers therefore know that their dollars spent for commercials and time are resulting in sharp reproduction of their programs and messages. Manufacturers are finding a stronger demand for UHF receivers. Television networks can rest assured that UHF affiliates can be worthy and strong affiliates. And most important, the American public on an increasing scale is getting to know that UHF provides good reception. Educational television is also beginning to see its opportunities for service realized.

Therefore, major expansion for the equipment industry will have to be in this field. Transmitter power then becomes the hub for continued growth and 1954 may mark the first year of maturity for UHF transmission.

Color problems will not seriously disrupt the television broadcast equipment industry in this year of transition. The broadcasters' demand for color equipment should not be great considering the projected limited hours of programming and receivers that will be available. It would appear that the major problem lies in the receiver which must meet the public's requisites of large screen, simple operation and price, the combination of which represents a goal not obtainable in 1954.

The coming year will undoubtedly continue the growth trend of this industry extending the nationwide service through black and white. When color receivers meet the needs of the public and are capable of reproducing black and white reception equal to that of a standard monochrome receiver, the great rush will be on. This will not be in 1954. An excellent example of the public's attitude may be found in the action of a Wyoming man who wired associates in New York his answer to the FCC's approval of color. His wire read, "Color television? Hell, we just want television, period."

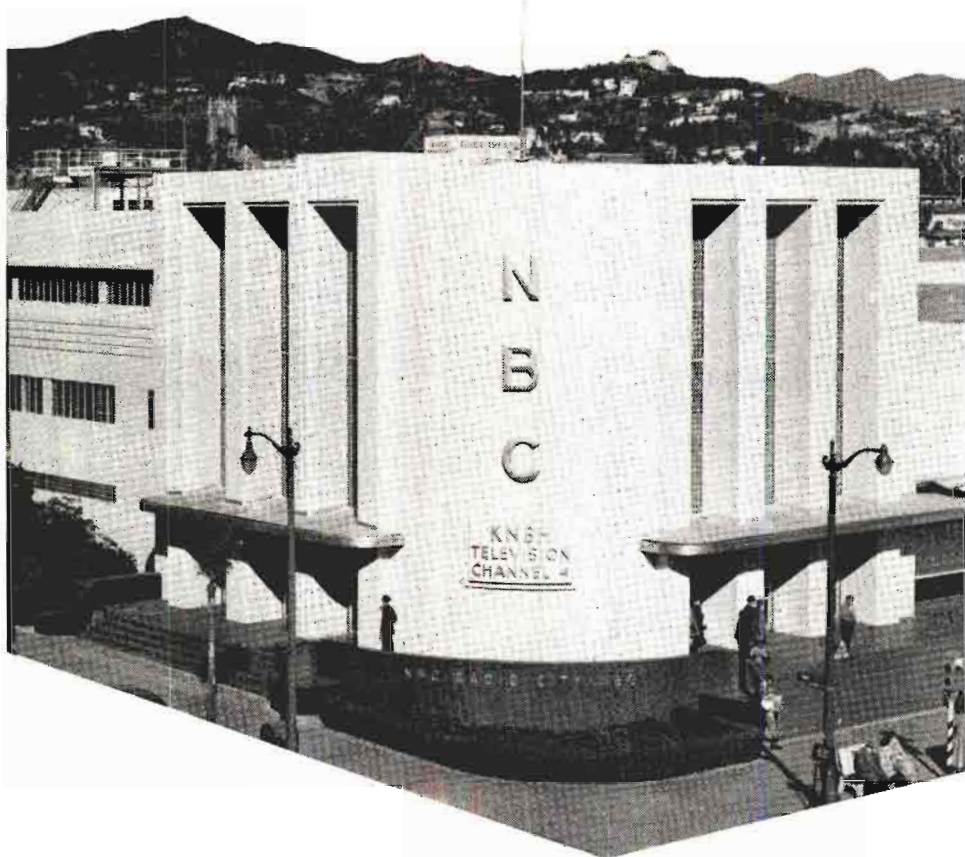
Index of The TELEVISION STATIONS of The United States

Station	City—State	Page	Station	City—State	Page
KABC-TV	Los Angeles, Calif.	851	KIDO-TV	Boise, Idaho	863
KACY	St. Louis, Mo.	881	KIEM-TV	Eureka, Calif.	849
KANG-TV	Waco, Tex.	919	KIMA-TV	Yakima, Wash.	923
KATV	Pine Bluff, Ark.	848	KING-TV	Seattle, Wash.	922
KBAB	Bakersfield, Calif.	849	KIVA	Yuma, Ariz.	848
KBAY-TV	San Francisco, Calif.	854	KJEO-TV	Fresno, Calif.	849
KBES-TV	Medford, Ore.	903	KKTV	Colorado Springs, Colo.	855
KBID-TV	Fresno, Calif.	849	KLAS-TV	Las Vegas, Nev.	887
KBOI	Boise, Idaho	863	KLZ-TV	Denver, Colo.	857
KBTB	Denver, Colo.	855	KMBC-TV	Kansas City, Mo.	881
KCBD-TV	Lubbock, Tex.	918	KMBY-TV	Monterey-Salinas, Calif.	853
KCCC-TV	Sacramento, Calif.	853	KMID-TV	Midland, Tex.	918
KCEB	Tulsa, Okla.	903	KMJ-TV	Fresno, Calif.	849
KCEN-TV	Temple, Tex.	919	KMMT	Austin, Minn.	878
KCJB-TV	Minot, N. D.	897	KMO-TV	Tacoma, Wash.	922
KCMC-TV	Texarkana, Tex.	919	KMPT	Oklahoma City, Okla.	902
KCMO-TV	Kansas City, Mo.	881	KMTV	Omaha, Neb.	885
KCOK-TV	Tulare, Calif.	855	KNBH	Hollywood, Calif.	851
KCOP-TV	Hollywood, Calif.	851	KNOE-TV	Monroe, La.	871
KCRI-TV	Cedar Rapids, Ia.	867	KNUZ-TV	Houston, Tex.	918
KCSJ-TV	Pueblo, Colo.	857	KNXT	Hollywood, Calif.	851
KDRO-TV	Sedalia, Mo.	883	KOA-TV	Denver, Colo.	857
KDUB-TV	Lubbock, Tex.	918	KOAM-TV	Pittsburg, Kan.	868
KDYL-TV	Salt Lake City, Utah	920	KOAT-TV	Albuquerque, N. M.	888
KDZA-TV	Pueblo, Colo.	857	KOB-TV	Albuquerque, N. M.	888
KEDD	Wichita, Kan.	869	KOIN-TV	Portland, Ore.	905
KELO-TV	Sioux Falls, S. D.	913	KOLN-TV	Lincoln, Neb.	885
KERO-TV	Bakersfield, Calif.	849	KOMO-TV	Seattle, Wash.	922
KETX	Tyler, Tex.	919	KOMU-TV	Columbia, Mo.	879
KEY-T	Santa Barbara, Calif.	855	KONA	Honolulu, T. H.	926
KFAZ	Monroe, La.	871	KOOK-TV	Billings, Mont.	883
KFBB-TV	Great Falls, Mont.	885	KOOL-TV	Phoenix, Ariz.	847
KFBC-TV	Cheyenne, Wyo.	925	KOPO-TV	Tucson, Ariz.	848
KFDA-TV	Amarillo, Tex.	915	KOPR-TV	Butte, Mont.	883
KFDX-TV	Wichita Falls, Tex.	920	KOTV	Tulsa, Okla.	903
KFEL-TV	Denver, Colo.	855	KOY-TV	Phoenix, Ariz.	848
KFEQ-TV	St. Joseph, Mo.	881	KPHO	Phoenix, Ariz.	848
KFIA	Anchorage, Alaska	926	KPIC	Salem, Ore.	905
KFMB-TV	San Diego, Calif.	853	KPIX	San Francisco, Calif.	854
KFOR-TV	Lincoln, Neb.	885	KPRC-TV	Houston, Tex.	918
KFSA-TV	Fort Smith, Ark.	848	KPTV	Portland, Ore.	905
KFSD-TV	San Diego, Calif.	854	KQTV	Fort Dodge, Ia.	867
KFYR-TV	Bismarck, N. D.	896	KRBC-TV	Abilene, Tex.	915
KGBS-TV	San Antonio, Tex.	919	KRDO-TV	Colorado Springs, Colo.	855
KGBT-TV	Harlingen, Tex.	918	KRGV-TV	Weslaco, Tex.	919
KGGM-TV	Albuquerque, N. M.	888	KRLD-TV	Dallas, Tex.	916
KGMB-TV	Honolulu, T. H.	926	KROC-TV	Rochester, Minn.	878
KGNC-TV	Amarillo, Tex.	915	KROD-TV	El Paso, Tex.	917
KGO-TV	San Francisco, Calif.	854	KRON-TV	San Francisco, Calif.	854
KGTV	Des Moines, Ia.	867	KRTV	Little Rock, Ark.	848
KGUL-TV	Galveston-Houston, Tex.	917	KSD-TV	St. Louis, Mo.	881
KHJ-TV	Los Angeles, Calif.	851	KSL-TV	Salt Lake City, Utah	920
KHOL-TV	Kearney, Neb.	885	KSLA	Shreveport, La.	871
KHQ-TV	Spokane, Wash.	922	KSTM-TV	St. Louis, Mo.	883
KHQA-TV	Hannibal, Mo.	881	KSTP-TV	St. Paul-Minneapolis, Minn.	879
KHSL-TV	Chico, Calif.	849	KSWB-TV	Salinas, Calif.	853
KID-TV	Idaho Falls, Idaho	863	KSWO-TV	Lawton, Okla.	902

Station	City—State	Page	Station	City—State	Page
KSWB-TV	Roswell, N. M.	888	WCOG-TV	Greensboro, N. C.	895
KTAG-TV	Lake Charles, La.	871	WCOS-TV	Columbia, S. C.	913
KTBC-TV	Austin, Tex.	915	WCOV-TV	Montgomery, Ala.	847
KTLA	Los Angeles, Calif.	851	WCPO-TV	Cincinnati, O.	899
KTNT-TV	Tacoma, Wash.	922	WCSC-TV	Charleston, S. C.	912
KTSM-TV	El Paso, Tex.	917	WCSH-TV	Portland, Me.	873
KTTT-TV	Springfield, Mo.	883	WDAF-TV	Kansas City, Mo.	881
KTTV	Los Angeles, Calif.	851	WDAK-TV	Columbus, Ga.	861
KTVA	Anchorage, Alaska	926	WDAN-TV	Danville, Ill.	864
KTVE	Longview, Tex.	918	WDAY-TV	Fargo, N. D.	896
KTUQ	Oklahoma City, Okla.	903	WDEL-TV	Wilmington, Del.	858
KTVU	Stockton, Calif.	855	WDSU-TV	New Orleans, La.	871
KTXL-TV	San Angelo, Tex.	918	WDTV	Pittsburgh, Pa.	939
KVAN-TV	Vancouver, Wash.	922	WEAR-TV	Pensacola, Fla.	860
KVEC-TV	San Luis Obispo, Calif.	854	WEAU-TV	Eau Claire, Wisc.	924
KVOA-TV	Tucson, Ariz.	848	WECT	Elmira, N. Y.	889
KVOS-TV	Bellingham, Wash.	922	WEEK-TV	Peoria, Ill.	864
KVTH	Hutchinson, Kan.	868	WEEU-TV	Reading, Pa.	909
KVTV	Sioux City, Ia.	868	WEHT	Henderson, Ky.	869
KWFT-TV	Wichita Falls, Tex.	920	WENS	Pittsburgh, Pa.	909
KWTV	Oklahoma City, Okla.	903	WEWS	Cleveland, O.	899
KWWL-TV	Waterloo, Ia.	868	WFAA-TV	Dallas, Tex.	916
KXLF-TV	Butte, Mont.	883	WFAM-TV	Lafayette, Ind.	866
KXLY-TV	Spokane, Wash.	922	WFBC-TV	Greenville, S. C.	913
KYTV	Springfield, Mo.	883	WFBG-TV	Altoona, Pa.	905
KZTV	Reno, Nev.	887	WFBM-TV	Indianapolis, Ind.	866
WAAM	Baltimore, Md.	873	WFIE	Evansville, Ind.	866
WABC-TV	New York, N. Y.	889	WFIL-TV	Philadelphia, Pa.	907
WABD	New York, N. Y.	889	WFMJ-TV	Youngstown, O.	902
WABI-TV	Bangor, Me.	871	WFMV-TV	Greensboro, N. C.	895
WABT	Birmingham, Ala.	847	WFPG-TV	Atlantic City, N. J.	887
WACH	Newport News-Norfolk, Va.	921	WFTL-TV	Ft. Lauderdale, Fla.	859
WAFB-TV	Baton Rouge, La.	869	WFTV	Duluth, Minn.	878
WAGA-TV	Atlanta, Ga.	860	WGAL-TV	Lancaster, Pa.	907
WAIM-TV	Anderson, S. C.	912	WGAN-TV	Portland, Me.	873
WAKR	Akron, O.	897	WGBI-TV	Scranton, Pa.	911
WALA-TV	Mobile, Ala.	847	WGEM-TV	Quincy, Ill.	865
WAPA-TV	San Juan, P. R.	926	WGLV	Easton, Pa.	905
WARD-TV	Johnstown, Pa.	907	WGN-TV	Chicago, Ill.	863
WARM-TV	Scranton, Pa.	909	WGVJ	Greenville, S. C.	913
WATR-TV	Waterbury, Conn.	858	WHAM-TV	Rochester, N. Y.	891
WATV	Newark, N. J.	887	WHAS-TV	Louisville, Ky.	869
WAVE-TV	Louisville, Ky.	869	WHB-TV	Kansas City, Mo.	881
WAYS-TV	Charlotte, N. C.	895	WHBF-TV	Rock Island, Ill.	865
WBAL-TV	Baltimore, Md.	873	WHBQ-TV	Memphis, Tenn.	914
WBAP-TV	Fort Worth, Tex.	917	WHEC-TV	Rochester, N. Y.	891
WBAY-TV	Green Bay, Wisc.	924	WHEN	Syracuse, N. Y.	893
WBBM-TV	Chicago, Ill.	863	WHIO-TV	Dayton, O.	901
WBEN-TV	Buffalo, N. Y.	889	WHIZ-TV	Zanesville, O.	902
WBKB	Chicago, Ill.	864	WHP-TV	Harrisburg, Pa.	906
WBKZ-TV	Battle Creek, Mich.	875	WHUM-TV	Reading, Pa.	909
WBLN	Bloomington, Ill.	863	WHYN-TV	Springfield-Holyoke, Mass.	874
WBNS-TV	Columbus, O.	901	WIBW-TV	Topeka, Kan.	868
WBRC-TV	Birmingham, Ala.	847	WICA-TV	Ashtabula, O.	899
WBRE-TV	Wilkes-Barre, Pa.	911	WICC-TV	Bridgeport, Conn.	857
WBTM-TV	Danville, Va.	920	WICS	Springfield, Ill.	865
WBTU	Charlotte, N. C.	895	WICU	Erie, Pa.	905
WBUF-TV	Buffalo, N. Y.	889	WIFE	Dayton, O.	901
WBZ-TV	Boston, Mass.	874	WILK-TV	Wilkes-Barre, Pa.	911
WCAN-TV	Milwaukee, Wisc.	925	WILS-TV	Lansing, Mich.	877
WCAU-TV	Philadelphia, Pa.	907	WINK-TV	Fort Meyers, Fla.	859
WCBS-TV	New York, N. Y.	891	WIRK-TV	West Palm Beach, Fla.	860
WCCO-TV	Minneapolis, Minn.	878	WIS-TV	Columbia, S. C.	913
WCHA-TV	Chambersburg, Pa.	905	WISE-TV	Asheville, N. C.	893
WCIA	Champaign, Ill.	863	WITV	Ft. Lauderdale, Fla.	859
WCMB-TV	Harrisburg, Pa.	906	WJAC-TV	Johnstown, Pa.	907
WCOC-TV	Meridian, Miss.	879	WJAR-TV	Providence, R. I.	911

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WJBF-TV	— Augusta, Ga.	861	WOR-TV	— New York, N. Y.	891
WJBK-TV	— Detroit, Mich.	875	WOSH-TV	— Oshkosh, Wisc.	925
WJDM	— Panama City, Fla.	859	WOW-TV	— Omaha, Neb.	885
WJHL-TV	— Johnson City, Tenn.	913	WPAG-TV	— Ann Arbor, Mich.	875
WJHP-TV	— Jacksonville, Fla.	859	WPFA	— Pensacola, Fla.	860
WJIM	— Lansing, Mich.	877	WPIX	— New York, N. Y.	891
WJMR-TV	— New Orleans, La.	871	WPMT	— Portland, Me.	873
WJPB-TV	— Fairmont, W. Va.	923	WPTZ	— Philadelphia, Pa.	909
WJTV	— Jackson, Miss.	879	WRAY-TV	— Princeton, Ind.	866
WKAB-TV	— Mobile, Ala.	847	WRBL-TV	— Columbus, Ga.	861
WKAQ-TV	— San Juan, P. R.	926	WREX-TV	— Rockford, Ill.	865
WKBN-TV	— Youngstown, O.	902	WRGB	— Schenectady, N. Y.	893
WKJF-TV	— Pittsburgh, Pa.	909	WROL-TV	— Knoxville, Tenn.	914
WKJG-TV	— Fort Wayne, Ind.	866	WROM-TV	— Rome, Ga.	861
WKLO-TV	— Louisville, Ky.	869	WROW-TV	— Albany, N. Y.	888
WKNA-TV	— Charleston, W. Va.	923	WRTV	— Asbury Park, N. J.	887
WKNB-TV	— New Britain, Conn.	587	WSAZ-TV	— Huntington, W. Va.	923
WKNX-TV	— Saginaw, Mich.	878	WSB-TV	— Atlanta, Ga.	860
WKNY-TV	— Kingston, N. Y.	889	WSBA-TV	— York, Pa.	911
WKOW-TV	— Madison, Wisc.	924	WSBT-TV	— South Bend, Ind.	866
WKRC-TV	— Cincinnati, O.	899	WSIL-TV	— Harrisburg, Ill.	864
WKST-TV	— New Castle, Pa.	907	WSIX-TV	— Nashville, Tenn.	915
WKTU	— Utica, N. Y.	893	WSJS-TV	— Winston-Salem, N. C.	895
WKY-TV	— Oklahoma City, Okla.	903	WSJV	— Elkhart, Ind.	865
WKZO-TV	— Kalamazoo, Mich.	877	WSLS-TV	— Roanoke, Va.	921
WLAM-TV	— Lewiston, Me.	873	WSM-TV	— Nashville, Tenn.	915
WLBC-TV	— Muncie, Ind.	866	WSPD-TV	— Toledo, O.	902
WLBR-TV	— Lebanon, Pa.	907	WSTV-TV	— Steubenville, O.	902
WLBT	— Jackson, Miss.	879	WSUN-TV	— St. Petersburg, Fla.	860
WLEV-TV	— Bethlehem, Pa.	905	WSVA-TV	— Harrisonburg, Va.	921
WLOK-TV	— Lima, O.	901	WSYR-TV	— Syracuse, N. Y.	893
WLVA-TV	— Lynchburg, Va.	921	WTAC-TV	— Flint, Mich.	877
WLW-A	— Atlanta, Ga.	860	WTAO-TV	— Boston, Mass.	874
WLW-C	— Columbus, O.	901	WTAP	— Parkersburg, W. Va.	924
WLW-D	— Dayton, O.	901	WTAR-TV	— Norfolk, Va.	921
WLW-T	— Cincinnati, O.	899	WTCN	— Minneapolis, Minn.	878
WMAL-TV	— Washington, D. C.	858	WTMJ-TV	— Milwaukee, Wisc.	925
WMAR-TV	— Baltimore, Md.	873	WTOB-TV	— Winston-Salem, N. C.	896
WMAZ-TV	— Macon, Ga.	861	WTOC-TV	— Savannah, Ga.	861
WMBR-TV	— Jacksonville, Fla.	859	WTOK-TV	— Meridian, Miss.	879
WMCT	— Memphis, Tenn.	915	WTOP-TV	— Washington, D. C.	858
WMGT-TV	— Adams, Mass.	874	WTOV-TV	— Norfolk, Va.	921
WMIN-TV	— St. Paul, Minn.	879	WTPA	— Harrisburg, Pa.	906
WMT-TV	— Cedar Rapids, Ia.	867	WTRF-TV	— Wheeling, W. Va.	924
WMTV	— Madison, Wisc.	924	WTRI	— Schenectady, N. Y.	893
WMUR-TV	— Manchester, N. H.	887	WTSK-TV	— Knoxville, Tenn.	914
WNAC-TV	— Boston, Mass.	874	WTTG	— Washington, D. C.	858
WNAM-TV	— Neenah-Appleton-Mencsha, Wisc.	925	WTTV	— Bloomington, Ind.	865
WNBF-TV	— Binghamton, N. Y.	888	WTVE	— Elmira, N. Y.	889
WNBK	— Cleveland, O.	899	WTVH-TV	— Peoria, Ill.	864
WNBQ	— Chicago, Ill.	864	WTVI	— St. Louis, Mo.	883
WNBT	— New York, N. Y.	891	WTVJ	— Miami, Fla.	859
WNBW	— Washington, D. C.	858	WTVN	— Columbus, O.	901
WNCT	— Greenville, N. C.	895	WTVO	— Rockford, Ill.	865
WNEM-TV	— Bay City-Saginaw, Mich.	875	WTVP	— Decatur, Ill.	864
WNET	— Providence, R. I.	912	WTVR	— Richmond, Va.	921
WNEX-TV	— Macon, Ga.	861	WTVU	— Scranton, Pa.	911
WNHC-TV	— New Haven, Conn.	857	WVEC-TV	— Hampton-Norfolk, Va.	920
WNOA-TV	— Raleigh, N. C.	895	WVET-TV	— Rochester, N. Y.	893
WNOK-TV	— Columbia, S. C.	913	WWJ-TV	— Detroit, Mich.	877
WNOW-TV	— York, Pa.	911	WWLP	— Springfield, Mass.	875
WOAI-TV	— San Antonio, Tex.	919	WWOR-TV	— Worcester, Mass.	875
WOC-TV	— Davenport, Ia.	867	WWTV	— Cadillac, Mich.	875
WOI-TV	— Ames, Ia.	867	WXEL	— Cleveland, O.	899
WOKY-TV	— Milwaukee, Wisc.	925	WXYZ-TV	— Detroit, Mich.	877
WOOD-TV	— Grand Rapids, Mich.	877	XELD-TV	— Brownsville, Tex.	916



SEE MORE
HEAR MORE
SELL MORE
ENJOY MORE

4

KNBH-HOLLYWOOD

TV STATIONS IN THE UNITED STATES

ALABAMA

TV HOMES 280,500
POPULATION 3,184,000
STATIONS IN STATE 5

WABT BIRMINGHAM—1949— ABC-CBS-DuM

Channel: 13...AP: 190 Kw....VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....Protective Life Bldg.
Phone Number.....4-2506
Representative.....CBS Television Spot Sales
President.....Henry P. Johnston
V.P.-Sta. Mgr.....C. P. Persons
Sales Manager.....Charles F. Grisham
Technical Dir.....J. V. Sanderson

WBRC-TV BIRMINGHAM—1949—NBC

Channel: 6...AP: 17 Kw....VP: 35 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....P. O. 2311
Phone Number.....4-4701
Transmitter Location.....Red Mountain
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....George S. Storer
Station Manager.....J. Robert Kerns
Program Director.....M. D. Smith, 3rd

WALA-TV MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF...AP: 235 Kw....VP: 316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Representative.....Headley-Reed
President.....William Pape

WKAB-TV MOBILE—1952—DuM-CBS

Channel: 48 UHF...AP: 12 Kw....VP: 22.5 Kw.
Owned-Oper. By.....Pursley Bcstg. Service

Address.....525 Donald St.
Representative.....Forjoe
General Manager.....Robert H. Moore
Program Director.....H. J. Grant

WCOV-TV MONTGOMERY—1953—ABS- CBS-NBC-DuM

Channel: 20...AP: 8.9 Kw....VP: 17.9 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Box 1029
Phone Number.....3-2318
Air Time.....8 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership.....NARTB
President.....O. P. Covington
General Manager.....Hugh Smith
Operations Mgr.....Carl Junker
Commercial Manager.....Morris South
Dir. of News.....Bob Underwood
Publicity Director.....Phil Taylor
Chief Engineer.....W. D. Weatherly

ARIZONA

TV HOMES 108,000
POPULATION 816,000
STATIONS IN STATE 6

KOOL-TV PHOENIX—1953

Channel: 10...AP: 14.5 Kw....VP: 29 Kw.
Owned-Oper. By.....Maricopa Bcstrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....8 hours daily
News Service.....UP
Representative.....Blair
President.....Gene Autry
General Manager.....Charles H. Garland
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

K O Y - T V

PHOENIX—1953

Owned-Oper. By.....KOY Bcstg. Co.
Channel: 19...AP:16.7.....VP: 33.5
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....8 hours daily
News Service.....UP
Representative.....Blair
Membership.....NARTB
President.....John L. Hogg
General Manager.....Albert D. Johnson
Station Manager.....Richard E. Goebel
Chief Engineer.....Cliff Miller

K P H O - T V

PHOENIX—1949—CBS-DuM-ABC

Channel: 5 VHF...AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....631 N. First Ave.
Phone Number.....ALpine 8-4511
Representative.....Katz
Station Manager.....Richard B. Rawls
TV Dir.....Payson Hall
Film Director.....Julian M. Kaufman
Commercial Director.....Robert T. Martin
Chief Engineer.....G. L. McClanathan

K O P O - T V

TUCSON—1953—CBS-DuM

Channel: 13...AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Phone Number.....4-0431
Representative.....Forjoe
General Manager.....E. S. Mittendorf
Program Director.....Bus Williams
Chief Engineer.....Walter J. Stiles

K V O A - T V

TUCSON—1953—ABC-NBC

Channel: 4 VHF...AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Phone Number.....3-2555
Air Time.....10 hours daily
Representative.....Paul H. Raymer
Pres.-Gen. Mgr.....R. B. Williams
Business Manager.....Harper M. Phillips
Sales Manager.....John C. Underwood
Program Director.....Ben L. Slack, Jr.
Chief Engineer.....Raymond H. Holsclaw
Consulting Engineer.....George C. Davis

K I V A

YUMA—1953

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
Phone Number.....3-8311
Representative.....Forjoe, Grant
V.P. in Chg.....Park Dunford

General Manager.....Jack Fleet
Sales Manager.....Bill Geddes
Chief Engineer.....R. J. Schofield

ARKANSAS

TV HOMES 102,000

POPULATION 2,000,000

STATIONS IN STATE 3

K F S A - T V

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....Box 569
Phone Number.....2-9126
Representative.....Pearson
General Manager.....Weldon Stamps
Sales Manager.....Roland Hundley
Program Director.....Paschal Porta
Chief Engineer.....Robert W. Platt, Jr.

K R T V

LITTLE ROCK—1953—CBS-DuM-NBC

Channel: 17 UHF...AP: 11 Kw...VP: 21 Kw.
Owned-Oper. By...Little Rock Telecasters Inc.
Business Address.....620 N. Beech St.
Phone Number.....Mohawk 6-9401
Representative.....Pearson
Pres., Gen. Mgr.....Kenyon Brown
Station Manager.....John H. Fugate
Program Director.....George Hill
Chief Engineer.....Jack Tudor

K A T V

PINE BLUFF—1953—CBS-ABC-NBC

Channel: 7 VHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Central South Sales Co.
Business Address.....100 Williams Road
Phone Number.....3880
Representative.....Avery-Knodel Inc.
President.....John T. Griffin
V.P.....James C. Leake
Sec.-Treas.....Bryan Mathes
General Manager.....James P. Walker
Com. Manager.....Bruce B. Compton
Program Manager.....Roy Pickett
Chief Engineer.....Louis Brown

CALIFORNIA

TV HOMES 2,846,500

POPULATION 12,479,000

STATIONS IN STATE 27

K B A K

BAKERSFIELD—1953—DuM

Channel: 29 UHF..AP: 10.5 Kw..VP: 20 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....2013 Chester Ave.
Phone Number.....5-9401
Air Time.....8½ hours daily
News Service.....UP
Representative.....Forjoe
President.....Sheldon Anderson
Station Manager.....Naum Healy
Commercial Manager.....John Barrett
Production Manager.....Jimmy Morrison
Publicity Director.....Marlin E. Smythe
Consulting Engineer.....Ron Oakley

K E R O - T V

BAKERSFIELD—1953—
ABC-CBS-NBC

Channel: 10 VHF..AP: 15.2 Kw..VP: 30.4 Kw.
Owned-Oper. By....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number.....4-4548
Air Time.....10 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Gene DeYoung
Sales Manager.....Edward Urner
Operations Director.....Kenneth Croes
Production Manager.....Kenneth Michaels
Publicity Director.....John Tomerlin
Chief Engineer.....Edwin Address

K H S L - T V

CHICO—1953—CBS-NBC

Channel: 12 VHF..AP: 6.14 Kw..VP: 12.28 Kw.
Owned-Oper. By.....Box 303
Phone Number.....Flerside 2-5614
Air Time.....7 hours daily
News Service.....UP
Representative.....W. S. Grant
Membership.....NARTB
President.....Mrs. Hugh McClung
Sta. Com. Mgr.....M. F. Woodling
News, Prog. Dir.....Martin Jacobsen
Publicity Dir.....Frank Wood
Chief Engineer.....E. P. Milburn
Consulting Engr.....Kear & Kennedy

K I E M - T V

EUREKA—1953—CBS-NBC-DuM

Channel: 3 VHF..AP: 7.3 Kw..VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....Foot of Bay St.
Phone Number.....Hillside 2-5754
Air Time.....7 hours daily
News Service.....UP
Representative.....Blair
Membership.....NARTB
President.....William B. Smullin
Manager.....John G. Bauriedel
Program Director.....Jerry Poulos
Film Manager.....Harriet Nixon
Consulting Engineers.....Lohnes & Culver

K B I D - T V

FRESNO—1954

Channel: 53 UHF..AP: 235 Kw..VP: 470 Kw.
Owned-Oper. By.....John Poole Bcstg. Co.
Business Address.....1117 N St.
Phone Number.....6-0791
Representative.....Meeker
President.....John H. Poole
General Manager.....Robret H. Wesson
Program Director.....Hal Davis
Production Manager.....James Lilly
Chief Engineer.....Ralph Smith

K J E O - T V

FRESNO—1953—ABC

Channel: 47 UHF..AP: 18.5 Kw..VP: 37 Kw.
Owned-Oper. By.....O'Neill Bcstg. Co.
Business Address.....Box 1708
Phone Number.....7-8405
Air Time.....9 hours daily
News Service.....UP
Representative.....Branham
Membership.....NARTB
President.....J. E. O'Neill, Sr.
Vice Pres.....Joe Drilling, Charles Theodore
Program Director, Prod. Mgr.....Jack Shepard
Promotion Director.....Francis Quinn
Publicity Director.....George Engstrom
Film Manager.....Jay Mermoud

K M J - T V

FRESNO—1953—NBC

Channel: 24 UHF..AP: 16.5 Kw..VP: 33 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address.....Van Ness & Calaveras Sts.
Representative.....Raymer
President.....Eleanor McClatchy
Station Mgr.....Perry Nelson
Consulting Engineer.....George C. Davis



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KMBY-TV

MONTEREY-SALINAS—1949—

CBS-ABC-DuM-NBC

Channel: 8 VHF...AP: 5 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....468 Calle Principal
Phone Number.....2-4541
Representative.....Hollingbery
Manager.....S. M. Aston
Program Director.....Bruce Ariss
Chief Engineer.....George Freeman

KCCC-TV

SACRAMENTO—1953—

CBS-NBC-ABC-DuM

Channel: 40 UHF...AP: 87 Kw...VP: 174 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Phone Number.....GI 3-4843
Air Time.....9 hours daily
News Service.....UP
Representative.....Weed
President.....Harry W. McClari
Vice President.....Frank Hurd
General Manager.....Ashley L. Robison
Commercial Manager.....John J. Kehoe
Program Director.....Kenneth Michael
Publicity Director.....Clarence P. Talbot

KSBW-TV

SALINAS—1953—

ABC-CBS-NBC-DuM

Channel: 8 VHF...AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Phone Number.....2-6422
News Service.....AP
Representative.....Hollingbery Co.
Membership.....NARTB, BAB
President.....John Cohan
Comm. Manager.....W. M. Oates
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

KFMB-TV

SAN DIEGO—1949—ABC-CBS

DUMONT

Channel: 8 VHF...AP: 13.7 Kw...VP: 27 Kw.
Owned-Oper. By.....
Wrather-Alvarez Broadcasting, Inc.
Business Address.....Fifth & Ash Sts.
Phone Number.....Main 2-2114
Air Time.....17½ hours daily
Representative.....Petry
News Service.....AP, UP
Membership.....NARTB, BAB
President.....Jack D. Wrather

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General Manager.....George Whitney
Gen. Sales Manager.....Robert Hoag
Dir. of News & Spec. Events...Paul W. White
Production Mgr.....Hal Coddon
Prom., Pub. Rel.....William C. Miller
Prog., Film Manager.....Bill Fox
Chief Engineer.....Charles Abel

KFSD-TV

SAN DIEGO—1953—NBC

Channel: 10 VHF..AP: 35.4 Kw..VP: 63 Kw.
Owned-Oper. By.....Airian Radio Corp.
Business Address.....U. S. Grant Hotel
Phone Number.....Woodcrest 8-7151
Representative.....Katz
President.....Thomas E. Sharp
Manager.....John Merino
Program Manager.....Jack Tolen
Production Manager.....Charles Baldour
Chief Engineer.....Leroy Bellwood

KBAY-TV

SAN FRANCISCO—1954

Channel: 20 UHF..AP: 9.6 Kw..VP: 17.8 Kw.
Owned-Oper. By.....Lawrence A. Harvey
Business Address.....321 S. Beverly Dr.
Beverly Hills
President.....Lawrence A. Harvey
Chief Engineer.....Harold W. Jury

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- LOW COST PER THOUSAND
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KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF..AP: 12.6Kw..VP: 25.4 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....420 Taylor
Phone Number.....Graystone 4-6565
Air Time.....14 hours daily
Representative.....Petry
President (ABC).....Robert E. Kintner
General Mgr.....James H. Connolly
Station Mgr.....Vincent Francis
Comm. Mgr.....David Sacks
Promotion Director.....Gordon Grannis
Dir. of News and Spe. Events.....Vic Reed
Production Manager.....Bill Hollenbeck
Publicity Director.....Gordon Grannis
Film Manager.....George Green
Chief Engineer.....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS
DUMONT

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KPIX, Inc.
Address.....2655 Van Ness Ave.
Phone Number.....Prospect 6-5100
Air Time.....15½ hours daily
News Service.....INS, AP
Representative.....Katz
Membership.....NARTB
President.....Wesley I. Dumm
Gen. Mgr.....Philip G. Lasky
Commercial Manager.....Lou Simon
Dir. of Prog., News, Spec. Events:
Film Mgr.....R. W. Wassenberg
Production Manager.....George Mathiesen
Film Director.....William Ray
Dir. of Engineering.....A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GARfield 1-1100
News Service.....AP
Representative.....Free and Peters
Membership.....NARTB
President.....G. T. Cameron
General Manager.....Charles Thierlot
Station Manager.....Harold P. See
Comm. Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Prom. Dir.....R. Irving
Chief Engineer.....L. Berryhill
Consulting Engineer.....Robert Hammett

KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF..AP: 12.97 Kw..VP: 19.8 Kw.
Owned-Oper. By.....The Valley Electric Co.

Business Address.....787 Higuera St.
Phone Number.....San Luis Obispo 1100
Air Time.....7 hours daily
News Service.....AP
Representative.....W. S. Grant Co.
President.....Christina Jacobson
Gen. Sta. Mgr.....Les Hacker
Commercial Mgr.....Jack Wasson
Program Director.....Robert S. Wilton
Chief Engineer.....Edwin W. Franklin

KEY - T

SANTA BARBARA—1953— ABC-CBS-MBS

Channel: 3 VHF..AP:25.1 Kw..VP: 50.1 Kw.
Owned-Oper. By..Santa Barbara Bcstg-TV Co.
Business Address.....730 Miramonte Drive
Phone Number.....5-8533
Air Time.....12 hours daily
News Service.....UP
Representative.....Hollingbery
Membership.....NARTB
President, Gen. Mgr.....Colin M. Selph
Operations Director.....Russell L. Furse
Sales Manager.....R. Hill Carruth
Program Director.....Mary Ann Casey
Promotion Director.....Joe Costantino
Chief Engineer.....Lloyd M. Jones

KTVU

STOCKTON—1953

Channel: 36 UHF..AP: 260 Kw..VP: 525 Kw.
Owned-Oper. By.....San Joaquin Telecasters
Business Address.....2293 East Main
Air Time.....6 hours daily
News Service.....UP
Representative.....George P. Hollingbery
Membership.....NARTB
President.....Warren Brown, Jr.
General Manager.....Knox La Rue
Operations Manager.....D. M. Greene
Program Director.....Donald Russell
Promotion Director.....Richard Block
Chief Engineer.....C. W. McGee

KCOK-TV

TULARE—1953—DuM

Channel: 27 UHF..AP: 81.3 Kw..VP: 151 Kw.
Owned-Oper. By.....Sheldon Anderson
Business Address.....1385 East Tulare St.
Phone Number.....TULare 6-3481
Air Time.....9 hours daily
News Service.....UP
Representative.....Forjoe
Membership.....NARTB, BAB
President.....Sheldon Anderson
Manager.....Stanley S. Simpson
Program Director.....Bob Merrifield
Publicity Director.....Marcia Drake
Chief Engineer.....Ron Oakley

COLORADO

TV HOMES 199,500

POPULATION 1,558,000

STATIONS IN STATE 8

KKTV

COLORADO SPRINGS—1952— ABC-CBS-DuM

Channel: 11 VHF..AP: 31 Kw. VP: 62 Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....512 South Tejon St.
Representative.....Hollingbery
Pres., Gen. Mgr.....James D. Russell
Sales Manager.....Bob Ellis
Chief Engineer.....Stan Sievers

KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF..AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Phone Number.....MElrose 2-1515
Air Time.....7½ hours daily
News Service.....AP, UP
Representative.....McGillvra
President.....Joseph H. Rohrer
Station Manager.....Paul C. Crozier
Commercial Manager.....Harry W. Hoth
Program Director.....Jean Gitz
Promotion Director.....Patricia Colt
Chief Engineer.....Herbert W. Schubarth

KBTv

DENVER—1953—ABC-CBS

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
Owned-Operated By.....Colo. TV Corp.
Address.....1089 Bannock St.
Representative.....Free & Peters
General Manager.....Joseph Herold
Sales Manager.....Jerry Lee
Program Manager.....Sam Worsham
Film Manager.....W. L. Murray
Chief Engineer.....James Butts

KFEL-TV

DENVER—1952—DuM

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.
Representative.....Blair-TV
Pres., General Manager.....Gene O'Fallon
Sales Manager.....Bill Conklin
Consulting Engineer.....Comm. Radio Equip.

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* Based on a study by Sales Management Magazine



WICC TV
CHANNEL 43
AM 600

KLZ-TV

DENVER—1953—CBS

Channel: 7 VHF...AP: 6 Kw...VP: 10 Kw.
Owned-Oper. By...Alladin Radio & TV Inc.
Business Address...131 Speer Blvd.
Phone Number...Main 4271
Air Time...12 hours daily
News Service...AP, INS, UP
Representative...Katz
Membership...NARTB, BAB
Pres., Gen. Mgr...Hugh B. Terry
Commercial Manager...Jack Tipton
Program Director...Clayton Brace
Dir. of News...Sheldon Peterson
Film Manager...William Witt
Chief Engineer...Eugene Jenkins

KOA-TV

DENVER—1953—NBC

Channel: 4 VHF...AP: 15 Kw...VP: 25 Kw.
Owned-Oper. By...KOA, Inc.
Business Address...1625 California
Phone Number...Main 6211
Representative...Petry
Exec. V.P., Gen. Mgr...Don Searle
Program Manager...Jud Woods
Com. Manager...Hank Henry
Promotion Manager...Dick Harris
Film Director...Harlan Mendenhall
Chief Engineer...Bob Owen

KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF...AP: 10.6 Kw...VP: 17.5 Kw.
Owned-Oper. By...Star Bcstg. Co.
Business Address...211 W. 5th St.
Phone Number...8522
News Service...UP
Representative...Avery-Knodel
Membership...NARTB
President...Douglas D. Kahle
Commercial Mgr...Robert L. Clinton
Program Director...Larry Go don
Promotion Director...Tim O'Connell
Production Manager...Bob Wilver
Chief Engineer...Dale Redlingshafer

KDZA-TV

PUEBLO—1953

Channel: 3 VHF...AP: 16.7 Kw...VP: 8.3 Kw.
Owned-Oper. By...Pueblo Radio Co. Inc.
Business Address...3011 Elizabeth
Phone Number...1255
Air Time...4 hours daily
Representative...McGillvra
Membership...NARTB, BAB
President...Dee B. Crouch
Commercial Mgr...Bill Beck
Program Director...Mary Smith
Dir. of News...Paul Hinds
Prod., Film Mgr...Bob Culver
Chief Engineer...William Willig

CONNECTICUT

TV HOMES 485,000

POPULATION 2,097,000

STATIONS IN STATE 4

WICC-TV

BRIDGEPORT—1953—ABC

Channel: 43 UHF...AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By...Southern Conn. & Long
Island Bcstg. Co.
Business Address...Box 9140
Air Time...9 hours daily
News Service...AP
Representative...Adam Young
Membership...BAB
Pres., Gen. Mgr...Philip Merryman
Prog. Mgr., Dir. TV Oper...Wallie Dunlap
Comm. Mgr...Manning Slater
Pub. Dir...Joan Fisher
Dir. of News & Spec. Events...Bill Whalen
Film Ed...Irving Magilnick

WKNB-TV

NEW BRITAIN—1952

CBS Primary

Channel: 30 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By...New Britain Bcstg. Co.
Address...213 Main St.
Phone Number...Baldwin 3-3603
Air Time...9 hours daily
Representative...Bolling
President...Julian Gross
Station Mgr...Peter B. Kenney
Commercial Mgr...David Scott
Publicity Dir...Dean Bafford
Film Manager...Elliott Weisman
Chief Engineer...John Shipley
Consulting Engineer...George C. Davis

WNHC-TV

NEW HAVEN—1953—CBS,

NBC-DuM-ABC

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Elm City Bcstg. Co.
Business Address...1110 Chapel St.
Phone Number...SPruce 7-3611
Air Time...17 hours daily
News Service...AP, INS
Representative...Katz
Membership...NARTB
President...Patrick J. Goode
Gen. Mgr., Sec.-Treas...Aldo DeDominicis
Exec. V.P...Edward D. Taddei

Station Manager.....Edward C. Obrist
Commercial Mgr.....J. Vincent Callanan
Program Director.....James W. Evans

WATR-TV

WATERBURY—1953—ABC-DuM

Channel: 53...AP: 12.5 Kw...VP: 24.5 Kw.
Owned-Oper. By.....WATR, Inc.
Business Address.....440 Meadow St.
Phone Number.....5-1121
Air Time.....13 hours daily
News Service.....UP
Representative.....Rambeau, Bannan
Membership.....NARTB
President.....Harold Thomas
Gen., Sta. Mgr.....Samuel Elman
Prog., Prod. Mgr.....Edmund Waller
Promotion Dir.....Wally King
Dir. of News.....Phil Corvo
Film Manager.....Astrid Curtis
Chief Engineer.....Russel Jensen

DELAWARE

TV HOMES 76,000

POPULATION 324,000

STATIONS IN STATE 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF...AP: 1.25 Kw...VP: 2.5 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.
Phone Number.....6-2567
Representative.....Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Barton K. Feroe
National Sales Manager.....J. Robert Gullick
Chief Engr.....J. E. Mathiol

DIST. OF COLUMBIA

TV HOMES 201,500

POPULATION 834,000

STATIONS IN STATE 4

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....12 hours daily
Newspaper Affiliation.....The Evening Star
Membership.....NARTB
News Service.....AP
President.....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Director of Sales.....Neal J. Edwards
Dir. of News & Spec. Events.....Richard Rendell
Production Mgr.....David Davis
Chief Engineer.....Frank Harvey

WNBW

WASHINGTON—1947—NBC

Channel: 4...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address.....Wardman Park Hotel
Phone Number.....AD 4-5400
Air Time.....115¾ Hours Weekly
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership.....NARTB, BAB
V.P., General Manager.....Carleton D. Smith
Dir. of Sales.....Joseph Goodfellow
Commercial Manager.....Charles de Lozier
Program Director.....Ralph Burgin
Press. Ad., Prom. Spvsr.....Robert Adams
Dir. News & Spe. Events.....Cassius Keller
Film Dir.....George Dorsey
Chief Engineer.....John G. Rogers

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 VHF...AP: 14.4 Kw...VP: 27.3 Kw.
Owned-Oper. By.....WTOP, Inc.
Business Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....18 hours daily
Newspaper Affiliation.....Washington Post
News Service.....AP, INS, UP
Membership.....NARTB
Pres., Gen. Mgr.....John Hayes
V.P., Comm. Mgr.....George Hartford
V.P., Prog. Dir.....Lloyd Dennis
Dir. of News & Spec. Events.....William Wood
Production Mgr.....H. Thomas Tausig
Pub. & Prom. Director.....Cody Pfanstiehl
Film Director.....H. Thomas Tausig
V.P., Chief Eng.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF...AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Allen B. DuMont Labs., Inc.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 3-5300
Air Time.....14½ hours daily
News Service.....UP

Representative Blair-TV
 Membership NARTB
 President..... Dr. Allen B. DuMont
 General Manager..... Leslie G. Arries, Jr.
 Comm. Mgr..... Neal J. Edwards
 Dir. of Spec. Events..... Weston J. Harris
 Prom., Pub. Dir..... George Flax
 Program Director..... Roger Coelos
 Film Director..... Vincent DeMaria
 Chief Engineer..... Malcolm M. Burleson

Representative Weed
 Gen., Com. Mgr..... A. J. Bauer
 Technical Dir..... Bob Bachman
 Program Dir..... Frank Nodine
 Chief Engineer..... James E. Lacy

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF... AP: 138 Kw... VP: 276 Kw.
 Owned-Oper. By..... Jacksonville Journal Co.
 Business Address..... 4038 Phillips Hwy.
 Phone Number..... 98-9898
 News Service..... UP
 Representative Perry
 Membership NARTB
 President..... John H. Perry, Jr.
 Gen., Sta. Mgr..... T. S. Gilchrist, Jr.
 Commercial Mgr..... W. Bill Fraker
 Program Director..... C. Speed Veal
 Promotion Director..... Martha Thomas
 Chief Engineer..... Beecher Hayford

FLORIDA

TV HOMES 397,500

POPULATION 3,192,000

STATIONS IN STATE 11

WFTL-TV

FT. LAUDERDALE—1953—ABC-NBC

Channel: 23 UHF... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By..... Tri-County Bcstg. Co.
 Business Address..... 229 S. E. First Avenue
 Phone Number..... 3-6531
 Air Time..... 8 hours daily
 News Service..... AP
 Representative Weed
 Membership NARTB
 President..... J. W. Dickey
 Gen., Sta. Mgr..... Noran E. Kersta
 Program Director..... John J. Crosby
 Dir. of News..... Robert LeFevre
 Publicity Director..... John E. Broderick
 Chief Engineer..... Richard Northey

WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF... AP: 215 Kw... VP: 430 Kw.
 Owned-Oper. By..... Gerico Investment Co.
 Bus. Address..... 5500 Hallandale Beach Blvd.
 Phone Number..... 6650
 Air Time..... 14 hours daily
 News Service..... UP
 Representative..... O. L. Taylor
 Membership NARTB
 President..... Mortimer W. Loewi
 General Manager..... Robert W. Standart
 Operations Manager..... J. R. Troxel
 Commercial Manager..... Wallace E. Stone
 Asst. Prog. Dir..... Jean Scurman
 Chief Engineer..... William M. Latham

WINK-TV

FORT MEYERS—1954—ABC

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.
 Owned-Oper. By..... Fort Meyers Bcstg. Co.
 Business Address..... 54 Palm Beach Blvd.
 Phone Number..... 4-1341

WMBR-TV

JACKSONVILLE—1949
 ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned-Oper. By..... Washington Post
 Business Address..... 605 S. Main
 Phone Number..... 9-4475
 News Service UP
 Representative Avery-Knodel
 President..... Philip L. Graham
 Vice Pres..... John S. Hays
 Station Manager..... Glenn Marshall, Jr.
 Comm. Mgr..... Charles Stone
 Program Dir..... Harry Kalkines
 Dir. of News & Spec. Events..... Bill Grove
 Chief Engineer..... Ernest Vondermark

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 89 Kw... VP: 100 Kw.
 Owned-Oper. By..... Southern Radio & TV
 Equipment Co.
 Address..... 316 N. Miami Ave.
 Phone Number..... Miami 2-6262
 Air Time..... 17½ hours daily
 News Service UP
 Representative..... Free & Peters
 President..... Mitchell Wolfson
 Vice-Pres., Gen. Mgr..... Lee Ruwitch
 Vice-Pres., Operations Mgr..... John A. Shay
 Program Director..... Lee Waller
 Pub. & Prom. Director..... Burt Toppa
 Production Mgr..... Ashe Dawes
 Sales Mgr..... Stan Gordon
 Dir. of News & Special Events..... Ralph Renick
 Chief Engineer..... Earl W. Lewis

WJDM

PANAMA CITY—1953—ABC-NBC

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.

Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Phone Number.....Adams 4-2251
Representative.....Hollingbery
General Manager.....Mel Wheeler
Station Manager.....George C. Blackwell
Program Director.....Jerry Williams
Chief Engineer.....Jim Smith

Business Address.....Box 2148
Phone Number.....3-6836
Representative.....Weed
Pres., Gen. Mgr.....Joseph S. Field, Jr.
Manager Oper.....Arthur L. Gray
Chief Engineer.....William P. Heitzman

WEAR-TV

PENSACOLA—1953—ABC

Channel: 3.....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport B'g. Corp.
Business Address.....Box 1188
Phone Number.....8-4449
Representative.....Hollingbery
General Manager.....Mel Wheeler
Commercial Manager.....Tom Bloski
Program Director.....Jerry Williams

WPFA-TV

PENSACOLA—1953—CBS-DuM

Channel: 15 UHF.....AP: 11 Kw.....VP: 20.4 Kw.
Owned-Oper. By.....WPFA-TV, Inc.
Business Address.....North "O" & Loletta Sts.
Phone Number.....3-1141
News Service.....AP
Representative.....Adam Young
Membership.....NARTB
President.....Charles W. LaMar, Jr.
V.P. & Gen. Mgr.....F. E. Busby
Prog. Prom. Dir.....Howard Gordon
Dir. of News.....Max L. Anderson
Publicity Director.....Elizabeth D. Hayter
Film Manager.....M. C. Saviak
Chief Engineer.....N. V. Pieler

WSUN-TV

ST. PETERSBURG—1953—

ABC-CBS-NBC-DuM

Channel: 38 UHF.....AP: 11.02 Kw.....VP: 20.42 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Box 240
Phone Number.....5-4121
Representative.....Weed
Manager.....George D. Robinson
Commercial Mgr.....Vera New
Program Director.....Charles W. Vaughan, Jr.
Film Editor.....Monte Gurwit
News Dir.....Tom Eynon
Chief Engineer.....Louis J. Link

WIRK-TV

WEST PALM BEACH—1953—ABC

Channel: 21 UHF.....AP: 10 Kw.....VP: 18.6 Kw.
Owned-Oper. By.....WIRK-TV, Inc.

GEORGIA

TV HOMES 392,500

POPULATION 3,890,000

STATIONS IN STATE 10

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co., Inc.
Bus. Studio Address.....1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....14 hours daily
News Service.....AP
Representative.....Katz
President.....George B. Storer
Managing Dir.....Glenn C. Jackson
Commercial Manager.....John W. Collins, Jr.
Program Dir.....Don Naylor
News Director.....Dale Clark
Promotion Mgr.....Charles E. Trainor
Chief Engineer.....Hugo Bondy

WLW-A

ATLANTA—1951—ABC-DuM

Channel: 11 VHF.....AP: 12.5 Kw.....VP: 23.8 Kw.
Owned-Oper. By.....Crosley Bcstg. of Atlanta Inc.
Business Address.....1611 West Peachtree St.
Phone Number.....CYpress 6676
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Crosley National Sales
President.....W. P. Robinson
Program Director.....John Sever
Prom., Pub. Dir.....W. B. Colvin
Dir. of News.....Bob Hendrickson
Film Manager.....George Brimer
Chief Engineer.....Harvey J. Aderhold

WSB-TV

ATLANTA—1948—NBC

Channel: 2 VHF.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....The Atlanta Newspapers
Address.....1601 Peachtree
Phone Number.....Atwood 3827

Air Time.....17 hours daily
 Newspaper Affiliations...Atlanta Newsp., Inc.
 News Service.....AP
 Representative.....Petry
 Membership.....NARTB
 Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Station Manager.....Marcus Bartlett
 Promotion Director.....Walter Paschall
 Dir. of News & Spec. Events.....Don Elliott
 Production Manager.....Mark Tolson
 Publicity Director.....Wayne Anderson
 Film Director.....Jean Hendrix
 Chief Engineer.....C. F. Daugherty

WJBF-TV

AUGUSTA—1953—NBC-ABC-DuM

Channel: 6...AP: 11.9 Kw...VP: 23.8 Kw.
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Business Address.....Box 129
 Phone Number.....7-7787
 Representative.....Hollingbery
 V.P.-Gen. Mgr.....J. H. Manning
 V.P.-Sales Mgr.....Donald M. Kelly, Jr.
 Program Director.....Thomas J. Hennessy
 Chief Engineer.....John Jopling

WDAK-TV

COLUMBUS—1953—
 ABC-CBS-NBC-DuM

Channel: 28 UHF...AP: 10 Kw...VP: 16.8 Kw.
 Owned-Oper. By.....Television Columbus
 Business Address.....1st Avenue
 Phone Number.....2-8829
 Air Time.....6 hours daily
 News Service.....AP
 Representative.....Headley Reed
 Membership.....NARTB
 President.....Allen Woodall
 Gen. Mgr.....E. F. MacLeod
 Operations Dir.....Jack Rathbun
 Commercial Mgr.....Ed Hennessy
 Promotion Dir.....John Hugenberg
 Dir. of News.....Bill Henry
 Production Mgr.....George Land
 Chief Engineer.....Reeve Owen

WRBL-TV

COLUMBUS—1953—CBS

Channel: 14 VHF...AP: 14.7 Kw...VP: 27.4 Kw.
 Owned-Oper. By.....Columbus Bcstg. Co.
 Business Address.....1350 13th St.
 Phone Number.....2-0601
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....J. W. Woodruff, Jr.
 Operations Dir.....George A. Gingell
 Com. Mgr.....B. Ed. Johnson
 Program Dir.....Ridley Bell
 Publicity Dir.....George Jenkins
 Consulting Engr.....George C. Davis

WMAZ-TV

MACON—1953—CBS-DuM

Channel: 13 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Business Address.....Bankers Insurance Bldg.
 Phone Number.....2-7373
 Air Time.....12 hours daily
 News Service.....UP
 Representative.....Katz
 President.....George Rankin, Jr.
 General Manager.....Wilton E. Cobb
 Station Manager.....Herman Hatton
 Promotion Dir.....Ed Pendleton
 Dir. of News.....Ben Chatfield
 Production Mgr.....Norman Gray
 Publicity Dir.....Nelle Smith

WNEX-TV

MACON—1953—NBC

Channel: 47 UHF...AP: 9 Kw...VP: 16.8 Kw.
 Owned-Oper. By.....Macon Television Co.
 Business Address.....Box 664
 Phone Number.....3-9355
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Headley-Reed
 President.....William A. Fickling
 Exec. Vice-Pres.....Alfred Lowe
 Comm. Manager.....Carl Williams
 Asst. Mgr.....John A. Hicks
 Promotion Dir.....Dan Young
 Dir. of News.....Bob Sagasse
 Publicity Dir.....David Reeves
 Chief Engineer.....Charlie Walker

WROM-TV

ROME—1953

Channel: 9 VHF...AP: 15.5 Kw...VP: 30.9 Kw.
 Owned-Oper. By.....WROM-TV, Inc.
 Business Address.....121 Broad St.
 Phone Number.....2-0833
 Representative.....Weed
 President.....Dean Covington
 General Manager.....Ed McKay
 Commercial Manager.....Charles Doss
 Chief Engineer.....T. H. Robertson

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Savannah Bcstg. Co.
 Business Address.....516 Abercorn St.
 Phone Number.....2-0127
 News Service.....UP
 Station Representative.....Katz
 Membership.....NARTB
 President.....William T. Knight, Jr.
 General Manager.....F. Schley Knight
 Commercial Mgr.....Ben B. Williams
 Program Director.....Dwight J. Bruce
 Promotion Dir.....Courtenay Knight
 Chief Engineer.....Kyle Goodman

Results That Count...

A LOCAL AGENCY told WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A NATIONAL ADVERTISER said:

"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."



Whether you're large or small

... if you want RESULTS in Chicago

... make WGN-TV your Best Buy



The Chicago Tribune Television Station

IDAHO

TV HOMES 27,500

POPULATION 600,000

STATIONS IN STATE 3

K B O I

BOISE—1953—CBS

Channel: 2 VHF...AP: 7 Kw...VP: 14 Kw.
Owned-Oper. By...Boise Valley Bcstrs. Inc.
Business Address...311 North 10th
Phone Number...2-2222
Air Time...7½ hours daily
News Service...UP
Representative...Free & Peters
Membership...BAB
Gen. Mgr...Westerman Whillock
Com. Mgr...Earl Glade, Jr.
Station Mgr...James A. Johntz, Jr.
Dir. of News...Dave Johnson
Film Manager...Robert Howell

K I D O - T V

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF...AP: 26.5 Kw...VP: 53 Kw.
Owned-Oper. By...KIDO, Inc.
Business Address Chamber of Commerce Bldg.
Phone Number...2-4611
Air Time...8½ hours daily
News Service...UP
Representative...Blair
Membership...NARTB, BAB
President...George M. Davidson
General Manager...Walter E. Wagstaff
Commercial Mgr...Barry Tucker
Prog. Prom. Dir...Jack Link
Dir. of News...Vern Moore
Chief Engineer...Harold Toedtemeier

K I D - T V

IDAHO FALLS—1953—CBS-NBC
DuM

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By...Idaho Radio Corp.
Business Address...Box 701
Phone Number...4
Air Time...5 hours daily
Representative...Gill-Perna
Membership...NARTB
President...A. W. Schweider
Gen. Mgr...C. N. Layne
Commercial Mgr...Claude Cain
Prog. Prod. Mgr...Roy Southwick
Chief Engineer...Carroll Secrist

ILLINOIS

TV HOMES 1,962,000

POPULATION 9,273,000

STATIONS IN STATE 16

W B L N

BLOOMINGTON—1953

Channel: 15 UHF...AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By...Cecil W. Roberts
Business Address...Box 646
Phone Number...4331
Representative...McGillvra
President...Cecil W. Roberts
General Manager...Jerrell Henry
Commercial Mgr...William T. Whitlock
Program Manager...Fred Osborne
Chief Engineer...Bob Coddington

W C I A

CHAMPAIGN—1953—CBS-NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Midwest Television, Inc.
Business Address...509 S. Neil St.
Phone Number...6-8333
Representative...Hollingbery
President...August C. Meyer
Gen. Sta. Mgr...Harry Y. Maynard
Commercial Mgr...Guy Main
Promotion Director...Leonard N. Davis
Director of News...Fred Sorenson
Chief Engineer...M. D. Hunnicutt, Jr.

W B B M - T V

CHICAGO—1953—CBS

Channel: 2 VHF...AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By...CBS, Inc.
Bus. Studio Address...410 N. Michigan Ave.
Phone Number...WHitehall 4-6000
News Service...UP, INS, AP
President...J. L. Van Volkenburg
Vice-Pres., Gen. Mgr...H. Leslie Atlas
Commercial Mgr...George Arkedis
Program Director...Al Bland
Production Director...William Ryan
Publicity Director...Charley Wiley
Film Manager...Vann Cominos
Chief Engineer...Joseph Novy

W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF...AP: 60 Kw...VP: 120 Kw.
Air Time...100-110 hours weekly

Owned-Operated By.....WGN, Inc.
Business Address... 441 N. Michigan Ave
Phone Number.....Superior 7-0100
Air Time.....95-100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Asst. Manager.....Robert Hibbard
Program Director.....J. E. Faraghan
Sales Manager.....Ted Weber
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 57 Kw..VP: 114 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANDover 3-0800
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Blair-TV
Membership.....NARTB, BAB
General Manager.....S. C. Quinlan
Sales Manager.....J. Beach
Promotion Dir.....W. Smutzer
Dir. of News & Spec. Events .Cornellus O'Dea
Publicity Director.....Elliott Henry
Film Director.....G. Rice
Chief Engineer.....W. Kusack

W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 37.5 Kw..VP: 75 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....Merchandise Mart
Phone Number.....Superior 7-8300
Air Time.....17:45 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB
V.P. & Gen. Mgr.....Harry Kopf
Commercial Manager.....John J. McPartlin
Program Director.....George Heinemann
Promotion Director.....John Keys
Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Chet Campbell
Film Procurement.....Isabel Cooney
Chief Engineer.....Howard C. Lutgens

W D A N - T V

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw..VP: 9.5 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Phone Number.....1700

Air Time.....5 hours daily
Newspaper Affiliation..The Commercial News
Service.....AP
Representative.....Everett-McKinney, Inc.
Membership.....NARTB, BAB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Director of News.....Max Shaffer

W T V P

DECATUR—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 9.3 Kw..VP: 17.1 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Phone Number.....8-4304
Air Time.....9 hours daily
News Service.....UP
Representative.....Clark
President.....W. L. Shellabarger
General Manager.....Harold G. Cowgill
Commercial Manager.....Downey Hewey
Program Director.....Paul K. Taff
Director of News.....James Crowell
Chief Engineer.....James C. Wulliman

W S I L - T V

HARRISBURG—1953

Channel: 22 UHF..AP: 3.72 Kw..VP: 7.41 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21 W. Poplar St.
Phone Number.....373
Representative.....Walker
President.....Oscar L. Turner
Program Director.....Jim Bolen
Chief Engineer.....Charles Gilliam

W E E K - T V

PEORIA—1953—NBC

Channel: 43 UHF..AP: 88 Kw..VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....1000 Comm. Nat'l Bank Bldg.
Representative.....Headley-Reed
President.....Robert S. Kerr
General Manager.....Fred C. Mueller
Sales Manager.....William J. Flynn
Film Director.....Robert Kroepel
Chief Engineer.....Wayne Lovely

W T V H - T V

PEORIA—1953—ABC

Channel: 19 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Hilltop Bcstg. Co.
Business Address.....410 Fayette Bldg.
Phone Number.....6-8771
Representative.....Petry
General Manager.....Hugh R. Norman
Production Mgr.....Don Roper
Commercial Mgr.....George Norman
News Dir.....Jerry Dunphy
Sports Director.....Morton Cantor
Chief Eng.....W. Wurz

WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF...AP: 25 Kw...VP: 50.2 Kw.
Owned-Oper. By...Quincy Bcstg. Co.
Business Address...Hotel Quincy
Phone Number...6840
Air Time...7½ hours daily
Newspaper Affiliation...Quincy Herald Whig
Representative...Walker
Membership...NARTB
President...T. C. Oakley
General Manager...J. S. Bonansinga
Commercial Mgr...James E. Muse
Program Director...Paul J. McClelland
Promotion Director...William C. Herbert
Chief Engineer...Frank E. Laughlin

WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13...AP: 22.9 Kw...VP: 45.7 Kw.
Owned-Oper. By...Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Phone Number...8-1813
News Service...UP
Representative...H-R Representatives
Membership...NARTB
President...L. E. Caster
Gen., St. Mgr...Soren Munkhof
Program Director...Elden Anspach
Promotion Director...Charles Olson
Director of News...Robert Clyde
Chief Engineer...Howard Elliott

WTVO

ROCKFORD—1953—DuM-NBC

Channel: 39 UHF...AP: 9.8 Kw...VP: 19.6 Kw.
Owned-Oper. By...Winnebago Television Corp.
Business Address...Meridian Rd.
Phone Number...3-5413
Representative...Weed
Manager...Harold Froelich
Production Mgr...John W. Kelin
Chief Engineer...Herbert Eckstein
Film Director...Carl P. Stiemler

WHBF-TV

ROCK ISLAND—1950—ABC-CBS

DuM

Channel: 4...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number...R. I. 6-5441
Air Time...14 Hours daily
Newspaper Affil...“The Argus”
News Service...INS
Representative...Avery-Knodel, Inc.
Membership...NARTB. BAB
President...Ben H. Potter
Gen., Sta. Mgr...Leslie C. Johnson
Commercial Manager...Maurice Corken
Program Director...Forest W. Cooke
Prom., Publ. Director... (Miss) Fern Hawks

Prod., News, Spe. Ev. Dir... William Ellison
Chief Engineer... Robert J. Sinnott
Consulting Engineer... E. C. Page

WICS

SPRINGFIELD—1953—ABC-NBC

DuM

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.
Owned-Oper. By...Plains Television Corp.
Business Address...523 E. Capitol Ave.
Phone Number...8-0465
Air Time...4½ hours daily
News Service...AP
Representative...Adam Young
President...L. G. Pfefferle
Sta., Com. Mgr...Milton D. Friedland
Program Director...James Harelson
Promotion Director...John Beque
Director of News...Malden Jones
Production Manager...Robert Steffan
Chief Engineer...Bazil O'Hagan

INDIANA

TV HOMES 830,000

POPULATION 4,252,000

STATIONS IN STATE 9

WTTV

BLOOMINGTON—1949

ABC-CBS-NBC-DuM

Channel: 10 VHF...AP: 13.45 Kw...VP: 26.9 Kw.
Owned-Oper. By...Sarkes Tarzian, Inc.
Address...535 S. Walnut St.
Phone Number...2-1407
Air Time...12½ hours daily
Representative...Robert Meeker Assoc.
President...Sarkes Tarzian
Gen., Sta. Mgr...Robert Lemo
Sales Manager...Norman Cissno
Program Manager...Robert Petranof
Traffic Director...Susan Bartlett
Dir. of News & Spec. Events...Edward Keat
Production Mgr...Steve Brigg
Film Manager...Warren Perney
Chief Engineer...Morton L. Weigel

WSJV

ELKHART—1954—ABC

Channel: 52 UHF...AP: 105 Kw...VP: 195 Kw.
Owned-Oper. By...Truth Publishing Co., Inc.
Business Address...416 S. 2nd St.
Phone Number...3-1960
Pres., Gen. Mgr...John F. Dille, Jr.

WFIE

EVANSVILLE—1953—NBC-ABC

DuM

Channel: 62 UHF... AP: 11.75 Kw... VP: 23.5
Owned-Oper. By... Premier Television, Inc.
Business Address... 1115 Mount Auburn Rd.
Phone Number... 5-6201
Air Time... 12 hours daily
News Service... UP
Membership... NARTB, BAB
President... Jesse D. Fine
Gen., Sta. Mgr... Ted M. Nelson
Commercial Mgr... Jack D. Walker
Program Director... Frederick W. Smith
Promotion Director... Bud Johnson
Director of News... Fred Rollison
Chief Engineer... Harvey Shellito

WKJG-TV

FORT WAYNE—1953—ABC-CBS

NBC-DuM

Channel: 33 UHF... AP: 145 Kw... VP: 277 Kw.
Owned-Oper. By... Northeastern Indiana Bcstg.
Co.
Business Address... 220 E. Jefferson St.
Phone Number... Anthony 2295
News Service... AP, UP
Representative... Paul H. Raymer
Membership... NARTB
President... Clarence L. Schust
General Manager... Edward G. Thoms
Commercial Mgr... Carleton B. Evans
Program Director... Calo Mahlock
Chief Engineer... Eugene A. Chase
Asst. Manager... Hilliard Gates
Consulting Engineer... George Gautney

WFBM-TV

INDIANAPOLIS—1949

ABC-CBS-NBC-DuM

Channel: 6... AP: 18.1 Kw... VP: 30.8 Kw.
Owned-Operated By... WFBM, Inc.
Bus.-Studio Address... 1330 N. Meridian St.
Phone Number... Lincoln 8521
Air Time... 19 hours daily
News Service... AP, INS
Representative... Katz
Membership... NARTB, BAB
Pres., Gen., Sta. Mgr... Harry M. Bitner, Jr.
Comm. Manager... William F. Kiley
Film Director... Hugh Kibbey
Promotion Director... Bernard Carney
Dir. of News... Gilbert Forbes
Production Mgr... Carl Belles
Chief Engineer... Harold S. Holland

WFAM-TV

LAFAYETTE—1953—DuM

Channel: 59 UHF... AP: 10.5 Kw... VP: 20 Kw.
Owned-Oper. By... WFAM, Inc.

Business Address... McCarty Lane
Phone Number... 2-4300
Air Time... 5½ hours daily
News Service... UP
Representative... Rambeau
Membership... BAB
President... O. E. Richardson
Gen., Sta. Mgr... David F. Milligan
Program Director... Richard Long
Promotion Director... Pat Roberts
Chief Engineer... Richard Cochran

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC

DuM

Channel: 49 UHF... AP: 8.7 Kw... VP: 17.4 Kw.
Owned-Oper. By... Tri-City Radio Corp.
Business Address... Box 271
Phone Number... 4403
Air Time... 15 hours daily
News Service... AP, UP
Representative... Holman, Walker
President... Don Burton
Com., Prom. Dir... Bill Craig
Program Director... Lee Allerton
Director of News... Fred Hinshaw
Production Mgr... George Marks
Chief Engineer... Maury Crain

WRAY-TV

PRINCETON—1953

Channel: 52 UHF... AP: 250 Kw... VP: 500 Kw.
Owned-Oper. By... Southern Indiana Tele-
Casting, Inc.
Business Address... Outer West Broadway
Phone Number... 52
Air Time... 8 hours daily
News Service... INS
Representative... Walker
Membership... BAB
President... M. R. Lankford
Gen., Sta. Mgr... Robert L. Epstein
Prog., Prom. Dir... Warren O. Wittekind
Director of News... Gene C. Peterson
Publicity Director... Ray J. Lankford
Film Manager... Harold S. Bass
Chief Engineer... Ray Shigley
Consulting Engineer... Everett Dillard

WSBT-TV

SOUTH BEND—1952—ABC-CBS

NBC-DuM

Channel: 34 UHF... AP: 88 Kw... VP: 170 Kw.
Owned-Operated By... South Bend Tribune
Address... 225 W. Collax Ave.
Representative... Raymer
President... F. A. Miller
General Manager... Neal B. Welch
Program Director... R. J. Drain
Prom., Pub. Dir... R. H. Swintz
Consulting Engineer... Millard M. Garrison

IOWA

TV HOMES 422,000

POPULATION 2,647,000

STATIONS IN STATE 8

W O I - T V

AMES—1950—ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Operated By.....Iowa State A & M
Address....Service Bldg., Iowa State College
Phone Number.....2500 Extension 570
Air Time.....15 hours daily
News Service.....AP, UP
RepresentativeWeed
MembershipNARTB
President.....Dr. James Hilton
General Manager.....Richard B. Hull
Oper. Manager.....Robert Mulhall
Program Director.....Chris Donaldson
Prog. Devel. Supervisor.....Edward Wegener
Prom., Pub. Dir.....Marguerite Theobald
Dir. of News & Spec. Events....George Halsey
Film Manager.....Donna DeCamp
Chief Engineer.....Keith Ketcham

K C R I - T V

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF..AP: 16.5 Kw..VP: 33 Kw.
Owned-Oper. By..Cedar Rapids Television Co.
Business Address.....Miller Bldg.
Phone Number.....4-4194
Air Time.....7½ hours daily
RepresentativeH-R
MembershipNARTB
President.....Southerland Dows
General Manager.....Wade S. Patterson
Sales Director.....Robert Z. Morrison, Jr.
Program Director.....Ralph D. Willey
Promotion Director.....Beth Rochefort
Chief Engineer.....Carl Rollert
Consulting Engineers.....Kear & Kennedy

W M T - T V

CEDAR RAPIDS—1953—CBS-DuM

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Oper. By....American Bcstg. Stations
Business Address.....807 Barr Building
Phone Number.....Cedar Rapids 6127
Air Time.....7½ hours daily
News Service.....AP, INS, UP
RepresentativeKatz
MembershipNARTB, BAB
President.....Wm. B. Dolph

Vice-Pres., Gen. Mgr.....Wm. B. Quanton
Program Director.....Douglas B. Grant
Sales Manager.....Lew Van Nostrand
Promotion Director.....Leo Cole
News Director.....Dick Cheverton
Production Mgr.....Mark Barker
Chief Engineer.....George P. Hixenbaugh

W O C - T V

DAVENPORT—1949—NBC

Channel: 6...AP: 60.3 Kw..VP: 100 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number.....3-3661
Air Time.....15 h.s. daily
News Service.....UP
Representative.....Freo & Peters, Inc.
MembershipNARTB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans
Secretary.....William D. Wagner
Vice-PresidentPaul Loyet
Resident Manager.....Ernest Sanders
Resident Sales Mgr.....Mark Wodlinge.
Program Director.....Raymond Guth
Sales Prom. Mgr.....Fred Reed
Chief Engineer.....Paul Arvidson

K G T V

DES MOINES—1953—ABC-CBS-NBC
DuM

Channel: 17 UHF..AP: 10 Kw..VP: 18.5 Kw.
Owned-Oper. By.....Rib Mt. Radio Inc.
Business Address.....2d Ave. & Hobson Dr.
Phone Number.....8-6751
Air Time.....6 hours daily
News ServiceINS
RepresentativeHollingbery
MembershipNARTB
President.....W. C. Bridges
General Manager.....S. H. McGovern
Asst. Gen. Mgr.....J. W. Bartikoski
Commercial Mgr.....J. C. Cosgrove
Program Director.....T. J. Kelly
News Director.....Jim McGovern
Production Mgr.....V. Fletcher
Film Manager.....Jim Moon
Chief Engineer.....W. M. Greely

K Q T V

FORT DODGE—1953

Channel: 21 UHF..AP: 11 Kw..VP: 18 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Phone Number.....Walnut 3761
News ServiceINS
RepresentativePearson
MembershipBAB
PresidentEdward Breen
Pgm., News Dir.....Drexel Peterson
Production Mgr.....James Spear
Film Manager.....Leonard Greene
Chief Engineer.....David Sinclair

K V T V

SIOUX CITY—1953—CBS-NBC-DuM

Channel: 9 VHF...AP: 15.6 Kw...VP: 28.95 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....614 Pierce Street
Phone Number.....2-2711
Air Time.....13 hours daily
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative.....Katz
Membership.....NARTB, BAB
President.....Gardner Cowles, Jr.
General Manager.....Robert R. Tincher
Station Manager.....Arthur J. Smith
Commercial Mgr.....Donald D. Sullivan
Program Director.....Norman L. Bacon
Promotion Director.....Joan Monfore
Film Manager.....E. Barton Jewell
Chief Engineer.....Jack Iverson

K W W L - T V

WATERLOO—1953—NBC-DuM

Channel: 7 VHF...AP: 25.1 Kw...VP: 50.1 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
Phone Number.....4404
News Service.....UP
Representative.....Headley-Reed
President.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Prog., Prom. Dir.....Charles R. Freburg
Director of News.....Ed Falk
Production Mgr.....Jack Turley
Film Manager.....Gene Bennett
Chief Engineer.....Ralph Mlaska
Consulting Engineer.....Frank McIntosh

KANSAS

TV HOMES 215,500

POPULATION 1,943,000

STATIONS IN STATE 4

K V T H

HUTCHINSON—1953—CBS

Channel: 12 VHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Hutchinson TV, Inc.
Business Address.....217 East First
Phone Number.....5-5502-3
Representative.....H-R
General Manager.....Howard O. Peterson
Program Director.....Ray Huffer
Promotion Manager.....Wm. S. Ritchie
Regional Sales.....Doug Hough
Traffic Manager.....H. F. Means
Chief Engineer.....Robert B. Marye
Production Mgr.....Ben Butler

K O A M - T V

**PITTSBURG—1953—NBC-CBS
ABC-DuM**

Channel: 7 VHF...AP: 49 Kw...VP: 98 Kw.
Owned-Oper. By.....Mid-Continental Telecasting
Business Address.....Professional Bldg.
Phone Number.....2165
Representative.....Katz
President.....E. V. Baxter
Gen., Sta., Comm. Mgr.....R. E. Wade
Program Director.....Louis R. Martin
Chief Engineer.....Leo Stafford
Consulting Engineer.....T. A. M. Craven

W I B W - T V

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF...AP: 5.35 Kw...VP: 10.7 Kw.
Owned-Oper. By.....Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Phone Number.....3-2377
News Service.....AP, UP
Representative.....Capper
President.....Henry Blake
General Manager.....Ben Ludy
Station Manager.....Art Holbrook
Commercial Mgr.....Hilton Hodges
Production Mgr.....Claude Mann
Publicity Director.....Allan Young
Chief Engineer.....Gilbert Voiles

In LOUISVILLE
CHOOSE

WKLO-TV
CHANNEL 21

represented by

VENARD, INC.

K E D D

WICHITA—1953—ABC-NBC

Channel: 16 UHF..AP: 11 Kw..VP: 20.4 Kw.
Owned-Oper. By.....KEDD, Inc.
Business Address.....Box 1740
Phone Number.....Temple 8-3321
Air Time.....10 hours daily
Newspaper Affiliation.....Wichita Beacon
Representative.....Petry
President.....Stanley H. Durwood
V.P., Gen., Sta. Mgr.....Ben B. Baylor, Jr.
Commercial Mgr.....John E. North
Program Director.....Robert C. Currie
Promotion Director.....Ben K. West
Director of News.....Richard Hickox
Production Mgr.....Don Markley
Film Manager.....C. K. Bloomquist
Chief Engineer.....George Smith

KENTUCKY

TV HOMES 359,500

POPULATION 3,004,000

STATIONS IN STATE 4

W E H T

HENDERSON—1953—CBS

Channel: 50 UHF..AP: 8.77 Kw..VP: 16:25 Kw.
Owned-Oper. By...Ohio Valley Television Co.
Business Manager.....Box 418
Phone Number.....Henderson 9566
Air Time.....12 hours daily
News Service.....UP
Representative.....Meeker
Membership.....NARTB
President.....Hecht S. Lackey
Commercial Mgr.....William Vogel
Progress Director.....Chester T. Behrman
Promotion Director.....Marye Klaser
Director of News.....Ralph Smith
Chief Engineer.....Robert M. Cleveland

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....17 hours daily
News Service.....AP, UP
Membership.....NARTB, BAB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord

Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Prom., Pub. Dir.....Charles Hill
Director of News.....Rodney Ford
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....R. C. Ring

W H A S - T V

LOUISVILLE—1950—CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Phone.....Wabash 2211
Representative.....Harrington, Righter, Parsons
News Service.....AP
Membership.....NARTB
President.....Barry Bingham
Vice-Pres., Director.....Victor A. Sholls
Station Manager.....Neil D. Cline
Sales Director.....Albert J. Gillen
Program Director.....Ralph Hansen
Promotion Director.....William Loader
Director of News.....Richard Oberlin
Film Manager.....Charles McDaniel
Chief Engineer.....Orrin W. Towne

W K L O - T V

LOUISVILLE—1953—ABC-DuM

Channel: 21 UHF..AP: 129 Kw..VP: 251 Kw.
Owned-Oper. By...Mid-America Bcstg. Corp.
Business Address.....Henry Clay Hotel
Phone Number.....Clay 4441
Representative.....Venard Inc.
Pres., Gen. Mgr.....Joe Eaton
Sales Manager.....John E. Scott
Program Director.....Jack Everbach
Chief Engineer.....D. C. Summerford

LOUISIANA

TV HOMES 281,500

POPULATION 2,738,000

STATIONS IN STATE 7

W A F B - T V

**BATON ROUGE—1953—ABC-CBS
NBC-DuM**

Channel: 28 UHF..AP: 11.5 Kw..VP: 22.5 Kw.
Owned-Oper. By.....Modern Bcstg. Co. of
Baton Rouge
Business Address.....844 Government St.
Phone Number.....4-8571
Representative.....Adam Young
President.....Jack S. Burk
Vice-Pres., Gen. Mgr.....T. E. Gibbens

**"MARYLAND'S MOST HONORED
TELEVISION STATION"**

WAAM 13
Channel



**THE GEORGE FOSTER PEABODY AWARD
TO
"THE JOHNS HOPKINS SCIENCE REVIEW"**

Produced at WAAM in co-operation with
The Johns Hopkins University for the Du
Mont Television Network, twice honored by
the Peabody Committee for "excellence in
television."



**THE ALFRED I. DUPONT AWARD
TO
GERALD W. JOHNSON**

WAAM's fearless commentator, famous
newspaperman, essayist, biographer and
historian. Another example of WAAM's use
of community materials to build for nation-
ally respected programs.

WAAM 13
Channel

TELEVISION HILL • BALTIMORE, MD.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

Commercial Mgr.....Ron Litteral
 Program Director.....John Ferguson
 Chief Engineer.....Donald K. Allan
 Program Manager.....Don Hallman
 Publicity Director.....G. Cranow

KTAG-TV

LAKE CHARLES—1953—CBS-ABC
 DuM

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 Kw.
 Owned-Oper. By.....KTAG-TV, Inc.
 Business Address.....Box 173
 Phone Number.....9-9413
 Representative.....Adam Young
 General Manager.....James W. Lucas
 Sales Manager.....Quitman Henley
 Chief Engineer.....Maurice Wynne

KFAZ

MONROE—1953

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Delta Television Inc.
 Business Address.....2107 Forsythe Ave.
 Phone Number.....2-4442
 Representative.....Pearson
 President.....J. O. Willet
 Vice-President.....Justin Wilson
 General Manager.....John Ferguson
 Sales Manager.....Robert Clegg

KNOE-TV

MONROE—1953—CBS-NBC-ABC
 DuM

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
 Owned-Oper. By.....James A. Nos
 Business Address.....Box 1713
 Phone Number.....8155
 Representative.....H-R
 Vice-Pres., Gen. Mgr.....Paul H. Goldman
 Comm., Prom. Mgr.....Jack Ansell Jr.
 Program Director.....Harry Arthur
 Operations Mgr.....Pete McCavland
 Chief Engineer.....Jack Ratliff

WDSU-TV

NEW ORLEANS—1948
 ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw
 Owned-Oper. By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Phone Number.....TULane 4371
 Air Time.....119 hours weekly
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB, BAB
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 V.P., Comm. Manager.....A. Louis Read
 Program Director.....Hubie Weiss

Program Mgr.....Tom Hicks
 Prom., Pub. Dir.....Marion Annenberg
 Prog. Operations Mgr.....Stanley Holiday
 Chief Engineer.....Lindsey Riddle
 Consulting Engineer.....E. C. Page

WJMR-TV

NEW ORLEANS—1953—ABC-DuM

Channel: 61 UHF..AP: 25 Kw..VP: 50 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.
 Business Address.....1500 Canal St.
 Phone Number.....Canal 0356
 Representative.....Bolling
 Vice-Pres., Gen. Mgr.....James E. Gordon
 Commercial Mgr.....Patrick J. Shannon
 Program Director.....Tom Abbott
 Film Buyer.....Ernest McKenna
 Exec. V.P., Chief Engr.....George A. Mayoral

KSLA

SHREVEPORT—1953—NBC-CBS
 ABC-DuM

Channel: 12 VHF..AP: 6.5 Kw..VP: 13 Kw.
 Owned-Oper. By.....Interim Television Corp.
 Business Address.....Box 848
 Phone Number.....2-0697
 Representative.....Paul H. Raymer
 Associate Managers.....Deane Flett,
 Owens Alexander, J. H. Pace
 Program Director.....Henry Davis
 Film Director.....Hugh Pickett
 Chief Engineer.....Morris C. Barton

MAINE

TV HOMES 69,000

POPULATION 922,000

STATIONS IN STATE 5

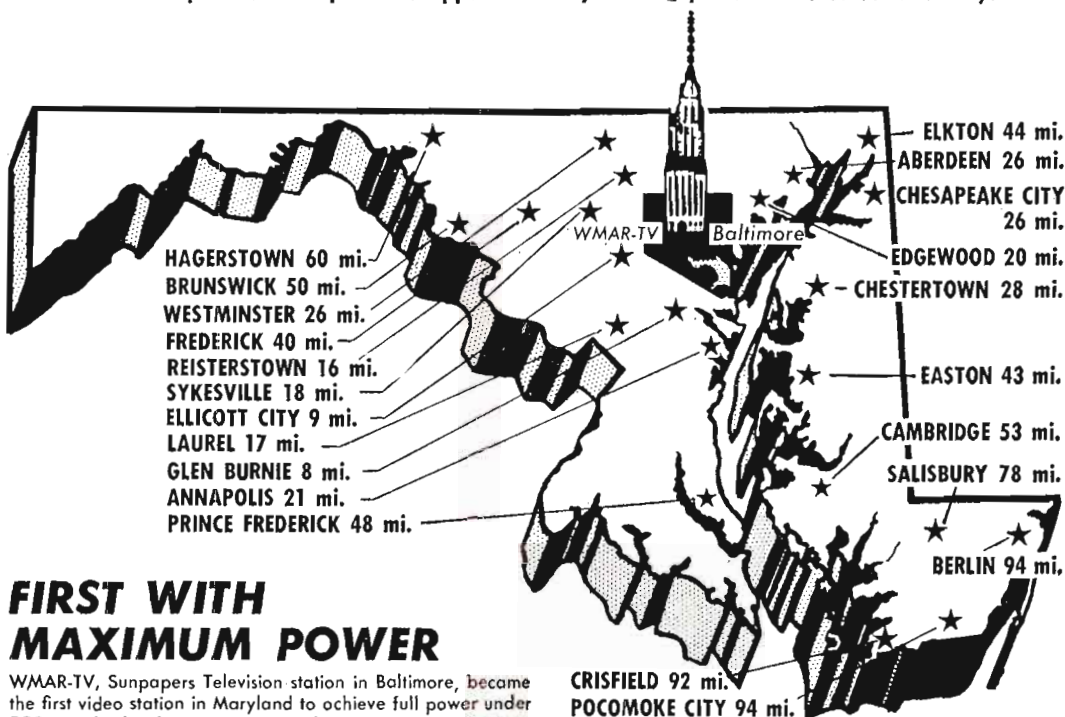
WABI-TV

BANGOR—1953
 ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 0.95 Kw..VP: 1.9 Kw.
 Owned-Operated By.....
 Community Telecasting Serv.
 Address.....57 State St.
 Phone Number.....8255
 National Rep.....George P. Hollingbery
 New England Rep.....Kettell-Carter
 President.....Horace Hildreth
 Gen., Sta. Comm. Mgr.....Lee Gorman, Jr.
 Chief Engineer.....Walter L. Dickson

BALTIMORE'S NEIGHBORS

From the Blue Ridge to the blue Atlantic, Maryland's communities have been bound into a closer kinship to Baltimore through WMAR-TV's 100,000 watts of maximum "super power" . . . and each of the indicated neighbors has been "saluted" in a continuing series of half hour programs that combine film sequences with personal appearances by leading personalities of each locality.



FIRST WITH MAXIMUM POWER

WMAR-TV, Sunpapers Television station in Baltimore, became the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST WITH LOCAL COLOR

The first broadcast of color slides using the new WMAR-TV color originating equipment took place in the early morning hours (after regular sign-off at 2 A.M.) on December 30th, and continued for several nights thereafter. The first announced telecast went on December 31st and an January 5th, 1954, WMAR-TV initiated regular daily color telecasts.

IN MARYLAND
MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

W L A M - T V

LEWISTON—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 8.54 Kw..VP: 15.7 Kw.
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business Address.....129 Lisbon Street
Phone Number.....4-5401
Air Time.....7 hours daily
News Service.....AP
Representatives.....Everett-McKinney-
Kettell-Carter
President.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Comm., Prom. Dir.....Gerald T. Higgins
Program Director.....Lester J. Richards
Director of News.....F. Frank Hoy
Chief Engineer.....Henry G. Root

W C S H - T V

PORTLAND—1953—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Congress Square Hotel Co.
Business Office.....157 High Street
Phone Number.....2-0181
Air Time.....9½ hours daily
News Service.....UP
Representative.....Weed
Membership.....NARTB, BAB
President.....Adeline B. Rines
General Manager.....William H. Rines
Program Manager.....Daniel H. Smith
Promotion Director.....Linwood T. Pitman
Director of News.....Philip N. Johnson
Production Manager.....Burnell Poole

W G A N - T V

PORTLAND—1954

Channel: 13 VHF..AP: 127.3 Kw..VP: 238.8 Kw.
Owned-Oper. By...Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Phone Number.....2-7423
Representative.....Avery-Knodel
General Manager.....C. E. Gatchell

W P M T

**PORTLAND—1953—ABC-NBC-CBS
DuM**

Channel: 53 UHF..AP: 11.5 Kw..VP: 22.2 Kw.
Owned-Oper. By...Portland Telecasting Corp.
Business Address.....Columbia Hotel
Phone Number.....2-8327
Air Time.....9 hours daily
News Service.....AP
Representatives.....Everett-McKinney,
Kettell-Carter
President.....Frank S. Hoy
Station Manager.....George E. Curtis, Jr.
Comm., Prom. Dir.....Gerald T. Higgins
Prog., Prod. Mgr.....William Gildersleeve
Director of News.....Parker Hoy
Chief Engineer.....Fred Crandon
Consulting Engineer.....George Adair

MARYLAND

TV HOMES 601,500

POPULATION 2,366,000

STATIONS IN STATE 4

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF..AP: 25 Kw..VP: 50 Kw.
Owned-Operated By...WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 4-7600
Air Time.....15 hours daily
News Service.....AP
Representative.....Harrington, Righter and
Parsons, Inc.

Membership.....NARTB
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Program Mgr.....Herbert B. Caham
News Editor.....Ted Jaffe
Publicity Director.....Joel Chaseman
Chief Engineer.....Ben Wolfe

(See Page 870)

W B A L - T V

BALTIMORE—1948—NBC

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 7-3000
News Service.....INS, UP, AP
Representative.....Edward Petry
Vice Pres. & Exec. Dir....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education..Arnold Wilkes
Program Director.....Victor F. Campbell
Business Mgr.....Freeman W. Cardall
Sales Manager.....Willis K. Friert
News & Publicity Mgr.....Thomas J. White, Jr.
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

W M A R - T V

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Old Sun Bldg.
Phone Number.....MUlberry 5870
Air Time.....15 hours daily
News Service.....AP

RepresentativeKatz
MembershipNARTB
PresidentWilliam F. Schmick
V.D., Dir. of TVEwell K. Jett
Commercial ManagerErnest A. Lang
Program DirectorRobert B. Cochran
Dir. of News & Spec. Events and
Film Mgr.David V. R. Stickle
Production Mgr.Edwin B. Mick
Film DirectorDavid V. R. Stickle
Chief EngineerCarlton G. Nopper

MASSACHUSETTS

TV HOMES 1,190,500

POPULATION 4,738,000

STATIONS IN STATE 7

WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF...AP: 150 Kw...VP: 300 Kw.
Owned-Oper. ByGreylock Bcstg. Co.
Business Address8 Bank Row
Phone NumberPittsfield 2-1553
Air Time8 hours daily
RepresentativeWalker
MembershipNARTB, BAB
PresidentLeon Podolsky
General ManagerJohn T. Parsons
Commercial Mgr.William Geary
Program DirectorEdward Pearson
Director of NewsLarry Vaber
Film ManagerRichard Bolander
Chief EngineerLeonard Lavendol
Consulting EngineerJames C. McNary

WBZ-TV

BOSTON—1948—NBC

Channel: 4...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. ByWestinghouse Radio Stations, Inc.
Address1170 Soldiers Field Rd.
Phone NumberALgonquin 4-3670
News ServiceINS, AP, UP
RepresentativeNBC Spot Sales
PresidentChris J. Witting
Gen., Sta. Mgr.W. C. Swartley
Sales ManagerC. Herbert Masse
Promotion ManagerRichard E. Farnham
Program ManagerW. Gordon Swan
News Dir.F. Whitmarsh
Film ManagerR. Duffield
Chief EngineerW. H. Hauser
Production Mgr.Iran Berlow

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. ByGeneral Teleradio, Inc.
Business-Studio Address21 Brookline Ave.
Phone NumberCOMMONwealth 6-0800
Air Time15 hours daily
News ServiceINS, UP
RepresentativeH-R Reps, Inc.
PresidentTom O'Neil
Exec. V.P. & Gen. Mgr.Linus Travers
Comm. Mgr.Tom Bateson
Vice Pres., Dir. of Prog. and
RemotesGeorge Steffy
Promotion Dir.George Hallberg
Dir. of News & Spec. EventsLeland Bickford
Production Mgr.Tony Lang
Publicity Dir.Phyllis Doherty
Film DirectorJames Pike
Technical DirectorHarry Whittemore

WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF...AP: 10 Kw...VP: 22 Kw.
Owned-Oper. ByMiddlesex Bcstg. Corp.
Business Office439 Concord Ave.
Phone NumberEL 4-0500
News ServiceUP
RepresentativeEverett-McKinney
PresidentFrank J. Lyman, Jr.
General ManagerFrederic S. Bailey
Commercial Mgr.John H. Kimball, Jr.
Program DirectorTheodore B. Pitman, Jr.
Film ManagerFred Stein
Chief EngineerLeonard Pray

WHYN-TV

SPRINGFIELD-HOLYOKE—1953

CBS-DuM

Channel: 55 UHF...AP: 91 Kw...VP: 182 Kw.
Owned-Oper. ByHampden-Hampshire Corp.
Business Address1300 Liberty St.
Phone NumberSpringfield 4-1126
Air Time11 hours
News ServiceUP
RepresentativeBranham, Weed
MembershipNARTB, BAB
General ManagerCharles N. DeRose
Commercial Mgr.Patrick J. Montague
Program DirectorKen Smith
Chief EngineerHarold Schumacher
Consulting EngineersKear & Kennedy

WWLP

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF... AP: 75 Kw... VP: 150 Kw.
Owned-Oper. By... Springfield Television
Bcstg. Corp.
Business Office... 61 Chestnut St.
Phone Number... Springfield 2-4181
Representative... Hollingbery
President... Roger L. Putnam
Treasurer... William L. Putnam
V.P., Comm. Mgr... Alan C. Tindal
Program Director... Milton R. Slater
Promotion Manager... Howard S. Keefe
Chief Engineer... George R. Townsend

WWOR-TV

WORCESTER—1953—ABC-DuM

Channel: 14 UHF... AP: 16.2 Kw... VP: 8.71 Kw.
Business Office... P. O. Box 609
Phone Number... 7-8374
Air Time... 6 hours daily
News Service... UP
Representative... Paul H. Raymer, Bannan
Membership... NARTB
President... John Z. Buckley
General Manager... Ansel E. Gridley
Commercial Mgr... Leonard V. Corwin
Program Director... Thomas C. Sawyer
Promotion Director... Rupert Neily
Director of News... Frank Knight
Production Mgr... Richard Huntley
Film Manager... Norman "Cy" Locke
Chief Engineer... Donald P. Wise

MICHIGAN

TV HOMES 1,427,500

POPULATION 6,700,000

STATIONS IN STATE 13

WPAG-TV

ANN ARBOR—1953—DuM

Channel: 20 UHF... AP: 1 Kw... VP: 2 Kw.
Owned-Oper. By... Washtenaw Bcstg. Co.
Business Address... Hutzel Bldg.
Phone Number... 2-5517
Air Time... 5½ hours daily
News Service... AP
Representative... Weed
Membership... NARTB
President... Arthur E. Greene
Vice-Pres., Gen. Mgr... Edward F. Baughn
Commercial Mgr... Kenneth MacDonald

Program Director... Roger Shepard
Film Manager... R. W. Kirkpatrick
Chief Engineer... Donald N. Bowdish

WBKZ-TV

BATTLE CREEK—1953—ABC

Channel: 64 UHF... AP: 15 Kw... VP: 25 Kw.
Owned-Oper. By... Booth Radio-TV Stations Inc.
Business Address... Box 218
Phone Number... Woodward 2-5506
Air Time... 10 hours daily
News Service... AP
Representative... Weed
Pres., Gen. Mgr... John L. Booth
Sta., Comm. Mgr... Edwin J. Lasko
Promotion Mgr... Arthur Jackson
Director of News... Robert Wright
Production Mgr... Russell Webb
Publicity Director... Gilbert Ketcham
Film Manager... David Gabhart
Chief Engineer... Rex Cummings

WNEM-TV

**BAY CITY-SAGINAW—1954—NBC
DuM**

Channel: 5 VHF... AP: 12 Kw... VP: 24 Kw.
Owned-Oper. By... North Eastern Michigan
Corp.
Business Address... 814 Adams St., Bay City
Phone Number... 3-5269
Representative... Headley-Reed
President... James Gerity, Jr.
Exec. V.P... O. William Myers
Manager... John Bone
Commercial Manager... Harley M. West, Jr.
Chief Engineer... Lee Stevens

WWTW

CADILLAC—1953—CBS-DuM

Channel: 13 VHF... AP: 44 Kw... VP: 94.3 Kw.
Owned-Oper. By... Sparton Bcstg. Co.
Business Address... 214 N. Mitchell St.
Phone Number... Prospect 5-3478
Representative... Weed
President... John J. Smith
Vice-Pres., Gen. Mgr... L. T. Matthews
Sales Manager... John Cundiff
Program Director... Keith Adams
Film Editor... Don Cunningham
Chief Engineer... Allen W. Daubendick

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Storer Bcstg. Co.
Business-Studio Address... 500 Temple
Phone Number... Temple 3-7900
Air Time... 16 hours daily
News Service... INS, UP
Membership... NARTB
Representative... Katz



Make Sure of More in '54

with

WJBK-TV

CHANNEL 2

**FACT
No. 1**

POWER

Farthest reaching TV signal in the Michigan area . . . gigantic 1,057 foot tower with maximum 100,000 watt E.R.P. . . . plus favored Channel 2 dial position add up to

MAXIMUM CIRCULATION

**FACT
No. 2**

PROGRAMMING

Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means

MAXIMUM VIEWING

**FACT
No. 3**

RATINGS

Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, '53, show 9 out of the 15 top shows on WJBK-TV. And that gives you

MAXIMUM IMPACT

Eliminate guesswork when you're buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit's only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.

WJBK-TV

Detroit

BASIC CBS NETWORK & DUMONT



Represented
Nationally by

THE KATZ AGENCY

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

President.....George B. Storer
V.P., General Mgr......Gayle V. Grubb
Asst. Manag. Dir......Harry Lipson
Commercial Mgr......Maurice McMurray
Program Dir......Richard Fischer
Promotion Dir......Kenneth H. Boehmer
Publicity Director.....Elaine von Grimmenstein
Film Mgr......Arthur MacCall
Chief Engineer.....Paul Frlncke
Consulting Engineer.....Earl Cullum
(See Opposite Page)

W W J - T V

DETROIT—1947—NBC

Channel: 4 VHF..AP: 10.25 Kw..VP: 20.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address...615 W. Lafayette
Phone Number.....Woodward 2-2000
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative.....Hollingbery
Membership.....NARTB
General Mgr......Edwin K. Wheeler
Asst. Gen. Mgr......Don DeGroot
Prog., Prod. Dir......James Schiavone
Pub. Affairs Dir......James Eberle
Publicity Director.....Harman R. Kates
Film Editor.....Frank Picard
Chief Engineer.....Edgar J. Love
Consulting Engineer....Millard F. Garrison

W X Y Z - T V

DETROIT—1948—ABC

Channel: 7 VHF..AP: 57 Kw..VP: 114 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOODward 3-8321
Air Time.....18 hours daily
News Service.....AP, INS
Representative.....Blair-TV
Membership.....NARTB, BAB
President.....James G. Riddell
Station Manager.....John Pival
Program Dir......John Lee
Production Mgr......Ford Vandervoort
Promotion Dir......Robert Baldrice
Dir. of Spec. Events & News..Richard Femmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

W T A C - T V

FLINT—1953—ABC

Channel: 16 UHF..AP: 8.4 Kw..VP: 17.4 Kw.
Owned-Oper. By....TrendleCampbell Bcstg. Corp.
Business Address.....740 S. Saginaw St.
Phone Number.....2-1136
News Service.....UP
President.....George W. Trendle
General Manager.....H. Allen Campbell
Gen. Mgr. (AM-TV).....J. R. McKinley
Station Manager.....Rubin Weiss
Program Director.....James A. Washburn
Film Director.....Paul H. Toepp

Production Mgr......Cecil Ruffin
Consulting Engineer.....James A. Gimbel

W O O D - T V

GRAND RAPIDS—1951
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....McKay Tower
Phone Number.....9-4125
Representative.....Katz
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Sales Manager.....Art Swift
Sales Service Mgr......John Clay
Promotion Dir......John Dragomier
Asst. Prog. Dir......Clark Grant
Chief Engineer.....Louis Bergenroth

W K Z O - T V

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3 VHF..AP: 40 Kw..VP: 81 Kw.
Owned-Operated By.....Felzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Air Time.....15 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
Membership.....NARTB, BAB
Pres., Gen. Sta. Mgr......John E. Felzer
Sales Director.....Donald W. DeSmit, Jr.
Program Director.....Charles Lynch
Managing Director.....Carl Lee
Chief Engineer.....Arthur E. Covell

W I L S - T V

LANSING—1953—ABC-DuM

Channel: 54 UHF..AP: 20 Kw..VP: 10 Kw.
Owned-Oper. By.....Lansing Bcstg. Co.
Business Address.....407 N. Washington Ave.
Phone Number.....2-1655
Air Time.....8 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership.....NARTB
President.....W. A. Pomeroy
Commercial Manager.....Walter Dennis
Prog., Prod., Film Mgr......James Pollock
Promotion Dir......Walter Braeger
Director of News.....John Maters
Chief Engineer.....John Poberoy
Consulting Engineer.....Frank Macintosh

W J I M - T V

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6 VHF..AP: 17 Kw..VP: 31 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service.....UP
Phone.....2-1333
Representative.....H-R Representatives

President.....Harold F. Gross
Station Manager.....Willard Waldbridge
Prog., News Dir.....Howard Finch
Film Director.....Phil Sherck
Chief Engineer.....Charles Wallace

WKNX-TV

SAGINAW—1953

Channel: 57 UHF..AP: 10 Kw..VP: 19 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number.....3-4471
Representative.....Gill-Perna
Membership.....NARTB, BAB
General Manager.....William J. Edwards
Station Manager.....Howard Wolle
Program Director.....Thomas A. Taylor
Chief Engineer.....Max W. Thomas

MINNESOTA

TV HOMES 439,000

POPULATION 3,127,000

STATIONS IN STATE 7

KMMT

AUSTIN—1953—ABC-CBS-DuM

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.
Business Office...Minnesota-Iowa Television Co.
Business Address.....405½ North Main St.
Phone Number.....8836
Air Time.....6 hours daily
News Service.....AP
Representative.....Pearson
President.....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Commercial Mgr.....Don Jones
Program, Film Dir.....Tom Steensland
Prom., Prcd. Mgr.....Ken Bryant
Director of News.....Ken Cessna
Chief Engineer.....Glen Klein
Consulting Engineer..Fred O. Grimwood, Inc.

WFTV

DULUTH—1953

ABC-CBS-NBC-DuM

Channel: 38 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Great Plains Television
Business Address.....232 East Superior St.
Phone Number.....7-6881
Air Time.....10 hours daily
News Service.....AP
Representative.....Adam Young
Membership.....NARTB

President.....Herbert Schefftel
General Manager.....C. G. Alexander
Sca., Prom. Mgr.....James C. Cole
Commercial Mgr.....Tony Marta
Program Director.....Gerald Pearsen
Director of News.....Herbert Widmark
Production Mgr.....Victor Fletcher
Film Manager.....Harvey Wick
Chief Engineer.....Norman P. Gill

WCCO-TV

MINNEAPOLIS—1949

CBS-DuM

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By...Mid-Continent Radio-TV Inc.
Bus. Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
News Service.....AP, UP, INS
Representative.....Free & Peters
President.....Robert B. Ridder
Exec. V.P. & Gen. Mgr..F. Van Konynenburg
Station Manager.....Sherman Headley
Production Director.....Charles D. Miller
Film Director.....Harry C. Jones
Prom., Publ. Director.....Florence Z. Cook
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw..VP: 70 Kw.
Owned-Oper. By..Minnesota Television Public Service Corp.
Business Address.....2925 Dean Blvd.
Phone Number.....Mohawk 9-6771
News Service.....AP, UP
Representative.....Blair
Membership.....NARTB
President.....Robert Butler
General Manager.....Edward G. Smith
Commercial Mgr.....Ken Light
Program Director.....George Hudak
Director of News.....John Ford
Production Mgr.....Robert Colburn
Film Manager.....Eugene Wecker
Chief Engineer.....Mike Fleming

KROC-TV

ROCHESTER—1953—NBC-DuM

Channel: 10 VHF..AP: 53 Kw..VP: 103 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Phone Number.....3924
Air Time.....9 hours daily
News Service.....UP
Representative.....Meeker
Membership.....NARTB, BAB
President.....Mrs. C. P. Gentling
Gen. Comm. Mgr.....G. David Gentling
Station Manager.....Willard Lampman
Program Director.....Ray Skaran
Director of News.....Ray Thompson
Film Manager.....Jerry Kimirly
Chief Engineer.....Robert Cross

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5 VHF..AP: 17.3 Kw...VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone NumberPrior 2717
Air Time.....17½ hours daily
News ServiceAP, UP
RepresentativeEdward Petry
MembershipNARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
Exec. V.P., Treas.....K. M. Hance
Nat. Sales Mgr.....Karl A. Plain
Local TV Sales Dir.....William R. Brazzil
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer.....Wm. S. Sadler
Consulting Engineer.....Andrew D. Ring

WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By.....Minnesota Bcstg. Co.
Business Address.....538 Hamm Building
Phone Number.....Garfield 1361
Air Time.....5 hours daily
News ServiceAP
RepresentativeH-R
MembershipNARTB
President.....N. Lawrence Bentson
Commercial Mgr.....Frank M. Devaney
Prog. Dir., Prod. Mgr.....Fred H. Kaufman
Prom., Pub. Dir.....Thomas W. Letcher
Director of News.....Stuart A. Lindman
Film Manager.....Oscar Backlund
Chief Engineer.....Warren Fritze

MISSISSIPPI

TV HOMES 120,000

POPULATION 2,200,000

STATIONS IN STATE 4

WJTV

JACKSON—1953
ABC-CBS-DuM-NBC

Channel: 25 UHF..AP: 98 Kw...VP: 180 Kw.
Owned-Operated By
Mississippi Publishers Corp.
Address.....P. O. Box 427
RepresentativeKatz
General Manager.....John Rossiter
Consulting Engineer.....Raymond M. Wilmotte

WLBT

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Office.....Box 2171
Phone Number2-2691
RepresentativeHollingbery
General Manager.....Fred L. Beard
Sales Manager.....Frank Gentry
Program Director.....Maurice Thompson
Promotion Director.....Walter Henson
Film Director.....Al Fred Daniel
Chief Engineer.....Bob Smathers

WCOC-TV

MERIDAN—1953

Channel: 30 UHF..AP: 134 Kw...VP: 252 Kw.
Owned-Oper. By.....Mississippi Bcstg. Co.
Business Address.....Threefoot Bldg.
Phone Number7714
Pres., Gen. Mgr.....Withers Gavin

WTOK-TV

MERIDAN—1953

ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw...VP: 31.2 Kw.
Owned-Oper. By.....Southern Television Corp.
Business Address.....Southern Bldg.
Phone Number3-1441
Air Time.....10 hours daily
News ServiceAP
RepresentativeHeadly-Reed
MembershipNARTB
President.....Robert F. Wright
Commercial Manager.....W. B. Crooks
Program Director.....Cecil Germany
Promotion Dir.....Jerry Kerns
Dir. of News, Prod. Mgr.....George Shannon
Chief Engineer.....Joe Saxon
Consulting Engineer.....George E. Gautney

MISSOURI

TV HOMES 681,500

POPULATION 4,034,000

STATIONS IN STATE 14

KOMU-TV

COLUMBIA—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63 South

**The ONE and ONLY television station
in the nation's 9th largest market which
operates with the MAXIMUM POWER
authorized by the Federal Communications Commission . .**

KSD-TV

The St. Louis Post-Dispatch Television Station

...100,000 WATTS
on easy-to-tune

Very High Frequency Channel **5**

KSD-TV is America's **FIRST** completely postwar
equipped television station . . . established on
February 8, 1947 . . . and the **FIRST CHOICE** of
advertisers who have products and services to
sell to the St. Louis Market.

N B C TELEVISION NETWORK

National Advertising Representative: **NBC SPOT SALES**

Phone Number 5251
 Air Time..... 6 hours daily
 News Service UP
 Representative H-R
 General Manager..... George J. Kapel
 TV Director..... Dr. Edward C. Lambert
 Commercial Mgr..... Louis F. Allen
 Program Director..... William A. Vaughn
 Promotion Director..... Milton E. Gross
 Director of News..... Philip E. Berk
 Chief Engineer..... Duane M. Weise

KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF... AP: 18.3 Kw... VP: 36.8 Kw.
 Owned-Oper. By..... Lee Broadcasting, Inc.
 Business Address..... W. C. U. Bldg.
 Phone Number 6200
 Air Time..... 9 hours daily
 News Service..... AP, UP
 Representative Weed
 President..... Lee P. Loomis
 General Manager..... Walter Rothschild
 Program Director..... Merritt Milligan
 Promotion Director..... Gene Terry
 Director of News..... Don Nicholson
 Production Mgr..... Tom Roby
 Film Manager..... Charles Lotz
 Chief Engineer..... J. E. Gray

KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF... AP: 42.6 Kw... VP: 71.1 Kw.
 Owned-Oper. By... Meredith Engineering Co.
 Business Address..... 125 East 31st St.
 Phone Number..... Jefferson 6789
 News Service AP
 Representative Katz
 President..... E. T. Meredith
 General Manager..... E. K. Hartenbower
 Program Director..... S. B. Tremble
 Promotion Director..... F. C. Strawn
 Director of News..... James Monroe
 Production Mgr..... Kenneth Heady
 Film Manager..... T. R. Thompson
 Chief Engineer..... Karl Troeglen

WHB-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF... AP: 14.7 Kw... VP: 29.3 Kw.
 Owned-Oper. By..... WHB Bcstg. Co.
 Business Address..... Scarritt Bldg.
 Phone Number..... Baltimore 7109
 Representative Blair
 Pres., Comm. Mgr..... Donald D. Davis
 Vice-Pres., Gen. Mgr..... John T. Schilling
 Station Manager..... Morris Greiner
 Promotion Manager..... Ed Schultz, Jr.
 Chief Engineer..... Henry Goldenberg

KMBC-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF... AP: 14.7 Kw... VP: 29.3 Kw.
 Owned-Oper. By..... Midland Bcstg. Co.

Business Address..... 222 W. 11th St.
 Phone Number Harrison 2650
 News Service AP, UP
 Representative..... Free & Peters, Inc.
 President..... Arthur B. Church
 Managing Director..... George J. Higgins
 Program Director..... Roderick B. Cupp
 Promotion Director..... Harold W. Storm
 Production Mgr..... John Q. Quigley
 Chief Engineer..... Kenneth H. Cook

WDAF-TV

KANSAS CITY—1949

NBC

Channel: 4..... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Kansas City Star Co.
 Business Number..... 1729 Grand Ave.
 Phone Number..... Harrison 1200
 News Service..... AP, UP
 Representative..... Harrington, Righter, & Parsons
 Managing Director..... H. Dean Fitzer
 Commercial Manager..... E. M. Russo
 Station Manager..... Bill Bates
 Chief Engineer..... Joseph Flaherty
 Program Dir..... Al Christy
 News Dir..... Randall Jessee
 Film Mgr..... John Krivas

KFEQ-TV

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF... AP: 26 Kw... VP: 52 Kw.
 Owned-Oper. By..... KFEQ, Inc.
 Business Address..... KFEQ Bldg.
 Phone Number 3-2528
 Air Time..... 7 hours daily
 News Service AP
 Representative Headley-Reed
 Pres., Gen. Mgr..... Barton Pitts
 Commercial Mgr..... Glenn G. Griswold
 Program Director..... E. Carleton Schirmer
 Director of News..... Ralph Combes
 Production Mgr..... Wally Johnson
 Chief Engineer..... J. Wesley Koch

KACY

ST. LOUIS—1953

Channel: 14 UHF... AP: 280 Kw... VP: 490 Kw.
 Owned-Oper. By..... Ozark Television Corp.
 Business Address..... 4010 Lindell Blvd.
 Phone Number..... Jefferson 1400
 Representative Raymer
 Pres., Gen. Mgr..... Jack G. Garrison
 Vice-Pres., Sta. Mgr..... Carl G. McIntire
 Treasure..... Philip L. Sincoff
 Commercial Mgr..... Richard Dawson
 Production Director..... John J. Weber
 Chief Engineer..... Leo Tevlin

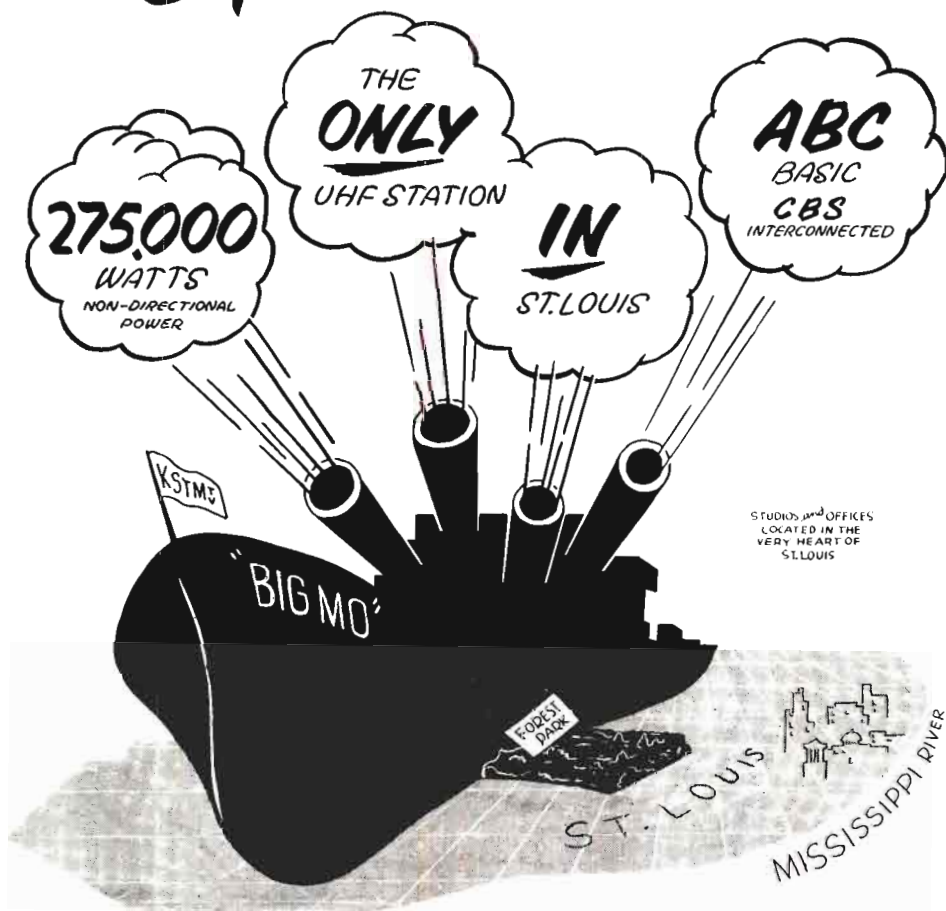
KSD-TV

ST. LOUIS—1947

ABC-CBS-NBC

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned-Oper. By..... The Pulitzer Publishing Co.

"Big Mo" Captures St. Louis!



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTMT
CHANNEL 36 SAINT LOUIS

Address.....1111 Olive St.
Phone Number.....MAIN 1111
Air Time.....120 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

KSTM-TV

ST. LOUIS—1953—ABC

Channel: 36 UHF..AP: 125 Kw..VP: 250 Kw.
Owned-Oper. By.....Broadcast House Inc.
Business Address.....5915 Berthold Ave.
Phone Number.....Sterling 3636
Representative.....H-R
Pres., Gen. Mgr.....Marshall H. Pengra
Commercial Mgr.....Alvin M. King
Program Manager.....Myron Bennett
Promotion Director.....Frank E. Heaston
Chief Engineer.....Ted Favors

WTVI

ST. LOUIS—1953—DuM

Channel: 54 UHF..AP: 124 Kw..VP: 248 Kw.
Owned-Oper. By.....Signal Hill Telecasting Corp.
Business Address.....Boatmen's Bank Bldg.
Phone Number.....Geneva 5454
Representative.....Weed
Pres., Gen. Mgr.....Bernard T. Wilson
Vice-Pres., Comm. Mgr.....John I. Hyatt
Program Manager.....Ted Wescott
Production Mgr.....Robert Holt
Chief Engineer.....Richard J. Trompeter
(See Page 884)

KDRO-TV

SEDALIA—1954

Channel: 6 VHF..AP: 8.71 Kw..VP: 16.2 Kw.
Owned-Oper. By.....Milton J. Hinlein
Business Address.....2100 W. Broadway
Phone Number.....4004
Representative.....Forjoe
General Manager.....Herb Brandes
Commercial Mgr.....James Glenn
Chief Engineer.....Bob Smith

KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF..AP: 6.38 Kw..VP: 12.76 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address.....Box 1716
Phone Number.....2-7474
Air Time.....10 hours daily
News Service.....AP, UP
Representative.....Weed
Membership.....NARTB
President.....J. H. G. Cooper
Gen., Sta. Mgr.....G. Pearson Ward

Program Director.....Kevin McAndrews
Director of News.....Bill Bowers
Chief Engineer.....William F. Curry
Consulting Engineer.....J. C. McNary

KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF..AP: 31 Kw..VP: 61 Kw.
Owned-Oper. By.....Springfield Television Inc.
Business Address.....999 W. Sunshine
Phone Number.....6-2766
Representative.....Hollingbery
Gen., Comm. Mgr.....J. Gordon Wardell
Film Director.....Carl Fox
Chief Engineer.....E. Dennis White

MONTANA

TV HOMES 10,500

POPULATION 597,000

STATIONS IN STATE 4

KOOK-TV

BILLINGS—1953—CBS-DuM-ABC

Channel: 2 VHF..AP: 8.8 Kw..VP: 17.5 Kw.
Owned-Oper. By.....Montana Network
Business Address.....7002 S. Billings Blvd.
Phone Number.....9-2382
Representative.....Headley-Reed
General Manager.....V. V. Clark
Commercial Mgr.....John Connor
Program Director.....Edmund Peiss
Chief Engineer.....Grant French

KOPR-TV

BUTTE—1953—CBS-ABC

Channel: 4 VHF..AP: 7.3 Kw..VP: 14.5 Kw.
Owned-Oper. By.....Copper Bcstg. Co.
Business Address.....Hotel Finlen
Phone Number.....6546
Representative.....Hollingbery
Vice-Pres., Gen. Mgr.....Ed Cooney
Commercial Dr.....S. John Schile
Chief Engineer.....John Gort

KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF..AP: 1 Kw..VP: 2 Kw.
Owned-Oper. By.....Pacific Northwest
Broadcasters
Business Address.....Box 1956
Phone Number.....2-2696
Air Time.....5 hours daily
Representative.....Walker
President.....E. B. Craney

WTVI ... **"the POWER!"**

— **SERVES** and SELLS
ALL of the **GREATER**
SAINT LOUIS AREA
with the ...

MOST POWERFUL
TRANSMITTER
EVER BUILT

for UHF-TV... the "G-E 12"

For Availabilities, ask

WEED TELEVISION

DUMONT AND CBS SHOWS!



Station Manager.....Jim Manning
Commercial Mgr.....J. Wythe Walker
Chief Engineer.....Jack Provis
Consulting Engineer.....George Adair

K F B B - T V

GREAT FALLS—1954—CBS-DuM

Channel: 5 VHF..AP: 12.6 Kw..VP: 21.5 Kw.
Owned-Oper. By.....Buttrely Broadcast Inc.
Business Address.....Box 1139
Phone Number.....4-4377
Representative.....Weed
Pres., Gen. Mgr.....Joseph P. Wilkins
TV Director.....LeRoy Stahl
Program Director.....Robert Froemming
Chief Engineer.....Wilbur Myhre

NEBRASKA

TV HOMES 181,500

POPULATION 1,353,000

STATIONS IN STATE 5

K H O L - T V

KEARNEY—1953—CBS-DuM

Channel: 13 VHF..AP: 30.2 Kw..VP: 56.2 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....414 East Ave.
Phone Number.....Axtell 42
Air Time.....4½ hours daily
News Service.....AP
Representative.....Meeker
Membership.....NARTB
President.....Dr. Wayne Brewster
General Manager.....Harold J. Hamilton
Sta., Comm. Mgr.....Duane L. Watts
Prog., Prom. Dir.....Jack Gilbert
Chief Engineer.....Jack Lewis

K F O R - T V

LINCOLN—1953—ABC

Channel: 10 VHF..AP: 29.5 Kw..VP: 59 Kw.
Owned-Oper. By.....Cornbelt Bcstg. Corp.
Business Address.....626 Stuart Bldg.
Phone Number.....2-6965
Air Time.....5½ hours daily
News Service.....AP
Representative.....Paul H. Raymer
Membership.....NART, BAB
President.....James Stuart
Gen., Sta. Mgr.....George Bastion
Commercial Mgr.....Richard W. Chapin
Program Director.....Av Bondarin

From., Pub. Dir.....Ruth Thone
Director of News.....Ken Wayman
Chief Engineer.....Charles Winkler

K O L N - T V

LINCOLN—1953—DuM

Channel: 12 VHF..AP: 13.5 Kw..VP: 27 Kw.
Owned-Operated By

Cornhusker Radio & TV Corp.

Address.....40th and W Sts.
Representative.....Weed
President.....John E. Fetzer
General Manager.....H. E. Anderson
Sales Manager.....Otis Segler
Chief Engineer.....Ray Taylor

K M T V

OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus. Trans. Address.....2615 Farnam St.
Phone Number.....WEBster 9800
Air Time.....15 hours daily
News Service.....UP
Representative.....Edward Petry & Co.
Membership.....NARTB
President.....Edward W. May
V.P., Gen. Mgr.....Owen Saddler
Commercial Manager.....Arden Swisher
Program Director.....Glenn Harris
Promotion Dir.....Joe Baker
Dir. of News and Spec. Events.....Floyd Kalber
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Robert M. Silliman

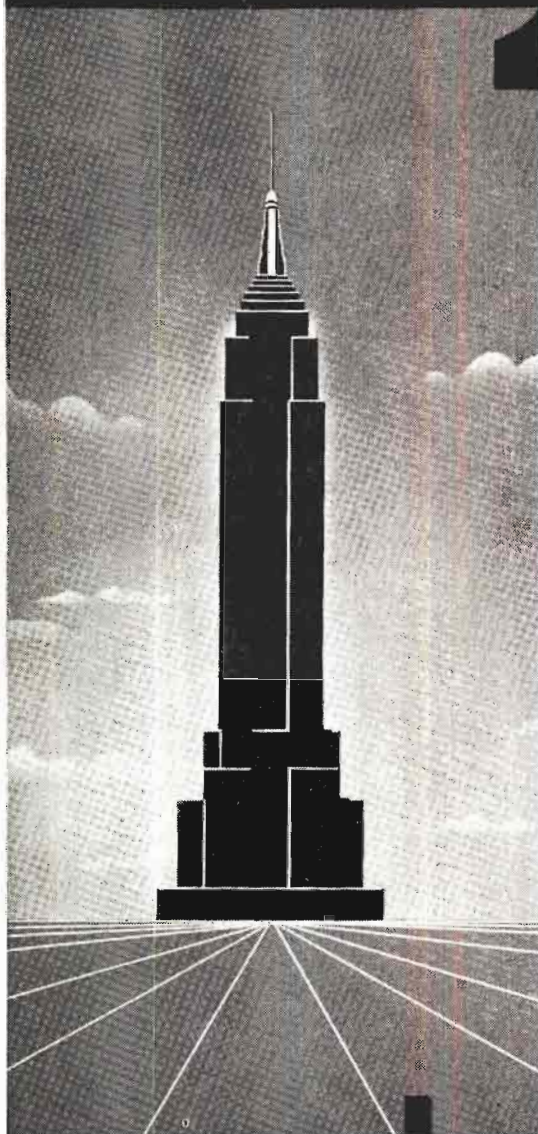
W O W - T V

OMAHA—1949—NBC-DuM

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Phone Number.....WEBster 3400
Air Time.....17½ hours daily
News Service.....UP, INS
Representative.....Blair TV
Membership.....NARTB
Chairman of Board.....Fred Bohlen
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seltzer
Film Manager.....Lyle DeMoss
Dir. of News & Spec. Events.....Ray Clark
Production Manager.....Vern Reynolds
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

serving **ALL**
of the Metropolitan
New York · New Jersey market

National Representatives
WEED TELEVISION CORP.



WQTV

NEVADA

TV HOMES 12,500

POPULATION 176,000

STATIONS IN STATE 2

KLAS-TV

LAS VEGAS—1953

ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 14.5 Kw..VP: 29 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Business Address.....Box 711
Phone Number.....7138
Air Time.....9 hours daily
News Service.....UP
Representative.....Weed
Membership.....NARTB
President.....R. G. Jolley
General Manager.....Bob Gardner
Promotion Dir.....Marian Y. Komar
Program Director.....Ray Gallagher
Director of News.....Jim Hart
Publicity Director.....Lois Carpenter
Film Manager.....Don Mumford
Chief Engineer.....Les Nelson

KZTV

RENO—1952

ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 1.4 Kw..VP: 2.7 Kw.
Owned-Oper. By...Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Phone Number.....3-0721
Air Time.....6½ hours daily
News Service.....AP
Representative.....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Commercial Mgr.....Richard Colon
Program Director.....Lou Zegerman
Director of News.....Leila Rowson
Chief Engineer.....Curtis I. Kring
Consulting Engineer.....Robert L. Hammett

NEW HAMPSHIRE

TV HOMES 86,500

POPULATION 554,000

STATIONS IN STATE 1

WMUR-TV

MANCHESTER—1954

ABC-CBS-DuM-NBC

Channel: 9 VHF..AP: 67.6 Kw..VP: 112 Kw.
Owned-Oper. By...Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
Phone Number.....5-5788
Representative.....Weed
President.....Francis P. Murphy
General Manager.....Hervey Carter
Commercial Mgr.....Gordon Moore
Chief Engineer.....Vincent Chandler

NEW JERSEY

TV HOMES 1,375,000

POPULATION 5,228,000

STATIONS IN STATE 3

WRTV

ASBURY PARK—1953

Channel: 58 UHF..AP: 9.12 Kw..VP: 17.10 Kw.
Owned-Oper. By...Atlantic Video Corp.
Business Address.....710 Mattison Ave.
Phone Number.....Asbury Park 2-7200
President.....Walter Reade, Jr.
Vice-Pres., Mgr.....Harold C. Burke
Commercial Mgr.....Allen Preville
Production Mgr.....Richard Behrman
Film Director.....William Branham
Chief Engineer.....Donald Volkman

WFPG-TV

ATLANTIC CITY—1952—ABC-NBC
CBS-DuM

Channel: 46 UHF..AP: 9 Kw..VP: 18 Kw.
Owned-Operated By...Neptune Bcstg. Corp.
Address.....Steel Pier
Representative.....Pearson
Pres., Gen. Mgr.....Fred Weber
Sales Manager.....Russell Truex
Prog., Prom. Dir.....Ed Davis
Milm Manager.....Elaine Bartholomei
Chief Engineer.....Blair K. Thron
Consulting Engineer...Craven, Lohnes & Culver

WATV

NEWARK—1948

Channel: 13 VHF..AP: 105 Kw..VP: 180 Kw.
Owned-Oper. By...Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone Number.....Mitchell 2-6400
Air Time.....13 hours daily
Representative.....Weed

Pres., Gen. Mgr. Irving R. Rosenhaus
 Vice Pres. (Sales) Edmund S. Lennon
 Public Relations Dir. Robert MacDougall
 Program Director George Green
 Film Director Robert Paskow
 Vice-President Frank V. Bremer

NEW MEXICO

TV HOMES 51,000

POPULATION 760,000

STATIONS IN STATE 4

K G G M - TV

ALBUQUERQUE—1953—CBS

Channel: 13 VHF...AP: 45 Kw...VP: 89 Kw.
 Owned-Oper. By New Mexico Bcstg. Co.
 Business Address 1414 West Coal Ave.
 Phone Number 3-4543
 Air Time 8 hours daily
 News Service AP, UP
 Representative Weed
 President A. R. Hebenstreil
 Commercial Mgr. Jonny Graff
 Program Director Ed Sanchez
 Promotion Director Bob Van Driel
 Chief Engineer Leonard Dodds

K O A T - TV

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF...AP: 12.9 Kw...VP: 28.8 Kw.
 Owned-Oper. By Alvarado Television Co.
 Business Address 122 S.E. Tulane Dr.
 Phone Number 5-8716
 Representative Hollingbery
 Vice-Pres., Gen. Mgr. Phil Hoffman
 Program Director Ted Snider
 Chief Engineer Bill Carman

K O B - TV

ALBUQUERQUE—1948
 NBC-DuM

Channel: 4 VHF...AP: 5.6 Kw...VP: 11Kw.
 Owned-Oper. By Albuquerque Bcstg. Co.
 Bus. Studio Address 234 So. 5th
 Phone Number 3-4411
 Air Time 10 hours daily
 Representative Branham
 Membership NARTB
 President Wayne Coy
 Station Manager J. I. Myerson
 Program Director Dorothy B. Smith
 Film Mgr. Millard Williams
 Chief Engineer George S. Johnson

K S W S - TV

ROS WELL—1953—ABC-DuM

Channel: 8 VHF...AP: 57.5 Kw...VP: 115 Kw.
 Owned-Oper. By John A. Barnett
 Business Address 1723 W. Second St.
 Phone Number 3737
 Air Time 7 hours daily
 News Service AP
 Representative Meeker
 Owner John A. Barnett
 General Manager J. C. Porter
 Commercial Mgr. Paul B. McEvoy
 Program Director Jack Shafer
 Chief Engineer Ray Summersgill
 Consulting Engineer George Gautney

NEW YORK

TV HOMES 3,912,000

POPULATION 15,872,000

STATIONS IN STATE 21

W R O W - TV

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF...AP: 138 Kw...VP: 269 Kw.
 Owned-Oper. By Hudson Valley Bcstg. Co.
 Business Address Box 4100
 Phone Number 3-2225
 Air Time 9 hours daily
 News Service UP
 Representative Bolling
 Membership NARTB, BAB
 President Dean P. Taylor
 General Manager Harry L. Goldman
 Station Manager Isabella Arden
 Commercial Mgr. Reed Gordon
 Program Director Charles Pogan
 Promotion Dir. Hilda Nauman
 Production Mgr. Al Strauss
 Chief Engineer Charles Heisler
 Consulting Engineer Frank McIntosh

W N B F - TV

BINGHAMTON—1943
 ABC-CBS-NBC-DuM

Channel: 12...AP: 125 Kw...VP: 250 Kw.
 Owned-Oper. By Clark Associates, Inc.
 Business Address P. O. Box No. 48
 Phone Number 3-7311
 Air Time 14 hours daily
 Representative Bolling
 Membership NARTB, BAB
 General Manager C. D. Mastin
 Sales Manager Stanley N. Heslop

Pgm. Dir. E. M. Scala
Promotion Director. John Turner
Prod. Dir. Clark Pollock
Chief Engineer. L. H. Stantz
Consulting Engineer. Jansky & Bailey

WBEN-TV

BUFFALO—1948—NBC

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.
Owned-Oper. By. WBEN, Inc.
Phone Number. MOhawk 0930
Studio, Transmitter Location. Hotel Statler
Air Time. 17 hours daily
News Service. AP, INS, UP
Representative. Harrington, Righter & Parsons, Inc.

President. Edward H. Butler
Vice-President. Alfred H. Kirchhofer
General Manager. C. Robert Thompson
Sales Manager. Nicholas J. Maltzer
Station Mgr. George R. Torge
Promotion Director. Joseph A. Haeflner
Film Director. Quintin P. Renner
Program Dir. Frederick A. Keller
Executive Producer. John L. Hutchinsn. Jr.
Technical Director. Ralph J. Kingsley

WBUF-TV

BUFFALO—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 8.5 Kw..VP: 19 Kw.
Owned-Oper. By. WBUF, Inc.
Business Address. 184 Barton St.
Phone Number. Summer 1717
Air Time. 12 hours daily
News Service. UP
Representative. H-R
Membership. NARTB
President. Sherwin Grossman
Exec. Vice-President. Gary L. Cohen
Commercial Mgr. Pat Swift
Program Director. Tom Molony
Director of News. Frank Fredericks
Film Manager. Michael Eisler
Chief Engineer. Ernest E. Rety
Consulting Engineers. Kear & Kennedy

WECT

ELMIRA—1953—NBC

Channel: 18 UHF..AP: 7.53 Kw..VP: 15.05 Kw.
Owned-Oper. By. El-Cor Television, Inc.
Business Address. 392 East Water St.
Phone Number. 7018
News Service. AP
Representative. Everett-McKinney
Membership. NARTB
President. E. S. Underhill, Jr.
General Manager. Walter A. Valerius
Commercial Mgr. John N. Prewitt, Jr.
Program Director. Kenneth Powell
Promotion Director. Matthew F. Carney, Jr.
Film Manager. John LaLiberte
Chief Engineer. Allen N. Bell

WTVE

ELMIRA—1953—ABC-CBS-DuM

Channel: 24 UHF..AP: 8.3 Kw..VP: 16.58 Kw.
Owned-Oper. By. Elmira Television
Business Address. 159 Madison Ave.
Phone Number. 3-6624
Air Time. 9 hours daily
News Service. UP
Representative. Forjoe
Owners. Thompson K. Cassel,
John S. Booth

General Manager. T. K. Cassel
Commercial Mgr. Richard Rolfe
Program Director. Jim Pattison
Promotion Director. Jack Peet
Director of News. Dorothy Evans
Production Mgr. Sally Martin
Publicity Director. Thomas Shafer
Film Manager. Lou Ganero
Chief Engineer. Robert Burket
Consulting Engineer. Kear & Kennedy

WKNY-TV

KINGSTON—1954—CBS-NBC-DuM

Channel: 66 UHF..AP: 11.5 Kw..VP: 21.4 Kw.
Owned-Oper. By. WKNY-TV Corp.
Business Address. 601 Broadway
Phone Number. Kingston 4500
Air Time. 5½ hours daily
Representative. Meeker
Membership. NARTB, BAB
President. Joseph K. Close
General Manager. Robert M. Peebles
Station Manager. Robert L. Sabin
Prog., Prod. Dir. Robert Perry
Chief Engineer. Carl Egolf

WABC-TV

NEW YORK—1948—ABC

Channel: 7 VHF..AP: 40 Kw..VP: 80 Kw.
Owned-Oper. By. American Bcstg.-Paramount Theaters, Inc.
Business Address. 7 W. 66th St.
Phone Number. SUsquehanna 7-5000
Air Time. 13 hours daily
News Service. INS
Representative. Petry
Vice-Pres., Gen. Mgr. John H. Mitchell
Sales Mgr. Trevor Adams
Film Director. Yale Roe
Program Director. Ardlen B. Rodner
Treasurer. Thomas Martinez
Sales Secretary. Mary A. Connell
Production Mgr. Gordon Kunz

WABD

NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw..VP: 16.7 Kw.
Owned-Oper. By. Allen B. Du Mont Laboratories, Inc.
Business Address. 515 Madison Ave.
Phone Number. MUrray Hill 8-2600



*The Nation's Greatest
Sports Station!*

EXCLUSIVE TELECASTS:

- ... All home games, N. Y. Yankees
- ... All home games, N. Y. Giants
- ... Madison Square Garden

Knicks Basketball

Rangers Hockey

International Horse Show

Westminster Kennel Club Dog Show

TOPS IN SPORTSCASTERS:

- ... Jimmy Powers, Mel Allen, Jim Woods,
Russ Hodges, Bob Delaney, "Red" Barber,
Frankie Frisch, Bud Palmer

*For over five years, New Yorkers
have been turning to Channel Eleven
for the best in sports.*

The Station of Champions



Air Time.....13 hours daily
 News Service.....INS
 Membership.....NARTB
 Director.....Ted Bergmann
 Station Manager.....Norman Knight
 Pgm., Prod. Dir.....James L. Caddigan
 Chief Engineer.....Rodney D. Chipp
 Publicity Director.....Gerald Lyons
 Sales Prom. Mgr.....Norman S. Brett

WCBS-TV

NEW YORK—1941—CBS

Channel: 2 VHF..AP: 22 Kw..VP: 43 Kw.
 Owned-Oper. By.....Columbia Bcstg. System
 Business Address.....485 Madison Ave.
 Phone Number.....PLaza 1-2345
 Air Time.....19 hours daily
 News Service.....AP, INS, UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB
 President (CBS Inc.).....Frank Stanton
 President (CBS TV).....J. L. Van Volkenburg
 General Manager.....Craig Lawrence
 Asst. to Gen. Mgr.....Clarence Worden
 Sales Manager.....George Dunham
 Program Director.....Hal Hough
 Promotion Manager.....Robert G. Patt
 Asst. Prog. Dir., Prod. Mgr.....Dan Gallagher
 Publicity Director.....Bob Fuller
 Film Manager.....Wm. C. Lacey
 Chief Engineer.....Robert G. Thompson

WNBT

NEW YORK—1941—NBC

Channel: 4...AP: 7.25 Kw..VP: 14.5 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Air Time.....17 hours daily
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sales Dept.
 Membership.....NARTB, BAB
 President.....David Sarnoff
 General Manager.....Hamilton Shea
 Station Manager.....Ernest de la Ossa
 Commercial Manager.....Jay Heitin
 Program Director.....Richard Pack
 Promotion Dir.....John Hurlbut
 Operations Mgr.....Peter Affe
 Publicity Dir.....Bob Blake
 Mgr., Publicity Dept.....Wm. Anderson
 Chief Engineer.....Alf Jackson

WOR-TV

NEW YORK—1949

Channel: 9...AP: 44Kw.....VP: 88 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business Address.....1440 Broadway
 Phone Number.....LOngacre 4-8000
 Air Time.....7 hours daily
 News Service.....UP
 Station Representative.....H-R Reps.
 Membership.....NARTB
 President.....Thomas F. O'Neil
 V. P. In Charge.....Gordon Gray
 Commercial Director.....Robert C. Mayo

Promotion Director.....Robert Sullivan
 Dir. News & Spec. Events.....George Brown
 Production Manager.....Ivan Reiner
 Publicity Director.....Richard Jackson
 Film Manager.....Milford Fenster
 Chief Engineer.....Charles Singer

WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw..VP: 100 Kw.
 Owned-Oper. By.....N. Y. Daily News
 Address.....220 E. 42nd St.
 Phone Number.....MU 2-6500
 Air Time.....11 hours daily
 News Service.....AP, UP
 Newspaper Affiliation...N. Y. Daily News
 Station Representative.....Free & Peters
 Membership.....NARTB
 President.....F. M. Flynn
 V.P., Gen., Sta. Mgr.....F. M. Thrower
 Operations Mgr.....L. Pope
 Program Director.....Louis B. Ames
 Director of News.....Walter Engels
 Publicity Director.....L. A. Hollingsworth
 Promotion Director.....M. Kraemer
 Chief Engineer.....O. Freeman
 Film Mgr.....Carol Levine
 Consulting Engineer.....A. D. Ring

WHAM-TV

ROCHESTER—1949

ABC-NBC-DuM

Channel: 6 VHF..AP: 11.7 Kw..VP: 23.4 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager.....John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Promotion, Pub. Dir.....Terry David
 Director of News.....David E. Kessler
 Production Mgr.....James Trayhern
 Film Director.....David Manning
 Chief Engineer.....Kenneth Gardner

WHEC-TV

ROCHESTER—1953—ABC-CBS

Channel: 10 VHF..AP: 5 Kw..VP: 10 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....40 Franklin St.
 Phone Number.....Baker 6740
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Everett-McKinney, Bolling
 Membership.....NARTB, BAB
 President.....Frank Gannett
 General Mgr.....Glover DeLaney
 Asst. Gen. Mgr.....Lowell H. MacMillan
 Commercial Mgr.....LeMoine C. Wheeler
 Program Director.....William J. Adams
 Promotion Dir.....Ruth Bauer

In its 15th year— and **STILL GROWING!**

from

16 KW

832 feet above

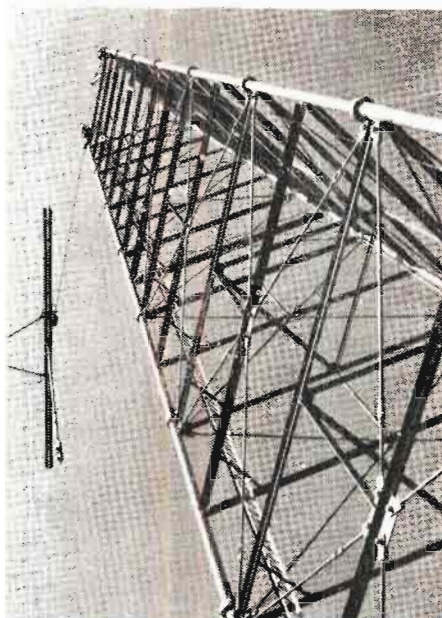
average terrain

channel 4

Very

High

Frequency



to

93 KW

1020 feet above

average terrain

channel 6

Very

High

Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.

WRGB

CHANNEL 6

The General Electric Station, Schenectady, N. Y.

Represented Nationally by NBC Spot Sales

Director of News.....Warren Doremus
Production Mgr.....Douglas Tillett
Film Manager.....James Reidenbach
Chief Engineer.....Bernard C. O'Brien

WVET-TV

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 20 Kw..VP: 40 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Phone Number.....Hamilton 4820
Representative.....Bolling
Pres., Gen. Mgr.....Ervin F. Lyke
Vice-Pres., Prog. Dir.....Paul C. Louthier
Commercial Mgr.....Arthur Murrellwright
Operations Manager.....F. Chase Taylor
Chief Engineer.....Ray Jobes

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Phone Number.....Schenectady 7-2261
Air Time.....17½ hours daily
News Service.....UP
Representative.....NBC Spot Sales
Membership.....NARTB, BAB
Vice-President.....Chester H. Lang
General Manager.....R. B. Hanna, Jr.
Station Manager.....R. W. Welpott
Commercial Mgr.....Robert F. Reid
Program Director.....Albert G. Zink
Station Manager.....R. W. Welpott
Production Supervisor.....Merl Galusha
Promotion Dir.....James Cobb
Chief Engineer.....Willard J. Purcell

WTRI

SCHENECTADY—1954

Channel: 35 UHF..AP: 112 Kw..VP: 214 Kw.
Owned-Oper. By.....Van Curler Bcstg. Corp.
Business Address.....432 State St.
Phone Number.....4-8008
Representative.....Headley-Reed
General Manager.....Richard B. Wheeler
Asst. Manager.....Paul L. Jacobson
Chief Engineer.....Albert Chismark

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw..VP: 190 Kw.
Owned-Oper. By.....Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number.....74-5711
Air Time.....15½ hours daily
News Service.....UP
Representative.....Katz
Membership.....NARTB
President.....E. T. Meredith, Jr.
V.P., Gen. Mgr.....Paul Adanti
Commercial Mgr.....W. H. Bell

Promotion Director.....Robert G. Peel
Program Director.....Gordon J. Alderman
Chief Engineer.....Frank Spain
(See Page 894)

WSYR-TV

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number.....3-7111
News. Affil. Post & Standard, Herald-Journal
News Service.....UP
Representative.....Headley-Reed, Kettell-Carter
Membership.....NARTB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Dir. of Sales.....W. R. Alford, Jr.
Program Director.....William V. Rothrum
Prom., Pub. Dir.....Thomas McCollum
Dir. of News & Spec. Events.....Fred Hillegas
Production Manager.....James McDonald
Chief Engineer.....A. G. Belle Isle
Consulting Engineer.....Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 100 Kw..VP: 186.9 Kw.
Owned-Oper. By.....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number.....3-0404
Air Time.....17 hours daily
News Service.....UP
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallel
General Manager.....Michael C. Fusco
Program Director.....Jack Fredericks
Promotion Director.....Martin Kovacs
Production Mgr.....Edwin Whittaker
Film Director.....Joseph Casaletta
Chief Engineer.....DeForest T. Layton, Jr.
Consulting Engineer.....George P. Adair

NORTH CAROLINA

TV HOMES 398,000

POPULATION 4,224,000

STATIONS IN STATE 9

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62..AP: 13 Kw..VP: 6 Kw.
Owned-Operated By.....WISE, Inc.
Address.....100 College St.
Representative.....Bolling
General Manager.....Harold H. Thoms



EVERYWHERE YOU GO THEY'RE WATCHING...

In Paris they're watching . . . in Texas, and Delhi, and in more than 250 similar communities in Central New York. Exotic place names notwithstanding, they're all good New York Staters, 2¼ million of them, but they've ridden the magic carpet of Channel 8, and they're all cosmopolitans, too.

(P. S. A little more worldly than their forebears, perhaps, but it's still good old American dollars that they spend. WHEN shows 'em what to buy . . . and where . . . and how!)

SYRACUSE

NEW YORK

Commercial Mgr. Loyd B. Leonard
 Program Director. Art Waller
 Chief Engineer. John Randolph

WAYS-TV

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF..AP: 12 Kw..VP: 24 Kw.
 Owned-Oper. By. Inter-City Advt. Co.
 Business Address. 3229 South Blvd.
 Phone Number. 3-7173
 Air Time. 5 hours daily
 News Service. UP
 Representative. Bolling
 President. George W. Dowdy
 Gen., Sta. Mgr. James P. Poston
 Promotion Dir. Don Matney
 Chief Engineer. B. C. Stewart
 Consulting Engineer. Craven, Lohnes, Culver

WBTv

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Business-Studio Address. Wilder Bldg.
 Phone Number. 3-8833
 Air Time. 15 hours daily
 News Service. UP, AP
 Representative. TV Spot Sales
 Membership. NARTB
 President. Joseph M. Bryan
 General Manager. Charles H. Crutchfield
 Program Director. Ken Tredwell
 Commercial Manager. Wallace J. Jorgenson
 Promotion Director. J. R. Covington
 Production Manager. Sam Zurich
 Publicity Director. Nelson Benton
 Film Manager. Lacy Sellars
 Chief Engineer. Thomas E. Howard
 Consulting Engineer. A. D. Ring

WCOG-TV

GREENSBORO—1954

Channel: 57 UHF..AP: 59 Kw..VP: 115 Kw.
 Owned-Oper. By. Inter-City Advt. Co.
 Business Address. 314 S. Greene St.
 Phone Number. 3-6925
 Representative. Bolling
 General Manager. Gilbert M. Hutchison
 Commercial Mgr. Jack Rimmer
 Chief Engineer. Joe Lamb

WFMY-TV

GREENSBORO—1948

Channel: 2 VHF..AP: 8.4 Kw..VP: 16.72 Kw
 Owned-Operated By. Greensboro News Co.
 Address. 212 N. Davie St.
 Phone Number. 4-0114
 Air Time. 14½ hours daily
 News Service. UP
 News. Affil. News, Record
 Representative. Harrington, Righter & Parsons
 Membership. NARTB

Gen., Sta. Manager. Gaines Kelley
 Commercial Mgr. Wm. S. Baskerville
 Program Director. Gomer R. Lesch
 Film Manager. Charles Seward
 Chief Engineer. William E. Neill
 Consulting Engineer. Craven, Lohnes, & Culver

WNCT

**GREENVILLE—1953
 ABC-CBS-NBC-DuM**

Channel: 9 VHF..AP: 56 Kw..VP: 93 Kw.
 Owned-Oper. By. Carolina Bcstg. System Inc.
 Business Address. Box 898
 Phone Number. 6181
 Air Time. 6¼ hours daily
 News Service. INS, UP
 Representative. Pearson
 Membership. NARTB
 President. Earl W. Westbrook
 Gen., Sta. Mgr. A. Hartwell Campbell
 Commercial Mgr. John G. Clark
 Program Director. Larry Carr
 Director of News. Bob Dupree
 Production Mgr. Tom Chick
 Pub., Prom. Dir. Ec Wall
 Film Manager. Malcolm Nicholson
 Chief Engineer. Hank Tribbley

WNOA-TV

**RALEIGH—1953
 ABC-CBS-NBC-DuM**

Channel: 28 UHF..AP: 8.8 Kw..VP: 17.5 Kw.
 Owned-Oper. By. Sir Walter Television Co.
 Business Address. 219 S. McDowell St.
 Phone Number. 2-0321
 Air Time. 8 hours daily
 News Service. AP
 Representative. Avery-Knodel, Inc.
 Membership. NARTB, BAB
 President. John W. English
 Gen., Sta. Mgr. Charles G. Baskerville
 Commercial Mgr. Earl Welde
 Program Director. Byron Davidson
 Promotion Dir. Hal Stanley
 Film Manager. Georget Peterson
 Chief Engineer. Pete Miller

WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF..AP: 21 Kw..VP: 40 Kw.
 Owned-Oper. By. Triangle Bcstg. Corp.
 Business Address. 419-21 N. Spruce St.
 Phone Number. 5-2311
 Air Time. 10 hours daily
 Newspaper Affiliate. Winston-Salem Journal
 & Twin City Sentinel
 News Service. UP
 Representative. Headley-Reed
 Membership. NARTB
 President. W. K. Hoyt
 Ev. Vice Pres., Gen. Mgr. Harold Essex
 Sales Manager. Harry B. Shaw
 Program Director. Robert C. Estes

North Carolina's FIRST Post-Freeze VHF!



Winston-Salem

plus

Greensboro & High Point

*"The Tar Heel
Golden Triangle"*



Interconnected Television Affiliate

National Representative: The Headley-Reed Co.

◆ U. S. TELEVISION STATIONS ◆

Operations Mgr. Phil Hedrick
Film Manager Carl Weigold
Consulting Engineer.. Craven, Lohnes & Culver

W T O B - T V

WINSTON-SALEM—1953

ABC-DuM

Channel: 26 UHF.. AP: 9 Kw... VP: 17.2 Kw.
Owned-Oper. By... Winston-Salem Bcstg. Co.
Business Address..... 300 South Stratford Rd.
Phone Number 3-4353
Air Time 8 hours daily
News Service..... AP, UP
Representative..... H-R Television
Membership NARTB
Pres., Comm. Mgr..... James W. Coan
Gen., Sta. Mgr..... John G. Johnson
Prog., Prod. Dir..... Tracy Lounsbury
Publicity Director..... Avery Van Etten
Fi'm Manager..... Jack Wiggins
Chief Engineer..... Hassell Bailey
Consulting Engineer..... Frank Kear

NORTH DAKOTA

TV HOMES 13,500

POPULATION 626,000

STATIONS IN STATE 3

K F Y R - T V

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF.. VP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Meyer Bcstg. Co.
Business Address..... 202½ Fourth St.
Phone Number 468
Representative Blair
Exec. V.-P., Gen. Mgr... Frank E. Fitzsimonds
Program Director..... Cal Culver
Commercial Mgr..... Alvin Anderson
Chief Engineer..... Ivar Nelson

W D A Y - T V

FARGO—1953—NBC-CBS-DuM

Channel: 6 VHF.. AP: 33 Kw... VP: 66 Kw.
Owned-Oper. By..... WDAY, Inc.
Business Address..... 118 Broadway
Phone Number 5357
Representative..... Free & Peters
President..... E. C. Reineke
Manager Tom Barnes

Asst. Manager.....Jack Dunn
 Program Manager.....Ken Kennedy
 Promotion Mgr.....Roy Pedersen
 Production Dir.....Jack Gauritte
 Chief Engineer.....Julius Hetland

KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 15 Kw..VP: 29.5 Kw.
 Owned-Oper. By.....North Dakota Bcstg. Co.
 Business Address.....15-A West Central Ave.
 Phone Number51-161
 Air Time.....9 hours daily
 News Service.....AP, UP
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....John W. Boler
 Sta., Comm. Mgr.....W. L. Hurley
 Program Director.....Hal Kennedy
 Promotion Directmor.....C. Putnam
 Director of News.....W. H. Johnson
 Production Mgr.....Arvid Johnson
 Film Manager.....D. Lallathin
 Chief Engineer.....Joseph Main
 Consulting Engineer.....Lloyd R. Amoo

OHIO

TV HOMES 2,017,500

POPULATION 8,385,000

STATIONS IN STATE 20

WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw..VP: 18.2 Kw.
 Owned-Oper. By.....Summit Radio Corp.
 Business Address.....First National Tower
 Phone Number.....Hemlock 4-6151
 Air Time.....5 hours daily
 Newspaper Affiliation...Akron Beacon Journal
 News Service.....AP
 RepresentativeWeed
 MembershipNARTB
 Pres., Gen. Mgr.....S. Bernard Berk
 Station Manager.....Roger G. Berk
 Commercial Mgr.....Lowell E. Jackson

"New TV Capitol of the Midwest"*

(*No idle boast — read copy below
 for proof positive)

KFYR-TV

TELECASTING
 ON CHANNEL 5
 BISMARCK, NO. DAK.

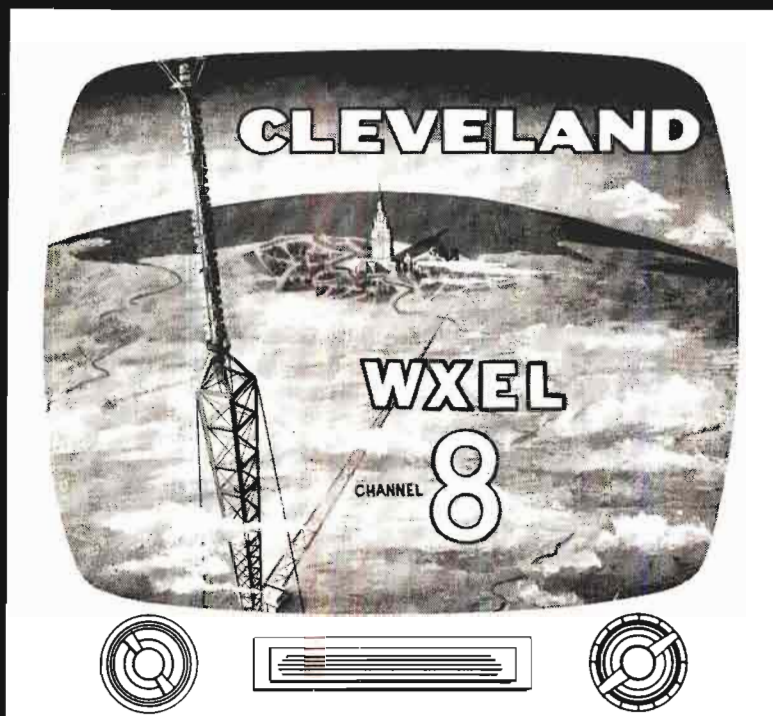
Telecasting from atop the State Capitol building,
 KFYR-TV delivers unrivalled coverage in the
 wealthy, Midwest farm belt—and throughout
 the heart of the oil-rich Williston Basin.

KFYR-TV guarantees a ready-made,
 responsive buying audience, built up through
 years of top-flight radio programming.

NBC • DUMONT • CBS

KFYR-TV CHANNEL 5 BISMARCK, NO. DAK.
 REPRESENTED NATIONALLY BY JOHN BLAIR





CLEVELAND'S FASTEST GROWING TELEVISION STATION

with

NEW HIGH TOWER

1,000 feet above average terrain... 684 feet above Terminal Tower

NEW HIGH POWER

Almost double effective radiated power

NEW HIGH ENTERTAINMENT

- TOP NETWORK SHOWS
- TOP LOCAL PERSONALITIES
- TOP SPORTS COVERAGE
- THE STATION FOR THE INDIANS-BROWNS

WXEL *Cleveland • Channel* 8

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Owned and Operated by The Empire Coil Co.

Program Director.....Bloyce M. Wright
Promotion Director.....A. R. Cooper
Film Manager.....William Mavrides
Chief Engineer.....Irwin L. Knopp
Consulting Engineer.....Kear & Kennedy

WICA-TV

ASHTABULA—1953

Channel: 15 UHF..AP: 10 Kw..VP: 19 Kw.
Owned-Oper. By.....WICA, Inc.
Business Address.....Jefferson Road
Phone Number.....32-126
Air Time.....3 hours daily
News Service.....UP
Representative.....Gill-Perna
President.....D. C. Rowley
General Manager.....John Colin
Business Manager.....Donald Fassett
Office Manager.....Jack Murray
Program Director.....John Strassen
Promotion Director.....Lawrence Geretty
Publicity Director.....Arlene Klammer
Film Manager.....Fred Baker
Chief Engineer.....Frank Barnato

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw..VP: 250 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CAPital 0777
Air Time.....17½ hours daily
News Service.....UP
Newspaper Affiliation.....Scripps-Howard
Representative.....The Branham Co.
Membership.....NARTB
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Harry LeBrun
Program Director.....Ed Weston
Pub., Prom. Dir.....Richard Zavon
Film Manager.....Sid Barger
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 125 Kw..VP: 250 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....17½ hours daily
News Service.....AP
Newspaper Affiliation.....Times-Star
Representative.....The Katz Agency, Inc.
Membership.....NARTB
President.....Herbert Taft, Jr.
General Manager.....U. A. Latham
Asst. Gen. Mgr.....Don L. Chapin
Pub. Dir.....Fred Thomas
Program Director.....Paul Shumate
Nat'l Sales Mgr.....Kenneth Church
Promotion Director.....Lila Lambert
Director of News.....George Palmer
Production Manager.....Bob Huber
Film Manager.....James S. Henkel

Comm., Prod. Mgr.....Barbara Hamrick
Chief Engineer.....George A. Wilson

WLW-TV

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By...Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Representative.....WLW Sales
President.....R. E. Dunville
Dir. of TV Oper. & V.P.....John T. Murphy
Sales Manager.....John H. Bone
Promotion Dir.....Frederic Gregg
Chief Engineer.....R. J. Rockwell
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF..AP: 47 Kw..VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....Tower 1-5454
Air Time.....16½ hours daily
News Service.....UP
Newspaper Affiliation.....Scripps-Howard
Representative.....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events..Donald L. Perris
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address.....815 Superior Ave.
Phone Number.....CHerry 1-0942
Air Time.....18½ hours daily
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership.....NARTB, BAB
General Manager.....Lloyd E. Yoder
Dir. of Sales.....Charles Philips
Program Manager.....Brooke Taylor
Dir. of News & Spec. Events....Edward R.
Wallace
Promotion Director.....Clement G. Scerback
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....William A. Howard

WXEL

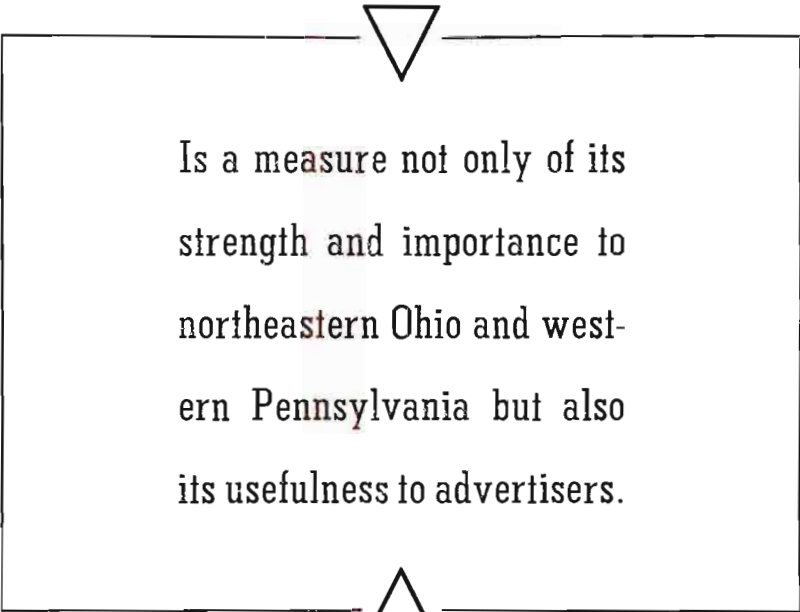
CLEVELAND—1949

ABC-DuM

Channel: 8 VHF..AP: 22.5 Kw..VP: 45 Kw.
Owned-Oper. By.....Empire Coll Co., Inc.
Address.....1630 Euclid Ave.

WFMJ-TV's

1,000 Ft. Tower



Is a measure not only of its
strength and importance to
northeastern Ohio and west-
ern Pennsylvania but also
its usefulness to advertisers.

WFMJ-TV and AM

Youngstown, Ohio