1958 SPRING-SUMMER

# Television Factbook

The **STANDARD REFERENCE** of the Television & Associated Electronics Arts and Industries

**Complete Index on pages 2-22**

**MAP OF STATIONS & NETWORK ROUTES**
**Included as Insert in this Factbook**

**INSTRUCTIONS FOR USE:** This volume supersedes Television Factbook No. 25 (1957 Fall-Winter) and all Addenda thereto (weekly blue sheets). This Factbook also starts a new series of weekly Addenda, reporting on new station starts, FCC grants, applications, allocations changes, etc. Weekly Addenda 26-A, 26-B, et seq., are furnished only to subscribers to the full services of Television Digest (including weekly Newsletter) to enable them to keep the various station and allocations sections of this TV Factbook current.

A Television Digest INC. PUBLICATION
Wyatt Building Washington 5, D. C.

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Allocations Tables
Applications and CPs
Associations & Groups
Attorneys, TV-Radio
Brokers and Services
Call Letters
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Community Antennas
Engineers, Consulting
FCC Directory
Films and Packagers
Foreign Manufacturers
Foreign TV Directory
Network Directories
Newspaper TV Editors
Ownership of Stations
Phono & Hi-Fi Makers
Publications
Radio Manufacturers
Reps, National Sales
Research, Market
Sales of Stations
Sets-in-Use Data
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Statistics, Trade
TV Manufacturers
Telecasting Equipment
Tube Manufacturers

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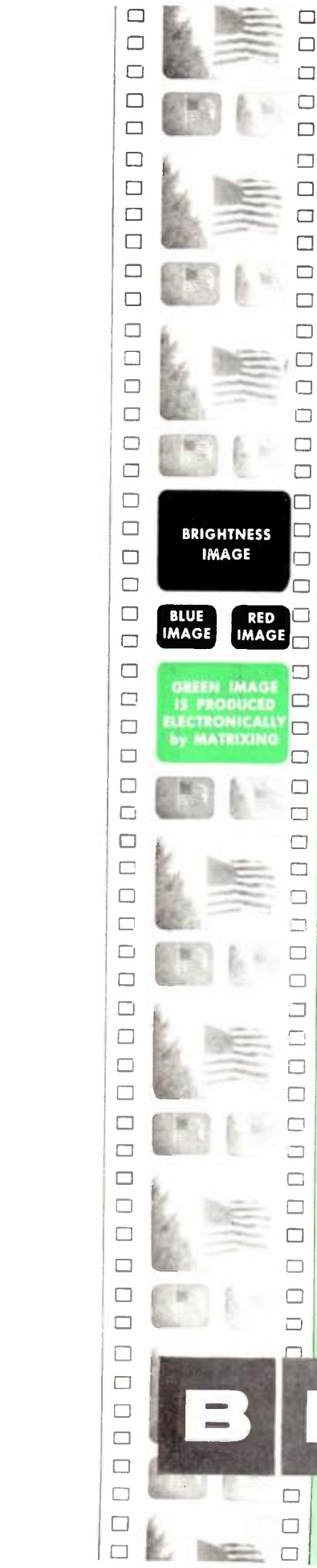


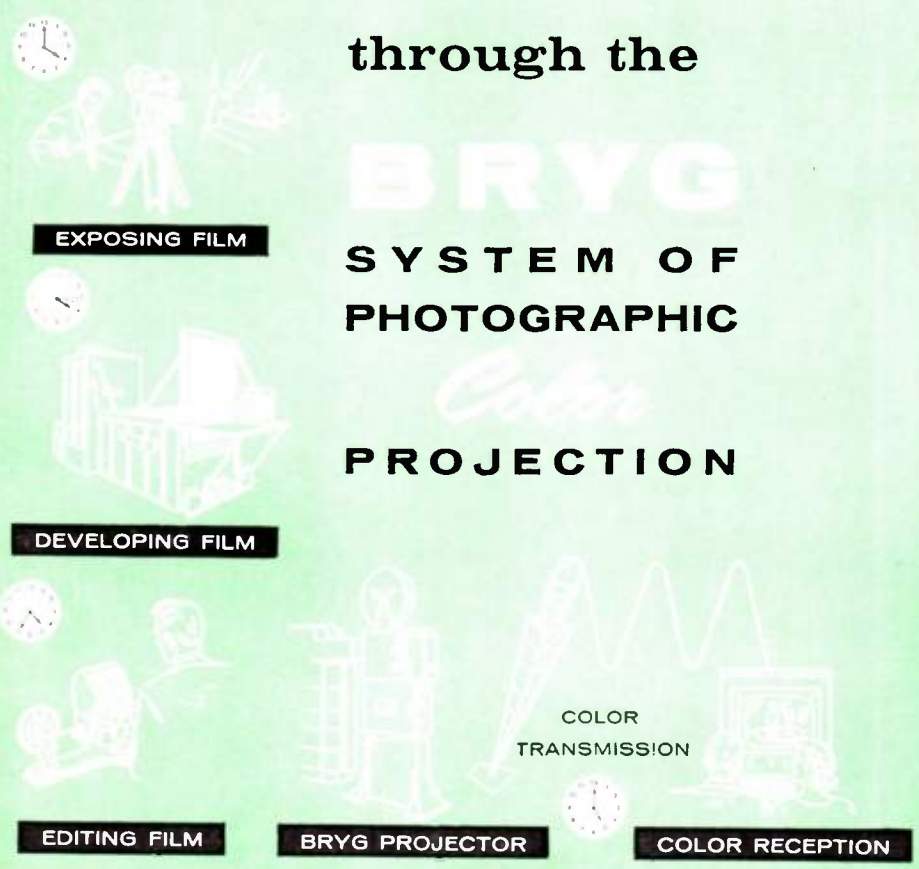


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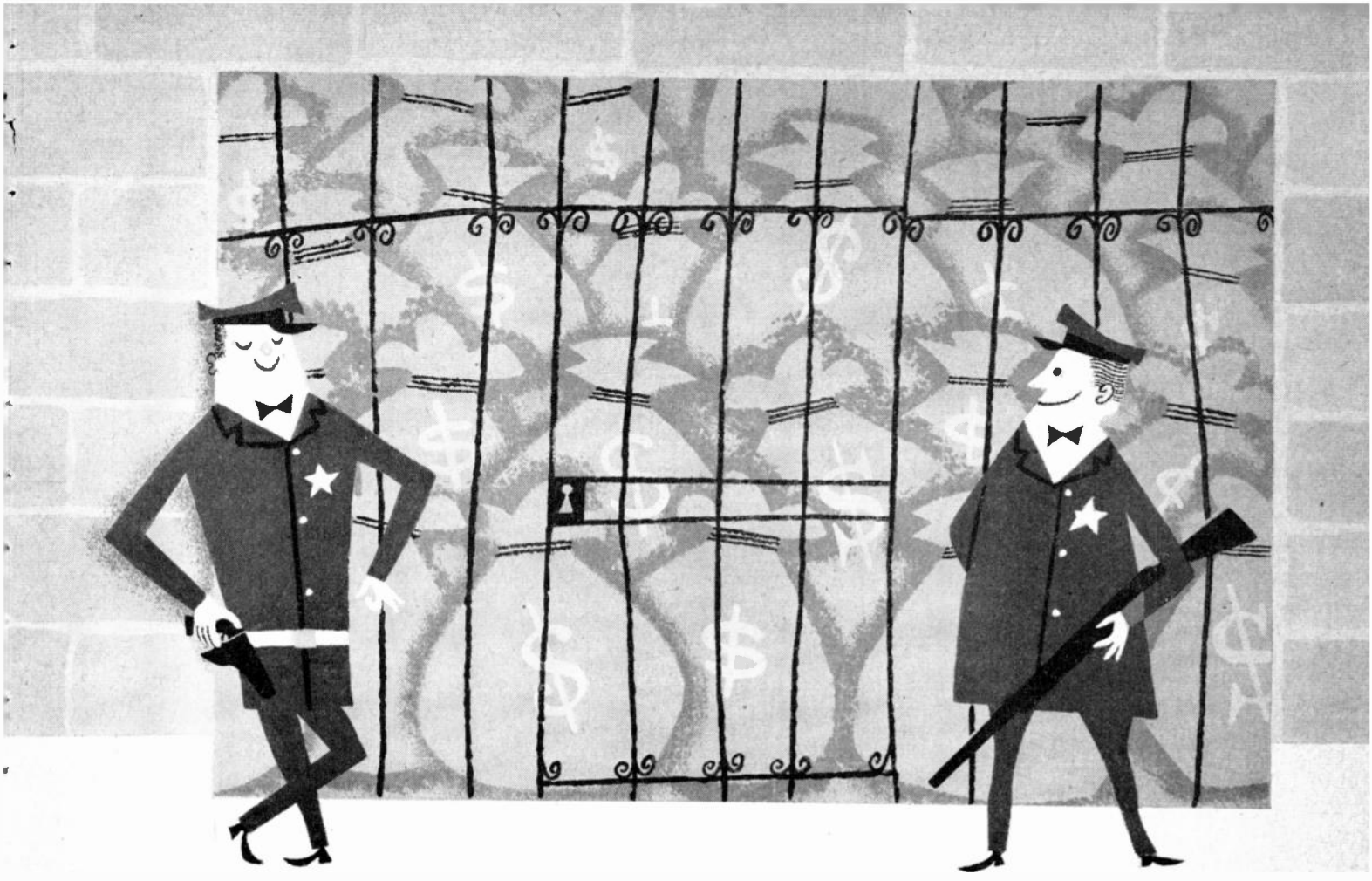

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*1957 Sales Management "Survey of Buying Power"

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# Television Factbook

1958 · SPRING-SUMMER · Number 26

A service of
Television Digest with Electronics Reports
Wyatt Building, Washington 5, D. C. STerling 3-1755
**MARTIN CODEL**, Publisher

**ROBERT CADEL**, Bus. Mgr. & Asst. to Publisher in charge of Factbook
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**TELEVISION FACTBOOK** is published semi-annually, in March and September, by Television Digest, Inc. Price $5 per copy; $3.50 each for 5 or more copies.


### INSTRUCTIONS FOR USE

This volume supersedes Television Factbook No. 25 (1957 Fall-Winter) and all Addenda thereto. This Factbook also starts a new series of weekly Addenda, reporting on new station starts, FCC grants, applications, allocations changes, etc. Weekly Addenda 26-A, 26-B, et seq., are furnished only to subscribers to the full services of Television Digest (including weekly Newsletter) to enable them to keep the various station and allocations sections of this TV Factbook current.

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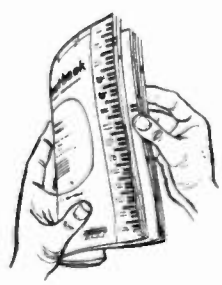

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- Cadillac
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ZIV Television

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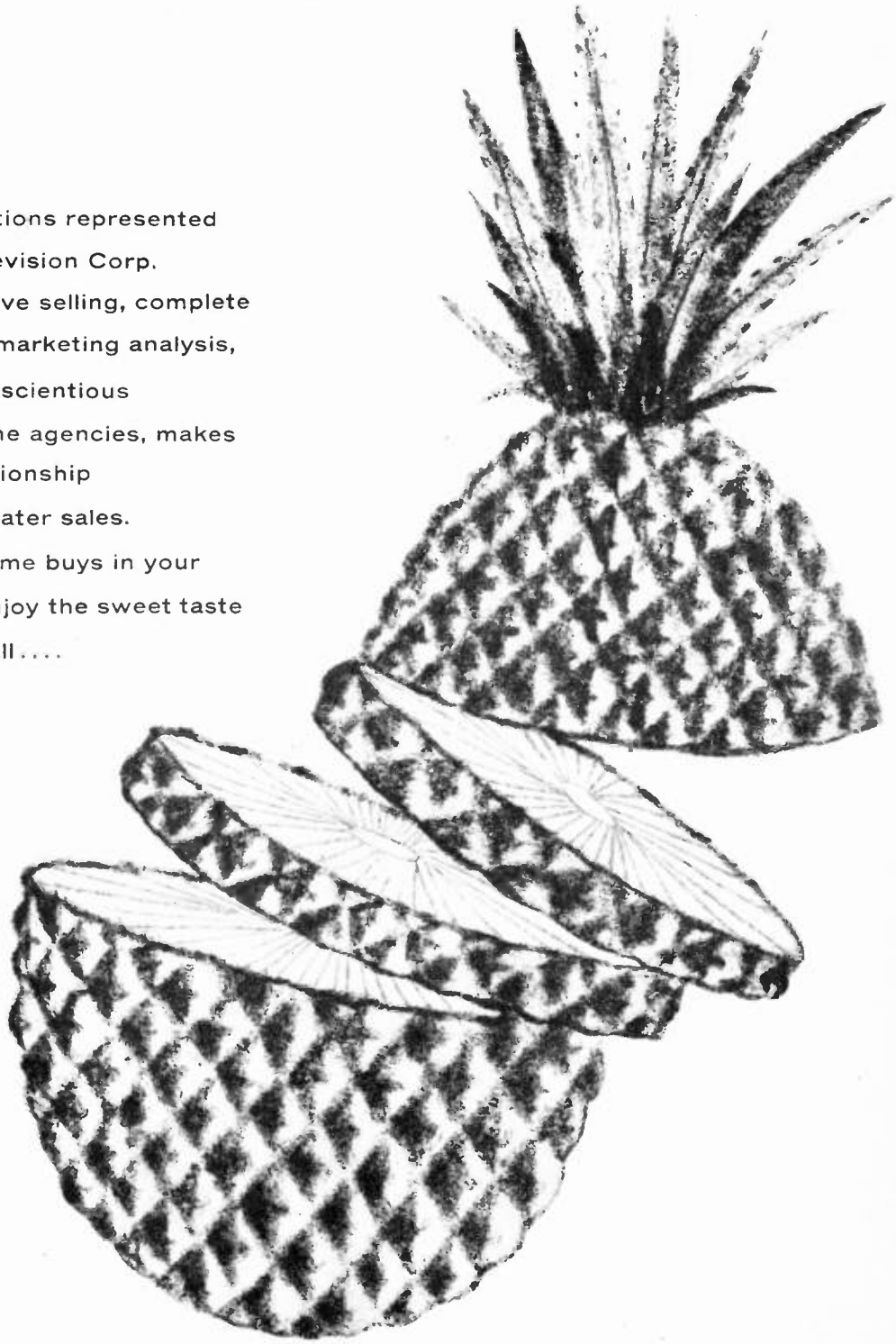

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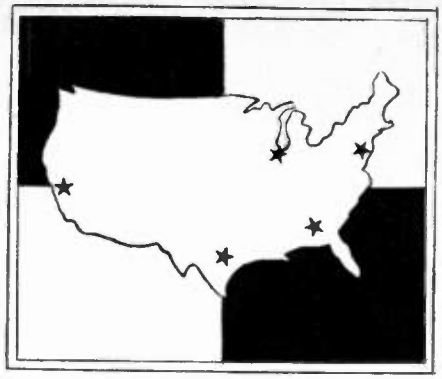

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# TELEVISION ZOOMAR LENSES

# ANNOUNCING

## The NEW Improved

## Super Studio

# ZOOMAR

- For Color and Monochrome
- Color Balanced
- Color Corrected
- Improved Resolution— New Range 55 mm to 180 mm (Ratio 3½ to 1)
- New Speed of F/2.7
- Twelve Inches Long
- Weight 6 Pounds
- Can be interchanged from Camera to Camera in less than a minute

No Camera need be tied up with the New Super Studio Zoomar Lens

*Over 10 years of service to the Television Industry. RCA and GE sell Zoomars*

# IN TV STATIONS EVERYWHERE!

## OVER 300 NOW IN USE

*Super Studio and Universal Zoomars make possible one-camera studio and remote operations*

Super Studio and Universal Zoomars are fast, light and flexible. Operating costs are reduced. Picture quality—sharpness improved. These lenses are mounted or removed from any American orthicon camera in less than a minute.

*The Zoomar lenses challenge your Production Department to create fresh ideas—give Sales something new to talk about. On an average weekend, one network uses 18 Zoomar lenses.*

## Universal ZOOMAR

The all-purpose Universal Zoomar. Ratio of 6 to 1, zooms from 2½ to 16 in.—57 to 400 mm. Speed of F:3/9—Weight: 10 lbs.—Length: 14 in. Does not tie up a camera. This lens has everything for studio and remote operation... indispensable for Basketball, Baseball, Hockey, Football, Tennis, Church Services and other remotes.

*For a demonstration on your own equipment write or call*

JACK A. PEGLER
*President*
TELEVISION ZOOMAR CORPORATION
500 Fifth Avenue, Room 2223 • New York 36, New York • BRyant 9-5835

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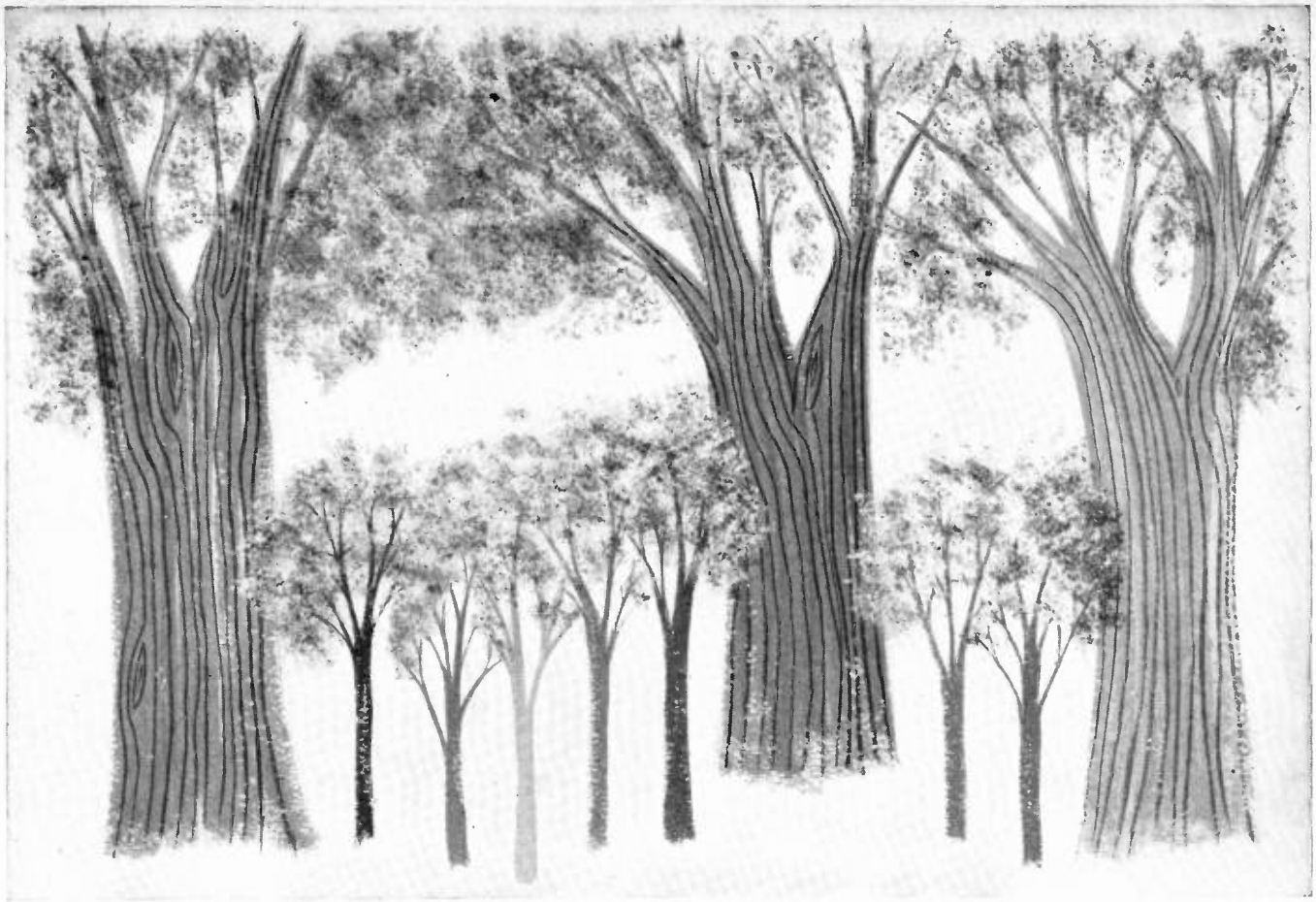

# Some trees are seen in spite of the forest!

The unknown sage who noted that "sometimes you can't see the trees for the forest" might well had today's television industry in mind. The "forest" has been growing steadily thicker — and the job of making your station stand out from the rest gets correspondingly harder.

Only a few stations have the ingredients of leadership — the prestige, community stature, programming and acceptance — to tower above the rest. It is for them that specialized representation, as developed by Harrington, Righter and Parsons, has been created. Tailored to each station's individual character, it translates local leadership to levels of national recognition.

Specialized representation, by its very nature, is for only a few. Perhaps (like the stations listed here) you are one of them.

**HARRINGTON, RIGHTER & PARSONS, Inc.**

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

***television — the only medium we serve***

**W-TEN** *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
**WJRT** *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
**WTPA** *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
**WHAS-TV** *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
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TELESCRIPT CSP INC.

*the finest in . . . . .*

TV STUDIO PROMPTING EQUIPMENT

263 West 69th Street, N.Y.C. TRafalgar 4-7272

# BIG THINGS ARE HAPPENING AT

# MGM-TV

NOW ON NBC SPONSORED BY COLGATE-PALMOLIVE

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PETER LAWFORD · PHYLLIS KIRK · And ASTA

SOLD TO NBC

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KEITH LARSEN · BUDDY EBSEN · DON BURNETT

AVAILABLE FOR FALL 1958 SPONSORSHIP

## MIN AND BILL

PEGGY WOOD · CHILL WILLS

NOW IN PREPARATION FOR PRODUCTION

THE FEMININE TOUCH

YOU'RE ONLY YOUNG ONCE

GOODBYE, MR. CHIPS

and the fabulous MGM FEATURES are now seen in nearly 90 markets!

MGM-TV

A SERVICE OF LOEW'S INCORPORATED

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# NO-CAL IS SOLD ON SPOT...

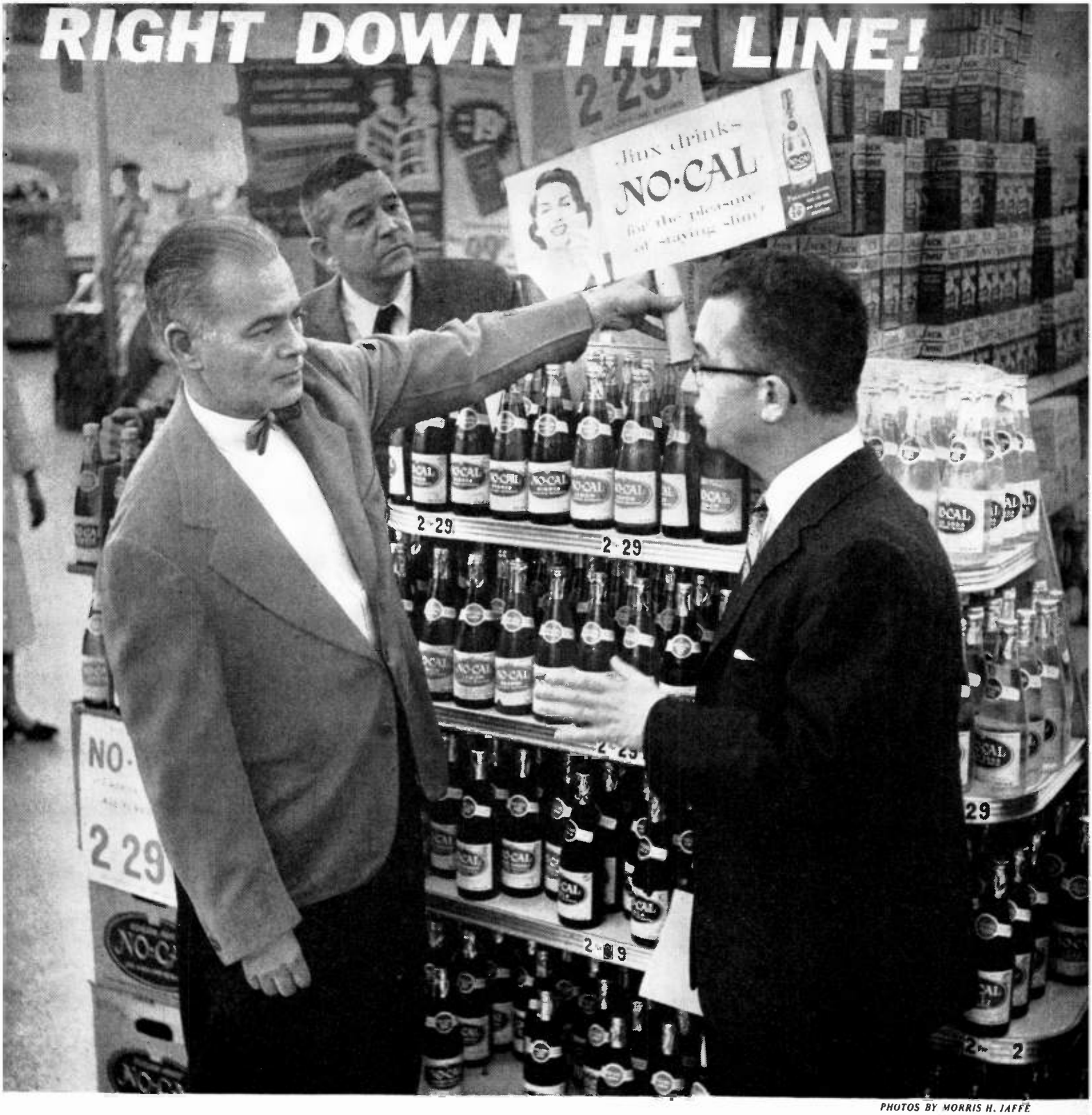
**ADVERTISER:** ***How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.***

No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate that campaign on our prime sales target—the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete merchandising and promotion program—the headline-making *Miss No-Cal Contest*."

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the *Miss No-Cal Contest* for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

*Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.*




PHOTOS BY MORRIS H. JAFFE

**RETAILER:** ***Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."***

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off *right down the line*. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs and personalities can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

*Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.*

**NBC SPOT SALES**

REPRESENTING TELEVISION STATIONS:

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV-TV
WASHINGTON—WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
LOUISVILLE—WAVE-TV
CHICAGO—WNBQ
ST. LOUIS—KSD-TV
DENVER—KOA-TV
SEATTLE-TACOMA—KOMO-TV
LOS ANGELES—KRCA
HONOLULU—KONA-TV

WRH

**Try MILO for a full house of all Television & Radio broadcast equipment— plus a big extra***

When you buy from Milo, you're buying from a dependable Authorized Distributor of just about every famous name in broadcast equipment. This means complete stocks and immediate delivery of brand new, factory-warranteed material.

POWER & RECEIVING TUBES
SPECIAL PURPOSE TUBES
IMAGE ORTHICONS
ELECTRONIC COMPONENTS
WIRE, CABLE, CONNECTORS
RECORDING EQUIPMENT
PLAYBACK EQUIPMENT
MICROPHONES
TEST INSTRUMENTS
AUDIO COMPONENTS

* The big extra is our national reputation as "Broadcast Headquarters," with many years of experience serving the country's leading TV & Radio stations. Our Broadcast Department is staffed by specialists who know your requirements and how to satisfy them.

**Find out today why...**

**It will pay you to try MILO**

**MILO ELECTRONICS CORP.**

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New York 13, N.Y.

Phone:
BEekman 3-2980

Wire:
Milo WUX N.Y.C.

TWX:
N.Y. 1-1839


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# *Are you taking advantage of* AMPEX DIRECT-TO-CUSTOMER SERVICE?

## HERE IS HOW YOU BENEFIT:

- New application ideas, practical and tested
- Complete product and installation information
- Custom products tailored to your individual needs
- Personal contact with Ampex Research, Engineering and Production

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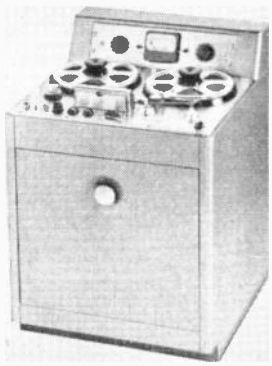
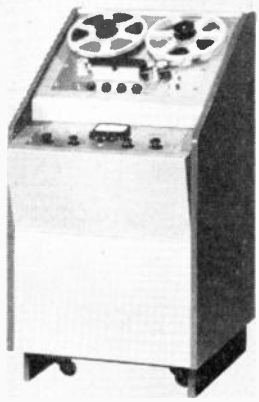
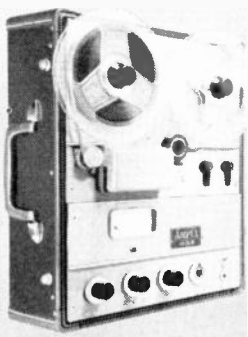
**VIDEOTAPE RECORDERS**
sold only direct



**MODEL 300** sold only direct



**MODEL 350**



**MODEL 601**

Available only direct — Automatic programming systems, tape duplicators, and custom-engineered products.

AMPEX CORPORATION

**854 CHARTER STREET, REDWOOD CITY, CALIFORNIA**

*professional products division*

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CHICAGO, TERRACE 3-7050
DALLAS, LAKESIDE 6-7741
LOS ANGELES, OLIVE 3-1610
NEW YORK, N. Y., PLAZA 3-9232
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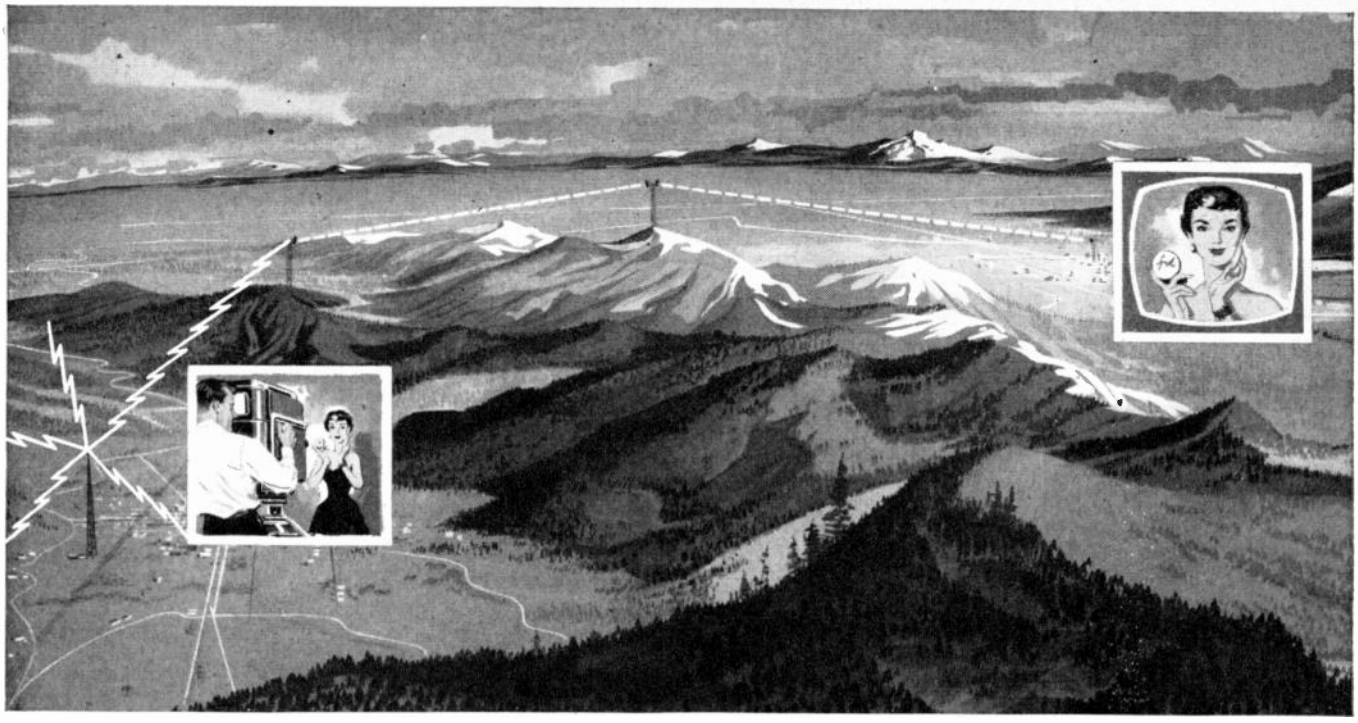
Zenith Radio Corp. 443, 457
Ziv Television Programs Inc. 334
Zugsmith, Albert, Corp. 375, 380



# PHILCO
# TLR-6 Microwave

## Provides Maximum System Reliability for Unattended TV Relaying!

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

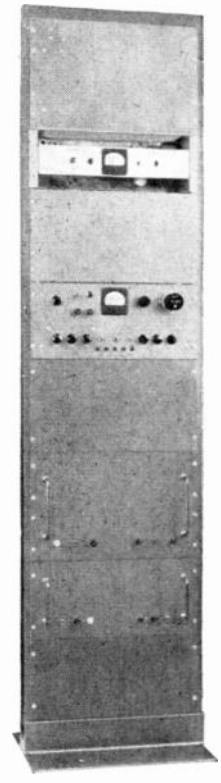
Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



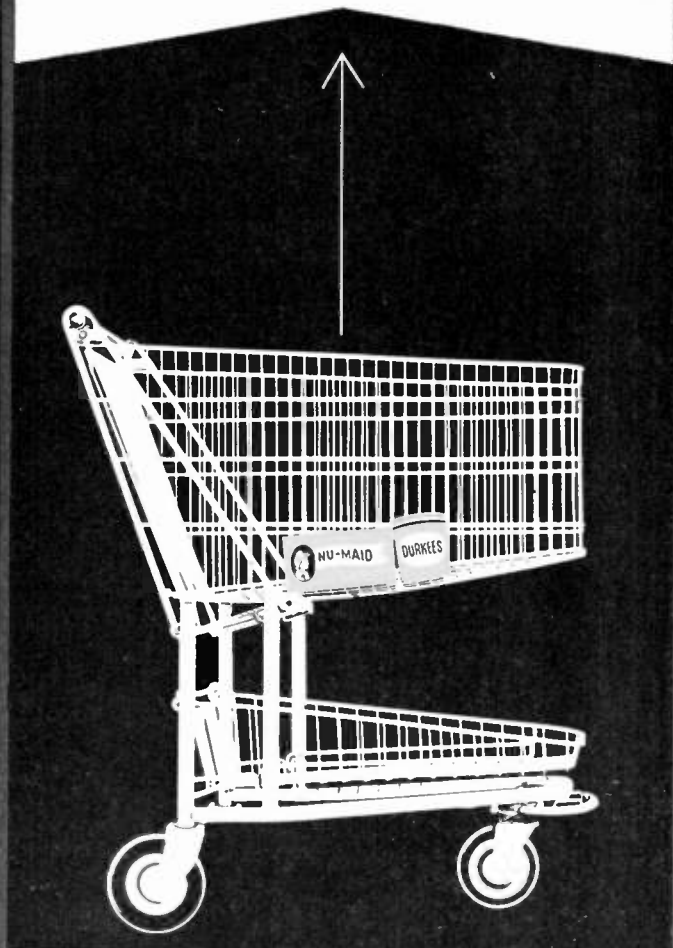
Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

*At Philco, opportunities are unlimited in electronic and mechanical research and engineering.*

PHILCO®

**Government & Industrial Division**
**4712 Wissahickon Ave., Philadelphia 44, Pa.**
**In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario**

# Why Nu-Maid Durkee Director of Sales & Advertising Selects WLW Radio and TV Stations




"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"...all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative . . . you'll be glad you did!

**WLW-T** Television Cincinnati

**WLW-C** Television Columbus

**WLW-D** Television Dayton

**WLW-A** Television Atlanta

**WLW-I** Television Indianapolis

W L W Radio

**Network Affiliations:** NBC; ABC; MBS ▫ **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . Crosley Broadcasting Corporation, a division of Avco

## TV's Alphabet Soup:

# Commonly Used Initials & Abbreviations

**AAAA**—American Association of Advertising Agencies
**AAAA**—Associated Actors & Artistes of America
**AAP**—Associated Artists Productions Inc.
**ABC**—ABC Television Ltd. (formerly Associated British Cinemas)
**ABC**—American Broadcasting Company
**ABC**—Australian Broadcasting Commission
**ACA**—American Communications Association
**ACC**—Air Coordinating Committee
**ACL**—Adler Communications Laboratories
**AFA**—Advertising Federation of America
**AFCCE**—Association of Federal Communications Consulting Engineers
**AFCEA**—Armed Forces Communications & Electronics Assn.
**AFM**—American Federation of Musicians
**AFRS**—Armed Forces Radio Service
**AFTRA**—American Federation of Television & Radio Artists
**AFTS**—Armed Forces Television Service
**AGMA**—American Guild of Musical Artists
**AGVA**—American Guild of Variety Artists
**AIEE**—American Institute of Electrical Engineers
**AIR**—All India Radio
**AIR**—Asociacion Interamericana de Radiodiffusion (same as IABB)
**AMST**—See MST
**ANA**—Association of National Advertisers
**ANPA**—American Newspaper Publishers Assn.
**AP**—Associated Press
**APBE**—Association for Professional Broadcasting Education
**A-R**—Associated-Rediffusion Ltd. (British)
**ARB**—American Research Bureau
**ARF**—Advertising Research Foundation
**ARRL**—American Radio Relay League
**ASCAP**—American Society of Composers, Authors & Publishers
**ASP**—Airspace Panel
**ATAS**—See ATVAS
**ATFP**—Alliance of Television Film Producers
**AT&T**—American Telephone & Telegraph Co.
**ATV**—Associated Television Ltd. (British)
**ATVAS**—Academy of Television Arts & Sciences
**AWRT**—American Women in Radio & TV

**BBC**—British Broadcasting Corporation
**BDSA**—Business & Defense Services Administration, Dept. of Commerce
**BMI**—Broadcast Music Inc.
**BOTV**—Box Office Television Inc.
**BR**—Bayerischer Rundfunk, Munich (Germany)

**CARTA**—Catholic Apostolate of Radio, Television & Advertising
**CARTB**—Canadian Association of Radio & Television Broadcasters
**CATV**—community TV antenna
**CBC**—Canadian Broadcasting Corporation
**CBS**—Columbia Broadcasting System
**CCBS**—Clear Channel Broadcasting Service
**CCIR**—International Radio Consultative Committee
**CCT**—Committee for Competitive Television
**CCTV**—closed-circuit television
**CLT**—Compagnie Luxembourgeoise de Telediffusion (Luxembourg)
**CNP**—California National Productions (NBC subsidiary)
**COMPO**—Council of Motion Picture Organizations
**CP**—construction permit
**CTS**—Closedcircuit Telecasting System Inc.

**DBA**—Daytime Broadcasters Association
**DBC**—DuMont Broadcasting Corp.
**DFS**—Deutsches Fernsehen (Germany)
**DSR**—Statsradiofonien (Denmark)
**EBU**—European Broadcasting Union
**ECA**—Electronics Corporation of America
**EIA**—Electronic Industries Assn.
**EMP**—Extended Market Plan (CBS)
**ETV**—educational television

**FAE**—Fund for the Advancement of Education
**FCBA**—Federal Communications Bar Assn.
**FCC**—Federal Communications Commission
**FTC**—Federal Trade Commission
**FTL**—Federal Telecommunication Laboratories

**GE**—General Electric Co.
**GPE**—General Precision Equipment Corp.
**GPL**—General Precision Laboratory Inc.

**HR**—Hessischer Rundfunk, Frankfurt (Germany)

**IAAB**—Inter-American Association of Broadcasters (same as AIR)
**IATSE**—International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators
**IBEW**—International Brotherhood of Electrical Workers
**ICA**—Insuline Corp. of America
**IERT**—Institute for Education by Radio-Television
**IMPPA**—Independent Motion Picture Producers Association
**INR**—Institute National de Radio Commucation (Belgium)
**INS**—International News Service
**IRAC**—Interdepartment Radio Advisory Committee, Office of Defense Mobilization
**IRC**—International Resistance Corp.
**IRE**—Institute of Radio Engineers
**ITA**—Independent Television Authority (Britain)
**ITU**—International Telecommunication Union
**ITV**—industrial television
**IT&T**—International Telephone & Telegraph Co.
**IUE**—International Union of Electrical, Radio & Machine Workers

**JCET**—Joint Council on Educational TV
**JETEC**—Joint Electron Tube Engineering Council
**JIGTSC**—Joint Industry-Government Tall Structures Committee
**JTAC**—Joint Technical Advisory Committee

**kc**—kilocycle

**MBS**—Mutual Broadcasting System
**mc**—megacycle
**MCA**—Music Corporation of America
**MGM**—Metro-Goldwyn-Mayer
**MPAA**—Motion Picture Assn. of America
**MST**—Association of Maximum Service Telecasters

**NAB**—National Association of Broadcasters
**NABET**—National Association of Broadcast Employes & Technicians
**NABUG**—National Association of Broadcast Unions & Guilds
**NAEB**—National Association of Educational Broadcasters
**NAED**—National Association of Electrical Distributors
**NAFBRAT**—National Association for Better Radio & Television
**NAM**—National Association of Manufacturers
**NAMM**—National Assn. of Music Merchants
**NARDA**—National Appliance & Radio-TV Dealers Association
**NARTB**—See NAB
**NATESA**—National Alliance of Television & Electronic Service Associations
**NBC**—National Broadcasting Company
**NBS**—National Bureau of Standards
**NCTA**—National Community TV Assn.
**NEDA**—National Electronic Distributors Association
**NEMA**—National Electrical Manufacturers Association
**NETTC**—National Exhibitors Theatre Television Committee
**NHK**—Japanese Broadcasting Corporation
**NRDGA**—See NRMA
**NRMA**—National Retail Merchants Assn.
**NSTP**—National Society of TV Producers
**NTA**—National Telefilm Associates Inc.
**NTFC**—National Television Film Council
**NTS**—Nederlandse Televisie Stichting (Netherlands)
**NTSC**—National TV System Committee
**NWDR**—Nordwestdeutscher Rundfunk (see NWRV)
**NWRV**—Nord- und Westdeutscher Rundfunkverband (Germany)

**ODM**—Office of Defense Mobilization

**PEP**—Program Extension Plan (NBC)
**PIB**—Publishers Information Bureau
**PMA**—Phonograph Manufacturers Assn.
**PSP**—Program Service Plan (NBC)

**QRG**—Quality Radio Group

**RAB**—Radio Advertising Bureau
**RAI**—Radiotelevisione Italiana
**RCA**—Radio Corporation of America
**RDF**—See RTF
**RETMA**—Radio-Electronics-Television Manufacturers Association
**RFE**—Radio Free Europe
**RIAA**—Record Industry Assn. of America
**RIAS**—Rundfunk im amerikanischen Sektor (U.S. radio in Germany)
**RMC**—Radio Monte-Carlo
**RTDG**—Radio & Television Directors Guild
**RTES**—Radio & Television Executives Society
**RTF**—Radoldiffusion-Television Francaise
**RTNDA**—Radio-TV News Directors Assn.

**SAG**—Screen Actors Guild
**SCG**—Screen Cartoonists Guild
**SDG**—Screen Directors Guild
**SDR**—Suddeutscher Rundfunk, Stuttgart (Germany)
**SDX**—Sigma Delta Chi
**SIMPP**—Society of Independent Motion Picture Producers
**SMPTE**—Society of Motion Picture & TV Engineers
**SRA**—Station Representatives Association
**SRG**—Schweizerische Rundspruch Gesellschaft (Switzerland)
**SSR**—Societe Suisse de Radiodiffusion (Switzerland)
**STA**—special temporary authorization
**STL**—studio-transmitter link
**SWF**—Sudwestfunk, Baden-Baden (Germany)

**TASO**—Television Allocations Study Organization
**TvB**—Television Bureau of Advertising
**TNT**—Theatre Network Television Inc.
**TOA**—Theatre Owners of America
**TPA**—Television Programs of America Inc.

**UE**—United Electrical, Radio & Machine Workers of America
**UER**—See EBU
**UHF-ICC**—UHF Industry Coordinating Committee
**U-I**—Universal-International Pictures Co.
**UIR**—International Broadcasting Union
**UIT**—See ITU
**UP**—United Press
**URSI**—International Scientific Radio Union
**USIA**—United States Information Agency
**USIS**—United States Information Service

**VOA**—Voice of America

**WBC**—Westinghouse Broadcasting Co.
**WCEMA**—West Coast Electronic Manufacturers Association
**Wescon**—Western Electronic Show & Convention
**WGA**—Writers Guild of America

*Dialmanship?* Selectivity is what it's all about. Today—the televiewer decides before he dials. You have to pre-sell him. You have to hammer hard on tune-in promotion.
When you recognize the importance of *Dialmanship*, you realize the influence of TV GUIDE. Five times a day, all week long, more than 14 million televiewers turn to TV GUIDE before they tune to you. Gad, what a place to talk up tune-in . . .

*And make prospects for your product buy!*

TV GUIDE

**NBC Research Dept. Estimates**

# U.S. TV Homes, Sets-in-Use and Percentage of Saturation

**1946-1958**

For sets-in-use in other countries, see Foreign TV Directory section

| Date | TV Homes | Secondary Sets in Homes | Sets in Public Places | Total TV Sets | Total Homes | % TV Saturation |
|---|---|---|---|---|---|---|
| Jan. 1, 1946 | 8,000 | —— | 2,000 | 10,000 | 37,825,000 | 0.02 |
| Jan. 1, 1947 | 14,000 | —— | 2,000 | 16,000 | 38,575,000 | 0.04 |
| Jan. 1, 1948 | 172,000 | 1,000 | 17,000 | 190,000 | 39,950,000 | 0.4 |
| Jan. 1, 1949 | 940,000 | 10,000 | 50,000 | 1,000,000 | 41,475,000 | 2.3 |
| Jan. 1, 1950 | 3,825,000 | 50,000 | 75,000 | 3,950,000 | 43,000,000 | 8.9 |
| Jan. 1, 1951 | 10,270,000 | 165,000 | 115,000 | 10,550,000 | 43,888,000 | 23.4 |
| Jan. 1, 1952 | 15,300,000 | 315,000 | 185,000 | 15,800,000 | 44,760,000 | 34.2 |
| Jan. 1, 1953 | 20,400,000 | 505,000 | 295,000 | 21,200,000 | 45,640,000 | 44.8 |
| Jan. 1, 1954 | 26,000,000 | 800,000 | 500,000 | 27,300,000 | 46,660,000 | 55.8 |
| Jan. 1, 1955 | 30,700,000 | 1,000,000 | 800,000 | 32,500,000 | 47,621,000 | 64.5 |
| Jan. 1, 1956 | 34,900,000 | 1,610,000 | 1,080,000 | 37,600,000 | 48,600,000 | 71.8 |
| Jan. 1, 1957 | 38,850,000 | 2,520,000 | 1,280,000 | 42,650,000 | 49,500,000 | 78.5 |
| July 1, 1957* | 40,000,000 | 3,160,000 | 1,340,000 | 44,500,000 | 49,800,000 | 80.3 |
| Jan. 1, 1958* | 41,800,000 | 3,800,000 | 1,400,000 | 47,000,000 | 50,100,000 | 83.5 |

* Preliminary

# Annual Volume of Advertising in United States

## By Media, 1947-1957 †

**Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission**

**(In Millions of Dollars)**

These are total expenditures by advertisers, not merely receipts by media.

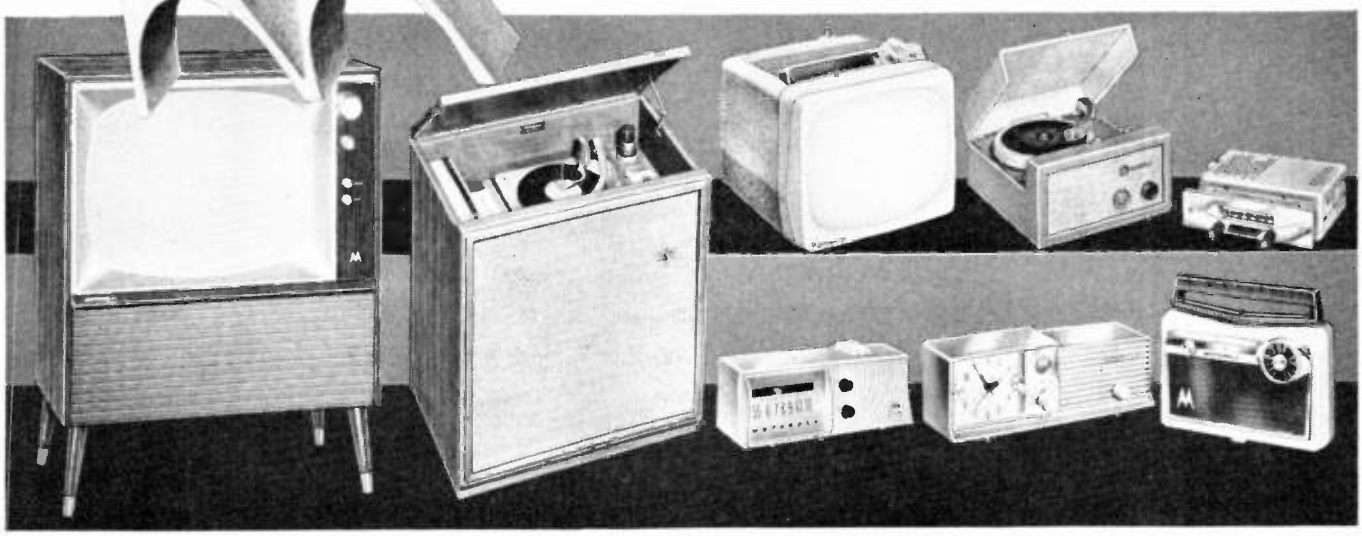
| MEDIUM | | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TELEVISION | Total | .... | .... | 57.8 | 170.8 | 332.3 | 453.9 | 606.1 | 809.2 | 1,025.3 | 1,209.9 | 1,315.0 |
| | Network | .... | .... | 29.4 | 85.0 | 180.8 | 256.4 | 319.9 | 422.2 | 540.2 | 629.7 | 667.0 |
| | Spot | .... | .... | 9.2 | 30.8 | 69.9 | 93.8 | 145.5 | 206.8 | 260.4 | 325.0 | 367.0 |
| | Local | .... | .... | 19.2 | 55.0 | 81.6 | 103.7 | 140.7 | 180.2 | 224.7 | 255.2 | 281.0 |
| RADIO | Total | 506.4 | 561.6 | 571.4 | 605.4 | 606.3 | 624.1 | 611.2 | 558.7 | 544.9 | 567.0 | 648.0 |
| | Network | 201.2 | 210.6 | 203.0 | 196.3 | 179.3 | 161.5 | 141.2 | 114.4 | 84.4 | 60.5 | 64.0 |
| | Spot | 106.4 | 121.1 | 123.4 | 135.8 | 138.3 | 141.5 | 145.6 | 134.9 | 134.1 | 161.0 | 204.0 |
| | Local | 198.8 | 229.9 | 245.0 | 273.3 | 288.5 | 321.1 | 324.4 | 309.4 | 326.7 | 345.5 | 380.0 |
| NEWSPAPERS | Total | 1,475.0 | 1,749.6 | 1,915.7 | 2,075.6 | 2,257.7 | 2,472.8 | 2,644.8 | 2,695.3 | 3,087.8 | 3,235.6 | 3,325.0 |
| | National | 335.6 | 393.7 | 475.7 | 533.4 | 548.9 | 562.4 | 642.7 | 635.1 | 743.3 | 788.9 | 825.0 |
| | Local | 1,139.4 | 1,355.9 | 1,440.0 | 1,542.2 | 1,708.8 | 1,910.4 | 2,002.1 | 2,060.2 | 2,344.5 | 2,446.7 | 2,500.0 |
| MAGAZINES | Total | 492.9 | 512.7 | 492.5 | 514.9 | 573.7 | 615.8 | 667.4 | 667.9 | 729.4 | 794.7 | 830.0 |
| | Weeklies | 245.5 | 257.5 | 245.4 | 261.1 | 296.8 | 325.3 | 350.7 | 362.7 | 396.4 | 439.5 | 469.0 |
| | Women's | 132.9 | 133.4 | 128.6 | 129.4 | 143.6 | 148.8 | 158.2 | 151.9 | 161.1 | 165.6 | 165.0 |
| | General | 85.3 | 86.5 | 83.6 | 87.5 | 95.0 | 101.2 | 117.9 | 114.3 | 133.4 | 152.5 | 159.0 |
| | Farm | 29.2 | 35.3 | 34.9 | 36.9 | 38.3 | 40.5 | 40.6 | 39.0 | 38.5 | 37.1 | 37.0 |
| FARM PUBLICATIONS (National Publications Under Magazines). | Regional | 19.5 | 20.4 | 20.5 | 21.2 | 25.7 | 29.4 | 30.8 | 31.8 | 33.8 | 36.0 | 34.0 |
| DIRECT MAIL | Total | 579.0 | 689.1 | 755.6 | 803.2 | 923.7 | 1,024.3 | 1,099.1 | 2,202.4 | 1,298.9 | 1,419.2 | 1,500.0 |
| BUSINESS PAPERS | Total | 232.5 | 250.9 | 248.1 | 251.1 | 292.1 | 365.2 | 395.0 | 407.5 | 446.2 | 495.5 | 530.0 |
| OUTDOOR | Total | 121.4 | 132.1 | 131.0 | 142.5 | 149.2 | 162.1 | 176.3 | 186.9 | 192.4 | 199.6 | 204.0 |
| | National | 78.9 | 89.2 | 88.4 | 96.2 | 100.7 | 109.4 | 119.0 | 126.2 | 129.9 | 134.7 | 138.0 |
| | Local | 42.5 | 42.9 | 42.6 | 46.3 | 48.5 | 52.7 | 57.3 | 60.7 | 62.5 | 64.9 | 66.0 |
| MISCELLANEOUS | Total | 833.2 | 947.2 | 1,009.6 | 1,125.3 | 1,256.4 | 1,408.6 | 1,524.6 | 1,604.4 | 1,835.7 | 1,947.2 | 2,046.0 |
| | National | 460.8 | 508.8 | 539.8 | 610.1 | 693.1 | 766.0 | 845.4 | 894.5 | 1,040.0 | 1,116.4 | 1,179.0 |
| | Local | 372.2 | 438.4 | 469.8 | 515.2 | 572.3 | 642.6 | 679.2 | 709.9 | 795.7 | 830.8 | 867.0 |
| TOTAL | National | 2,487.3 | 2,776.1 | 2,965.1 | 3,256.8 | 3,700.7 | 4,096.3 | 4,520.3 | 4,811.9 | 5,406.8 | 5,925.6 | 6,304.0 |
| | Local | 1,772.4 | 2,087.5 | 2,237.1 | 2,453.2 | 2,725.4 | 3,059.9 | 3,234.5 | 3,352.2 | 3,787.6 | 3,979.1 | 4,128.0 |
| GRAND TOTAL | | 4,259.7 | 4,863.6 | 5,202.2 | 5,710.0 | 6,426.1 | 7,156.2 | 7,754.8 | 8,164.1 | 9,194.4 | 9,904.7 | 10,432.0 |

* Preliminary. † For 1946 Figures, see TV Factbook No. 23, page 24.

Motorola has branded more than

# 25 million

TV sets, radios, phonos, and hi-fi.



You've seen the secret of these 25 million sales right in your own store. Motorola brands sell faster and easier, because they have *more exclusive features!*

**Motorola is the brand that gives you FIRSTS and EXCLUSIVES like these...**

- ★ Exclusive Roto-tenna handle on portable radios
- ★ Exclusive . . . The Tuning Handle on portable TV
- ★ First with right-up-front tuning on TV
- ★ Exclusive "Guest Conductor" switch on console hi-fi
- ★ First with pushbutton on-off home radios
- ★ Exclusive Volumatic® control on car radios
- ★ First with transistor-powered car radios
- ★ Exclusive easy-set lever timers on clock radios, and many, many more!

**MOTOROLA**

*World's Largest Exclusive Electronics Manufacturer*

**Sylvania Research Estimates***

# Television Sets Produced, Sold and In Use

## Including Screen Sizes, Receivers Scrapped, Portables and Color Sets

By Quarters 1955, 1956 and 1957
(000 Omitted)

| | 1955 Totals | | | | 1956 Totals | | | | 1957 Totals | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr.† |
| **FACTORY PRODUCTION (No. Sets)** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | 47 | 141 | 96 | 109 | 217 | 465 | 597 | 187 | 101 | 85 | 90 |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | 171 | 128 | 222 | 252 | 271 | 433 | 434 |
| Regular 15-in. & Less | 3 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Regular 16 - 18-in. | 273 | 237 | 137 | 138 | 181 | 129 | 15 | 112 | 53 | 37 | 63 | 17 |
| Regular 19 - 21-in. | 1,803 | 1,290 | 1,407 | 1,395 | 1,372 | 956 | 1,037 | 1,031 | 901 | 781 | 1,180 | 1,164 |
| Regular 22-in. & Over | 109 | 68 | 247 | 368 | 183 | 98 | 198 | 167 | 81 | 57 | 106 | 127 |
| Total Black-&-White | 2,188 | 1,641 | 1,932 | 1,996 | 1,845 | 1,571 | 1,844 | 2,128 | 1,475 | 1,247 | 1,867 | 1,832 |
| Color | 2 | 5 | 15 | 28 | 30 | 35 | 40 | 45 | 15[1] | 40[1] | 60[1] | 85[1] |
| TOTAL | 2,190 | 1,646 | 1,947 | 2,024 | 1,875 | 1,606 | 1,884 | 2,173 | 1,490[1] | 1,287[1] | 1,927[1] | 1,917[1] |
| **DISTRIBUTOR SALES TO DEALERS** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | 23 | 77 | 152 | 97 | 126 | 294 | 579 | 165 | 165 | 153 | 190 |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | 56 | 121 | 239 | 194 | 188 | 356 | 511 |
| Regular 15-in. & Less | 6 | 4 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Regular 16 - 18-in. | 243 | 146 | 188 | 216 | 177 | 129 | 50 | 120 | 53 | 32 | 52 | 35 |
| Regular 19 - 21-in. | 1,614 | 867 | 1,646 | 1,539 | 1,234 | 671 | 1,158 | 1,305 | 944 | 575 | 1,084 | 1,198 |
| Regular 22-in. & Over | 105 | 76 | 178 | 340 | 194 | 90 | 192 | 195 | 102 | 86 | 101 | 134 |
| Total Black-&-White | 1,968 | 1,116 | 2,090 | 2,247 | 1,702 | 1,073 | 1,815 | 2,438 | 1,458 | 1,046 | 1,746 | 2,069 |
| Color | 1 | 3 | 12 | 24 | 30 | 25 | 35 | 40 | 15[1] | 40[1] | 55[1] | 60[1] |
| TOTAL | 1,969 | 1,119 | 2,102 | 2,271 | 1,732 | 1,098 | 1,850 | 2,478 | 1,473[1] | 1,086[1] | 1,801[1] | 2,129[1] |
| **DEALER SALES TO PUBLIC** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | 13 | 81 | 143 | 90 | 117 | 260 | 526 | 152 | 178 | 152 | 209 |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | 44 | 113 | 206 | 173 | 185 | 315 | 515 |
| Regular 15-in. & Less | 6 | 6 | ..... | ..... | ..... | 1 | 1 | ..... | ..... | ..... | ..... | ..... |
| Regular 16 - 18-in. | 245 | 153 | 176 | 230 | 190 | 139 | 56 | 112 | 80 | 34 | 54 | 47 |
| Regular 19 - 21-in. | 1,605 | 1,015 | 1,524 | 1,585 | 1,191 | 801 | 1,116 | 1,190 | 1,141 | 643 | 1,014 | 1,228 |
| Regular 22-in. & Over | 88 | 71 | 167 | 313 | 217 | 77 | 189 | 167 | 137 | 88 | 108 | 153 |
| Total Black-&-White | 1,944 | 1,259 | 1,947 | 2,271 | 1,689 | 1,179 | 1,735 | 2,201 | 1,683 | 1,127 | 1,642 | 2,152 |
| Color | 1 | 2 | 10 | 22 | 20 | 25 | 30 | 45 | 10[1] | 40[1] | 50[1] | 60[1] |
| TOTAL | 1,945 | 1,261 | 1,957 | 2,293 | 1,709 | 1,204 | 1,765 | 2,246 | 1,693[1] | 1,167[1] | 1,692[1] | 2,212[1] |
| **NO. SETS SCRAPPED** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 2 | 1[2] | 1 | 1 | 2 |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Regular 15-in. & Less | 165 | 170 | 133 | 119 | 99 | 97 | 107 | 185 | 253[2] | 153 | 222 | 283 |
| Regular 16 - 18-in. | 205 | 212 | 166 | 150 | 134 | 131 | 147 | 252 | 344[2] | 208 | 303 | 389 |
| Regular 19 - 21-in. | 127 | 132 | 104 | 92 | 104 | 101 | 113 | 192 | 265[2] | 160 | 234 | 298 |
| Regular 22-in. & Over | 3 | 3 | 2 | 3 | 4 | 4 | 5 | 8 | 10[2] | 6 | 9 | 11 |
| Total Black-&-White | 500 | 517 | 405 | 364 | 341 | 333 | 372 | 639 | 873[2] | 528 | 769 | 983 |
| Color | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1 |
| TOTAL | 500 | 517 | 405 | 364 | 341 | 333 | 372 | 639 | 873[2] | 528 | 769 | 984 |

## Sets-in-Use—10-Year Cumulative

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NO. OF SETS IN USE (End of Period)** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | 13 | 94 | 238 | 328 | 445 | 705 | 1,229 | 1,382[2] | 1,559 | 1,710 | 1,916 |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | 44 | 157 | 363 | 536[2] | 721 | 1,036 | 1,551 |
| Regular 15-in. & Less | 4,899 | 4,735 | 4,602 | 4,483 | 4,385 | 4,289 | 4,183 | 3,998 | 3,590[2] | 3,437 | 3,215 | 2,932 |
| Regular 16 - 18-in. | 12,528 | 12,469 | 12,479 | 12,558 | 12,614 | 12,622 | 12,531 | 12,391 | 11,998[2] | 11,823 | 11,574 | 11,233 |
| Regular 19 - 21-in. | 15,259 | 16,143 | 17,562 | 19,055 | 20,142 | 20,842 | 21,845 | 22,844 | 23,763[2] | 24,246 | 25,026 | 25,956 |
| Regular 22-in. & Over | 583 | 651 | 816 | 1,126 | 1,339 | 1,412 | 1,596 | 1,755 | 1,891[2] | 1,973 | 2,071 | 2,213 |
| Total Black-&-White | 33,269 | 34,011 | 33,553 | 37,466 | 38,808 | 39,654 | 41,017 | 42,580 | 43,160[2] | 43,759 | 44,632 | 45,801 |
| Color | 6 | 8 | 18 | 40 | 60 | 85 | 115 | 160 | 170[2] | 210 | 260 | 319 |
| TOTAL | 33,275 | 34,019 | 35,571 | 37,500 | 38,868 | 39,739 | 41,132 | 42,740 | 43,330[2] | 43,969 | 44,892 | 46,120 |
| **SETS IN USE (Pct. of Total)** | | | | | | | | | | | | |
| Portables 15-in. & Less | ..... | ..... | .3% | .6% | .8% | 1.1% | 1.7% | 2.9% | 3.2%[2] | 3.6% | 3.8% | 4.1% |
| Portables 16-in. & Over | ..... | ..... | ..... | ..... | ..... | .1 | .4 | .8 | 1.2 | 1.6 | 2.3 | 3.4 |
| Regular 15-in. & Less | 14.7 | 13.9 | 12.9 | 12.0 | 11.3 | 10.8 | 10.2 | 9.4 | 8.3[2] | 7.8 | 7.2 | 6.4 |
| Regular 16 - 18-in. | 37.6 | 36.7 | 35.1 | 33.5 | 32.5 | 31.8 | 30.4 | 29.0 | 27.7[2] | 26.9 | 25.8 | 24.3 |
| Regular 19 - 21-in. | 45.9 | 47.5 | 49.4 | 50.8 | 51.8 | 52.4 | 53.1 | 53.4 | 54.8[2] | 55.1 | 55.7 | 56.3 |
| Regular 22-in. & Over | 1.8 | 1.9 | 2.3 | 3.0 | 3.4 | 3.6 | 3.9 | 4.1 | 4.4[2] | 4.5 | 4.6 | 4.8 |
| Total Black-&-White | 100.0% | 100.0% | 100.0% | 99.9% | 99.8% | 99.8% | 99.7% | 99.6% | 99.6% | 99.5% | 99.4% | 99.3% |
| Color | ..... | ..... | ..... | .1 | .2 | .2 | .3 | .4 | .4 | .5 | .6 | .7 |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

* Prepared by Frank W. Mansfield, director of marketing research, Sylvania Electric Products, Inc., and used with permission. For further details (EIA figures) on TV-radio receiver production, factory-distributor-retail sales, factory & distributor inventories, see pp. 444-445; for TV shipments to dealers by states, see p. 455.

† Preliminary—subject to revision. [1] Estimated. [2] Revised.

**Note:** For 1953 totals, see *TV Factbook No. 22*, p. 19; for 1954 totals, see *TV Factbook No. 24*, p. 24.

# In 5 major markets

. . . Boston, Baltimore, Pittsburgh, Cleveland and San Francisco . . . regardless of its network affiliation . . . the **WBC** television station **is dominant,** delivers massive audiences in the time period that will sell your product best.

WBC television means dynamic selling power, market-by-market flexibility, budget-able costs . . . the dominant station in 5 major markets.

# No selling campaign is complete without the WBC television stations

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

WBZ-TV Boston • KDKA-TV Pittsburgh • KYW-TV Cleveland
Peters, Griffin, Woodward, Inc.

WJZ-TV Baltimore • Blair TV KPIX San Francisco • The Katz Agency, Inc.

# Network Television Billings: PIB Reports, 1949-57 *

| 1949 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 6,273 | $ 104,989 | $ 51,330 | $ 260,693 | $ 423,285 |
| Feb. | 18,674 | 135,036 | 72,200 | 353,055 | 578,965 |
| March | 26,352 | 190,865 | 81,352 | 476,800 | 775,369 |
| April | 47,359 | 186,616 | 87,851 | 477,843 | 799,669 |
| May | 132,146 | 243,241 | 61,394 | 460,440 | 897,221 |
| June | 119,835 | 198,161 | 58,646 | 399,790 | 776,432 |
| July | 119,674 | 114,401 | 73,714 | 317,775 | 625,564 |
| Aug. | 115,002 | 164,471 | 66,154 | 284,160 | 629,787 |
| Sept. | 155,480 | 271,938 | 91,556 | 470,080 | 989,054 |
| Oct. | 217,199 | 590,626 | 80,143 | 937,294 | 1,825,262 |
| Nov. | 214,660 | 677,836 | 124,435 | 1,035,808 | 2,052,739 |
| Dec. | 219,337 | 568,713 | 106,750 | 1,026,366 | 1,921,166 |
| Total | $1,391,991 | $3,446,893 | $ 955,525 | $6,500,104 | $12,294,513 |

| 1950 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 233,949 | $ 640,822 | † | $1,042,153 | $ 1,916,924 |
| Feb. | 202,911 | 570,708 | † | 978,243 | 1,751,862 |
| March | 344,097 | 675,491 | † | 1,175,186 | 2,194,774 |
| April | 372,022 | 873,343 | † | 1,147,698 | 2,393,063 |
| May | 367,989 | 1,003,658 | † | 1,583,185 | 2,954,832 |
| June | 405,566 | 840,374 | † | 1,574,771 | 2,820,711 |
| July | 210,947 | 380,906 | † | 941,243 | 1,533,096 |
| Aug. | 265,421 | 354,524 | † | 1,242,276 | 1,862,221 |
| Sept. | 461,822 | 892,461 | † | 2,148,399 | 3,502,682 |
| Oct. | 1,221,773 | 2,211,898 | † | 3,007,771 | 6,441,442 |
| Nov. | 1,243,549 | 2,215,744 | † | 3,070,010 | 6,529,303 |
| Dec. | 1,298,616 | 2,304,602 | † | 3,274,757 | 6,877,975 |
| Total | $6,628,662 | $12,964,531 | † | $21,185,692 | $40,778,885 |

† Not available, but DuMont officially announced total 1950 network revenue as $4,500,000.

| 1951 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $1,328,719 | $2,601,165 | $ 435,527 | $4,187,222 | $ 8,552,633 |
| Feb. | 1,254,851 | 2,600,339 | 406,079 | 3,949,360 | 8,210,629 |
| March | 1,539,470 | 2,993,902 | 457,811 | 4,654,063 | 9,645,246 |
| April | 1,432,319 | 2,906,891 | 574,025 | 4,758,309 | 9,671,544 |
| May | 1,385,901 | 3,066,249 | 622,646 | 4,946,338 | 10,021,134 |
| June | 1,437,593 | 2,900,782 | 564,478 | 4,244,240 | 9,147,093 |
| July | 1,351,168 | 3,434,659 | 645,359 | 3,477,952 | 8,909,138 |
| Aug. | 1,444,593 | 3,734,551 | 763,071 | 3,359,856 | 9,302,071 |
| Sept. | 1,622,482 | 4,159,213 | 738,578 | 5,405,243 | 11,925,516 |
| Oct. | 1,897,427 | 4,731,219 | 768,684 | 7,060,289 | 14,457,619 |
| Nov. | 1,911,243 | 4,605,506 | 847,373 | 6,535,907 | 13,900,029 |
| Dec. | 1,980,145 | 4,736,368 | 937,875 | 6,592,673 | 14,247,061 |
| Total | $18,585,911 | $42,470,844 | $7,761,506 | $59,171,452 | $127,989,713 |

| 1952 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $2,020,461 | $5,074,643 | $ 717,148 | $7,259,307 | $15,071,559 |
| Feb. | 2,148,467 | 5,103,043 | 748,544 | 6,813,549 | 14,813,603 |
| March | 2,065,052 | 5,643,123 | 760,593 | 7,320,358 | 15,789,126 |
| April | 1,699,760 | 5,641,831 | 738,926 | 6,946,751 | 15,027,268 |
| May | 1,504,043 | 5,602,634 | 775,063 | 6,822,982 | 14,704,722 |
| June | 1,279,985 | 5,385,820 | 749,497 | 5,794,534 | 13,209,836 |
| July | 1,082,751 | 4,916,245 | 799,074 | 5,963,550 | 12,761,620 |
| Aug. | 1,166,169 | 5,190,934 | 845,780 | 5,618,643 | 12,821,526 |
| Sept. | 1,203,917 | 5,860,751 | 809,475 | 6,769,228 | 14,643,371 |
| Oct. | 1,453,811 | 6,896,206 | 958,674 | 8,076,848 | 17,385,539 |
| Nov. | 1,396,699 | 6,654,812 | 1,026,566 | 8,026,017 | 17,104,394 |
| Dec. | 1,331,588 | 7,088,506 | 1,211,316 | 7,830,806 | 17,462,216 |
| Total | $18,353,003 | $69,058,548 | $10,140,656 | $83,242,573 | $180,794,780 |

| 1953 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 1,604,892 | $ 7,083,619 | $ 982,794 | $ 7,604,638 | $ 17,275,943 |
| Feb. | 1,481,032 | 6,621,629 | 862,299 | 6,876,029 | 15,840,989 |
| Mar. | 1,728,446 | 7,739,812 | 1,054,857 | 7,998,131 | 18,521,246 |
| Apr. | 1,640,597 | 7,770,181 | 850,658 | 7,513,430 | 17,774,866 |
| May | 1,813,985 | 7,622,432 | 903,945 | 8,052,545 | 18,392,907 |
| June | 1,607,320 | 7,399,078 | 835,768 | 7,324,315 | 17,166,481 |
| July | 1,299,471 | 7,422,337 | 592,890 | 6,903,092 | 16,217,790 |
| Aug. | 1,244,993 | 7,783,813 | 742,665 | 6,564,841 | 16,336,312 |
| Sept. | 1,376,017 | 8,503,620 | 678,302 | 7,837,467 | 18,395,406 |
| Oct. | 2,297,862 | 9,381,816 | 1,462,143 | 10,267,232 | 23,409,053 |
| Nov. | 2,396,203 | 9,756,593 | 1,790,981 | 9,654,023 | 23,597,800 |
| Dec. | 2,619,862 | 10,381,879 | 1,617,058 | 10,062,808 | 24,681,607 |
| Total | $21,110,680 | $97,466,809 | $12,374,360 | $96,658,551 | $227,610,400 |

| 1954 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 2,780,574 | $10,713,329 | $ 1,445,608 | $10,116,937 | $ 25,056,448 |
| Feb. | 2,502,372 | 9,965,481 | 1,108,157 | 9,368,148 | 22,944,158 |
| Mar. | 2,640,699 | 11,379,631 | 1,205,526 | 10,981,690 | 26,207,546 |
| Apr. | 2,554,484 | 10,921,640 | 1,068,374 | 10,802,535 | 25,347,033 |
| May | 2,411,656 | 11,488,168 | 988,350 | 11,033,987 | 25,922,161 |
| June | 2,317,879 | 11,448,180 | 778,920 | 9,990,729 | 24,535,708 |
| July | 2,310,281 | 11,861,534 | 623,455 | 8,149,533 | 22,944,803 |
| Aug. | 2,514,815 | 12,275,908 | 820,633 | 8,057,484 | 23,668,840 |
| Sept. | 2,660,601 | 12,936,020 | 802,721 | 9,798,774 | 26,198,116 |
| Oct. | 3,890,802 | 13,985,922 | 1,447,411 | 12,370,228 | 31,694,363 |
| Nov. | 4,134,103 | 14,186,194 | 1,397,328 | 12,357,133 | 32,074,758 |
| Dec. | 3,994,832 | 15,060,653 | 1,457,436 | 13,047,419 | 33,560,340 |
| Total | $34,713,098 | $146,222,660 | $13,143,919 | $126,074,597 | $320,154,274 |

| 1955 | ABC | CBS | DuMont | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 3,718,195 | $15,831,141 | $ 723,960 | $13,172,695 | $ 33,445,991 |
| Feb. | 3,567,696 | 14,694,726 | 597,275 | 12,419,641 | 31,279,338 |
| Mar. | 3,806,425 | 16,036,896 | 628,625 | 14,102,093 | 34,574,039 |
| Apr. | 3,527,558 | 15,426,214 | 462,335 | 13,285,933 | 32,702,040 |
| May | 3,606,427 | 15,978,680 | 273,640 | 13,591,687 | 33,450,434 |
| June | 3,542,304 | 15,724,184 | 218,845 | 12,238,694 | 31,724,027 |
| July | 3,263,803 | 14,635,011 | 131,105 | 11,966,760 | 29,996,679 |
| Aug. | 3,562,676 | 14,959,098 | 55,385 | 11,767,789 | 30,344,948 |
| Sept. | 4,123,780 | 15,188,805 | 11,538 | 13,720,643 | 33,044,766 |
| Oct. | 5,876,756 | 16,590,891 | † | 15,618,704 | 38,086,351 |
| Nov. | 6,496,236 | 16,866,314 | † | 15,489,279 | 38,851,829 |
| Dec. | 6,301,578 | 17,086,161 | † | 16,010,878 | 39,398,617 |
| Total | $51,393,434 | $189,018,121 | 3,102,708 | $163,384,796 | $406,899,059 |

| 1956 | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| Jan. | $ 6,382,046 | $17,820,455 | $14,695,116 | $ 38,897,617 |
| Feb. | 6,418,210 | 16,928,361 | 13,845,000 | 37,191,571 |
| Mar. | 6,747,928 | 17,884,976 | 15,955,688 | 40,588,592 |
| Apr. | 6,173,922 | 17,668,950 | 15,136,596 | 38,979,468 |
| May | 6,639,132 | 18,260,894 | 15,710,403 | 40,610,429 |
| June | 6,119,917 | 17,935,789 | 14,186,929 | 38,242,635 |
| July | 5,532,030 | 18,481,719 | 13,733,765 | 37,747,514 |
| Aug. | 6,842,292 | 19,430,748 | 16,323,549 | 42,596,589 |
| Sept. | 5,673,910 | 18,399,872 | 14,932,295 | 39,006,077 |
| Oct. | 6,878,183 | 20,446,755 | 18,142,005 | 45,466,943 |
| Nov. | 6,619,109 | 19,866,463 | 17,593,056 | 44,078,628 |
| Dec. | 6,699,450 | 20,395,400 | 17,666,721 | 44,761,571 |
| Total | $76,726,129 | $223,520,382 | $187,921,123 | $488,167,634 |

| 1957 | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| Jan. | $ 6,715,581 | $20,231,474 | $16,554,941 | $ 43,501,996 |
| Feb. | 6,175,488 | 18,309,088 | 14,900,631 | 39,385,207 |
| March | 6,848,848 | 20,172,173 | 16,631,974 | 43,652,995 |
| April | 6,682,786 | 19,385,098 | 15,154,388 | 41,222,272 |
| May | 7,258,807 | 20,331,441 | 15,878,585 | 43,468,833 |
| June | 6,413,708 | 18,356,892 | 14,746,537 | 39,517,137 |
| July | 6,348,496 | 18,537,069 | 13,874,872 | 38,700,437 |
| Aug. | 6,134,380 | 18,240,823 | 14,473,077 | 38,848,880 |
| Sept. | 5,704,888 | 19,935,115 | 15,286,270 | 40,926,273 |
| Oct. | 8,093,724 | 22,421,673 | 18,752,891 | 49,268,288 |
| Nov. | 8,079,932 | 21,407,125 | 18,511,686 | 47,998,743 |
| Dec. | 8,614,646 | 21,980,607 | 19,146,483 | 49,741,736 |
| Total | $83,071,284 | $239,284,899 | $193,845,383 | $516,201,566 |

* Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. The 1952 figures also do not include revenues from July national political conventions. PIB began compiling TV figures in 1949, discontinued monthly reports as of Jan. 1, 1958.

† Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.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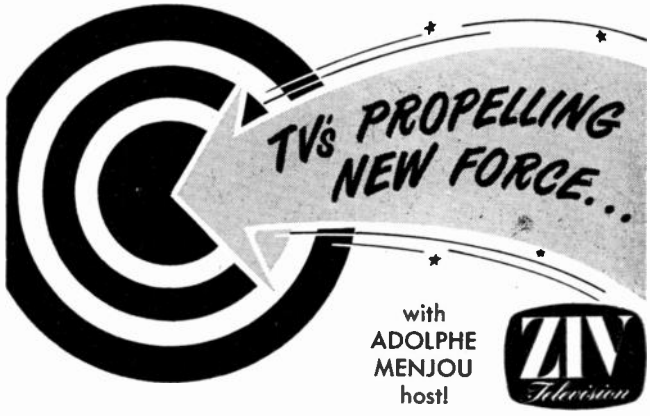


# Revenues, Expenses and Earnings

## Of TV & Radio Stations: 1946-1956

**Summaries of the Financial Data Compiled Annually by FCC Economics Division**

**(Dollar Figures in Millions)**

| Year | No. of Stations Reporting | No. of Networks | Networks and Owned-and-Operated Stations | | | | Other Stations | | | | Total | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | No. of Stations | Broadcast Revenues | Broadcast Expenses | Earnings Before Federal Tax [1] | No. of stations Reporting | Broadcast Revenues | Broadcast Expenses | Earnings Before Federal Tax [1] | Broadcast Revenues | Broadcast Expenses | Earnings before Federal Tax [1] |
| **TELEVISION** | | | | | | | | | | | | | |
| 1946 [2] | 10 | | | | | | | | | | $.5 | | |
| 1947 [2] | 15 | | | | | | | | | | 1.9 | | |
| 1948 | 50 | 4 | 10 | $4.8 | $11.2 | ($6.4) | 40 | $3.9 | $12.4 | ($8.5) | 8.7 | $23.6 | ($14.9) |
| 1949 | 98 | 4 | 14 | 19.3 | 31.4 | (12.1) | 84 | 15.0 | 29.0 | (13.5) | 34.3 | 59.6 | (25.3) |
| 1950 | 107 | 4 | 14 | 55.5 | 65.5 | (10.0) | 93 | 50.4 | 49.6 | .8 | 105.9 | 115.1 | (9.2) |
| 1951 | 108 | 4 | 15 | 128.4 | 117.4 | 11.0 | 93 | 107.3 | 76.7 | 30.6 | 235.7 | 194.1 | 41.6 |
| 1952 (total) | 122 | 4 | 15 | 180.2 | 170.3 | 9.9 | 107 | 144.0 | 98.4 | 45.6 | 324.2 | 268.7 | 55.5 |
| *Pre-freeze* | 93 | | | | | | 93 | 143.4 | 97.6 | 45.8 | | | |
| *Post-freeze* | 14 | | | | | | 14 | 0.6 | 0.8 | (0.2) | | | |
| 1953 (total) | 334 | 4 | 16 | 231.7 | 213.7 | 18.0 | 318 | 201.0 | 151.0 | 50.0 | 432.7 | 364.7 | 68.0 |
| *Pre-freeze* | 92 | | | | | | 92 | 174.5 | 114.0 | 60.5 | | | |
| *Post-freeze VHF* | 114 | | | | | | 114 | 16.1 | 20.3 | (4.2) | | | |
| *UHF* | 112 | | | | | | 112 | 10.4 | 16.7 | (6.3) | | | |
| 1954 (total) | 410 | 4 | 16 | 306.7 | 270.2 | 36.5 | 394 | 286.3 | 232.5 | 53.8 | 593.0 | 502.7 | 90.3 |
| *Pre-freeze* | 92 | | | | | | 92 | 200.9 | 133.3 | 67.6 | | | |
| *Post-freeze VHF* | 177 | | | | | | 177 | 60.0 | 63.8 | (3.8) | | | |
| *UHF* | 125 | | | | | | 125 | 25.4 | 35.4 | (10) | | | |
| 1955 (total) | 437 | 4 [5] | 16 [6] | 374.0 | 306.0 | 68.0 | 421 | 370.0 | 288.5 | 81.5 | 744.7 | 594.5 | 150.2 |
| *Pre-freeze* | 93 | | | | | | 93 | 230.0 | 148.1 | 81.9 | | | |
| *Post-freeze VHF* | 225 | | | | | | 225 | 112.2 | 107.4 | 4.8 | | | |
| *UHF* | 103 | | | | | | 103 | 28.5 | 33.0 | (4.5) | | | |
| 1956 | 475 | 3 | 16 [6] | 442.3 | 356.9 | 85.4 | 459 | 401.4 | 350.4 | 104.2 | 896.9 | 707.3 | 189.6 |
| *Pre-Freeze* | 95 | | | | | | 95 | 260.7 | 171.0 | 89.7 | | | |
| *Post-Freeze VHF* | 269 | | | | | | 269 | 112.2 | 145.0 | 16.4 | | | |
| *UHF* | 95 | | | | | | 95 | 28.5 | 34.4 | (1.9) | | | |
| 1957 [7] | | | | | | | | | | | | | |
| **RADIO** | | | | | | | | | | | | | |
| 1946 | 1025 | 8 [3] | 29 | $102.0 | 82.6 | 19.4 | 996 | 220.6 | 163.5 | 57.1 | 322.6 | 246.1 | 76.5 |
| 1947 | 1464 | 7 [3] | 27 | 104.4 | 84.8 | 19.6 | 1437 | 259.3 | 207.1 | 52.2 | 363.7 | 291.9 | 71.8 |
| 1948 | 1824 | 7 [3] | 27 | 109.1 | 91.0 | 18.1 | 1797 | 298.0 | 252.0 | 46.1 | 407.0 | 342.9 | 64.1 |
| 1949 [4] | 2021 | 7 [3] | 27 | 108.1 | 90.6 | 17.5 | 1994 | 305.7 | 266.9 | 38.8 | 413.8 | 357.5 | 56.3 |
| 1950 [4] | 2229 | 7 [3] | 26 | 110.5 | 91.5 | 19.0 | 2203 | 334.0 | 284.8 | 49.2 | 444.5 | 376.3 | 68.2 |
| 1951 [4] | 2266 | 7 [3] | 25 | 104.0 | 93.9 | 10.1 | 2241 | 346.4 | 299.0 | 47.4 | 450.4 | 392.9 | 57.5 |
| 1952 [4] | 2380 | 7 [3] | 25 | 100.6 | 89.4 | 11.2 | 2355 | 369.1 | 320.2 | 48.9 | 469.7 | 409.6 | 60.1 |
| 1953 [4] | 2479 | 7 [3] | 22 | 97.3 | 86.9 | 10.4 | 2457 | 378.0 | 333.4 | 44.6 | 475.3 | 420.3 | 55.0 |
| 1954 [4] | 2598 | 7 [3] | 21 | 88.6 | 80.4 | 8.2 | 2577 | 361.0 | 327.3 | 33.7 | 449.5 | 407.7 | 41.8 |
| 1955 [4] | 2742 | 7 [3] | 19 | 78.3 | 72.4 | 5.9 | 2724 | 375.0 | 335.0 | 40.0 | 453.4 | 407.4 | 46.0 |
| 1956 [4] | | | | | | | | | | | | | |
| 1956 [4] | 2966 | 7 [3] | 19 | 70.2 | 69.8 | 0.4 | 2947 | 410.4 | 361.6 | 48.8 | 480.6 | 431.4 | 49.2 |
| 1957 [7] | | | | | | | | | | | | | |

**Note:** Revenues are net amounts received by stations and networks from all broadcast sources, including time, talent, programs; in case of TV, non-time revenues run as much as one-third; in case of radio, around 10%.

[1] Parenthesis denotes loss. [2] No figures available for blank columns. [3] Four national networks plus regional networks. [4] Includes AM only, FM only and AM-FM stations. [5] Three networks after Sept. 15, 1955 when DuMont ceased network operations. [6] Includes one post-freeze station (UHF). [7] Data for 1957 due latter 1958.


U.P.

For the pick of newspix

UNITED PRESS

# time buying

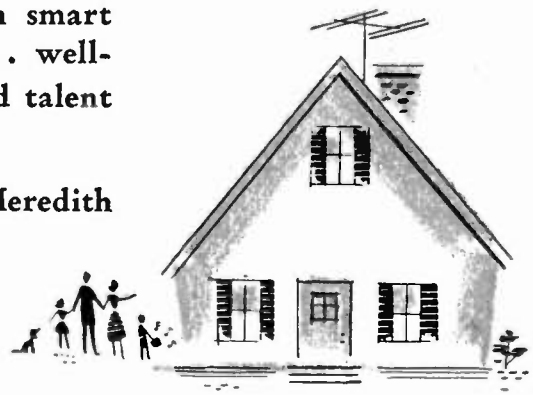
## made easy in 5 key markets...

**KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA**

# Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



| | | | |
|---|---|---|---|
| KANSAS CITY | KCMO | KCMO-TV | The Katz Agency |
| SYRACUSE | WHEN | WHEN-TV | The Katz Agency |
| PHOENIX | KPHO | KPHO-TV | The Katz Agency |
| OMAHA | WOW | WOW-TV | John Blair & Co. and Blair-TV |
| TULSA | KRMG | | John Blair & Co. |

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

# Television Stations by Call Letters: U.S. & Canada

**As of February 15, 1958**

With Channel Numbers in Parentheses. Call Letter Assignments to CP Holders Included.

**Dagger (†) Indicates Educational Non-Commercial Station**

## K

KABC-TV.....Los Angeles (7)
KAKE-TV...Wichita, Kan. (10)
KAKJ.....Reno, Nev. (4)
KALB-TV....Alexandria, La. (5)
KARD-TV....Wichita, Kan. (3)
KARK-TV..Little Rock, Ark. (4)
KATV.....Pine Bluff, Ark. (7)
KAVE-TV....Carlsbad, N.M. (6)
KAYS-TV.....Hays, Kan. (7)

KBAK-TV..Bakersfield, Cal. (29)
KBAS-TV...Ephrata, Wash. (43)
KBAY-TV...San Francisco (20)
KBES-TV.....Medford, Ore. (5)
KBET-TV..Sacramento, Cal. (10)
KBIC-TV.....Los Angeles (22)
KBID-TV.....Fresno, Cal. (53)
KBMB-TV..Bismarck, N.D. (12)
KBMT....Beaumont, Tex. (31)
KBOI-TV.....Boise, Ida. (2)
KBTV.....Denver (9)
KBTX-TV.....Bryan, Tex. (3)

KCBD-TV....Lubbock, Tex. (11)
KCEB.....Tulsa (23)
KCEN-TV.....Temple, Tex. (6)
KCJB-TV.....Minot, N.D. (13)
KCKT.....Great Bend, Kan. (2)
KCMC-TV...Texarkana, Tex. (6)
KCMO-TV..Kansas City, Mo. (5)
KCMT....Alexandria, Minn. (7)
KCOP.....Los Angeles (13)
KCOR-TV.....San Antonio (41)
KCRA-TV..Sacramento, Cal. (3)
KCRG-TV..Cedar Rapids, Ia. (9)
KCSJ-TV.....Pueblo, Colo. (5)
KCTL....Great Falls, Mont. (3)
†KCTS.....Seattle, Wash. (9)
KCTV.....San Angelo, Tex. (8)

KDAL-TV..Duluth-Superior (3)
KDIX-TV..Dickinson, N.D. (2)
KDKA-TV...Pittsburgh, Pa. (2)
KDLO-TV.....Florence, S.D. (3)
†KDPS-TV...Des Moines, Ia. (11)
KDRO-TV.....Sedalia, Mo. (6)
KDSJ-TV...Deadwood, S.D. (5)
KDUB-TV...Lubbock, Tex. (13)
KDUH-TV.Hay Springs, Neb. (4)

KEDY-TV..Big Spring, Tex. (4)
KELO-TV..Sioux Falls, S.D. (11)
KELP-TV....El Paso, Tex. (13)
KENI-TV..Anchorage, Alaska (2)
KENS-TV..San Antonio, Tex. (5)
KEPR-TV.....Pasco, Wash. (19)
KERO-TV..Bakersfield, Cal. (10)
†KETA.....Oklahoma City (13)
†KETC.....St. Louis (9)
KETV.....Omaha, Neb. (7)
KEYT...Santa Barbara, Cal. (3)

KFAR-TV.Fairbanks, Alaska (2)
KFBB-TV.Great Falls, Mont. (5)
KFBC-TV...Cheyenne, Wyo. (5)
KFDA-TV....Amarillo, Tex. (10)
KFDM-TV..Beaumont, Tex. (6)
KFDX-TV.Wichita Falls, Tex. (3)
KFEQ-TV...St. Joseph, Mo. (2)
KFJZ-TV..Ft. Worth, Tex. (11)
KFMB-TV...San Diego, Cal. (8)
KFRE-TV.....Fresno, Cal. (12)
KFSA-TV..Fort Smith, Ark. (22)
KFSD-TV..San Diego, Cal. (10)
KFVS-TV...Cape Girardeau (12)
KFXJ-TV..Montrose, Colo. (10)
KFYR-TV...Bismarck, N.D. (5)

KGBT-TV...Harlingen, Tex. (4)
KGEZ-TV..Kalispell, Mont. (8)
KGGM-TV....Albuquerque (13)
KGHL-TV...Billings, Mont. (8)
KGLD...Garden City, Kan. (11)
KGLO-TV....Mason City, Ia. (3)
KGMB-TV.....Honolulu (9)
KGMS-TV.Sacramento, Cal. (46)
KGNC-TV....Amarillo, Tex. (4)
KGO-TV.....San Francisco (7)
KGTV.....Des Moines, Ia. (17)
KGUL-TV.....Galveston (11)
KGUN-TV....Tucson, Ariz. (9)
KGW-TV....Portland, Ore. (8)
KHAD-TV.....Laredo, Tex. (8)
KHAS-TV....Hastings, Neb. (5)
KHBC-TV.....Hilo, Hawaii (9)

KHJ-TV.....Los Angeles (9)
KHOL-TV....Kearney, Neb. (13)
KHPL-TV.....Hayes Center, Neb. (6)
KHQ-TV.....Spokane (6)
KHQA-TV.....Hannibal, Mo. (7)
KHSL-TV.....Chico, Cal. (12)
KHVH-TV...Honolulu, T.H. (13)

KICA-TV.....Clovis, N.M. (12)
KID-TV....Idaho Falls, Ida. (3)
KIDO-TV.....Boise, Ida. (7)
KIEM-TV.....Eureka, Cal. (3)
KIMA-TV..Yakima, Wash. (29)
KING-TV....Seattle, Wash. (5)
KINY-TV...Juneau, Alaska (8)
KIRO-TV....Seattle, Wash. (7)
KIVA.....Yuma, Ariz. (11)

KJEO.....Fresno, Cal. (47)

KKTV....Colorado Springs (11)

KLAS-TV.....Las Vegas (8)
KLEW-TV.....Lewiston, Ida. (3)
KLFY-TV.....Lafayette, La. (3)
KLIX-TV...Twin Falls, Ida (11)
KLOR-TV.....Provo, Utah (11)
KLRJ-TV...Henderson, Nev. (2)
†KLSE.....Monroe, La. (13)
KLTV.....Tyler, Tex. (7)
KLZ-TV.....Denver (7)

KMAU-TV....Wailuku, T.H. (3)
KMBC-TV..Kansas City, Mo. (9)
KMGM-TV.....Minneapolis (9)
KMID-TV.....Midland, Tex. (2)
KMJ-TV.....Fresno, Cal. (24)
KMMT.....Austin, Minn. (6)
KMOT.....Minot, N.D. (10)
KMOX-TV..St. Louis, Mo. (11)
KMSO-TV..Missoula, Mont. (13)
KMTV.....Omaha, Neb. (3)
KMVA-TV...Victoria, Tex. (19)
KMVI-TV..Wailuku, Hawaii (12)

KNAC-TV...Ft. Smith, Ark. (5)
KNBT-TV.Brownwood, Tex. (19)
KNDA.....Elko, Nev. (10)
†KNME-TV.....Albuquerque, (5)
KNOE-TV.....Monroe, La. (8)
KNOX-TV....Grand Forks (10)
KNTV.....San Jose, Cal. (11)
KNUZ-TV.....Houston (39)
KNXT.....Los Angeles (2)

KOA-TV.....Denver, Colo. (4)
†KOAC-TV....Corvallis, Ore. (7)
KOAM-TV..Pittsburg, Kan. (7)
KOAT-TV.....Albuquerque (7)
KOB-TV..Albuquerque, N.M. (4)
KOCO-TV.....Enid, Okla. (5)
KODE-TV.....Joplin, Mo. (12)
†KOED-TV.....Tulsa (11)
KOIN-TV....Portland, Ore. (6)
KOLD-TV...Tucson, Ariz. (13)
KOLN-TV....Lincoln, Neb. (10)
KOLO-TV.....Reno, Nev. (8)
KOMO-TV.....Seattle (4)
KOMU-TV....Columbia, Mo. (8)
KONA.....Honolulu (11)
KONO-TV.....San Antonio (12)
KOOK-TV..Billings, Mont. (2)
KOOL-TV.....Phoenix (10)
KOOS-TV...Coos Bay, Ore. (16)
KOPR-TV.....Butte, Mont. (6)
KORN-TV....Mitchell, S.D. (5)
KOSA-TV.....Odessa, Tex. (7)
KOTA-TV..Rapid City, S.D. (3)
KOTI...Klamath Falls, Ore. (2)
KOTV.....Tulsa (6)
KOVR.....Stockton, Cal. (13)

KPAC-TV.Port Arthur, Tex. (4)
KPAR-TV.Sweetwater, Tex. (12)
KPHO-TV.....Phoenix (5)
KPIC.....Roseburg, Ore. (4)
KPIX.....San Francisco (5)
KPLC-TV..Lake Charles, La. (7)
KPLO-TV....Reliance, S.D. (6)
KPRC-TV.....Houston (2)
KPTV.....Portland, Ore. (12)

†KQED.....San Francisco (9)
KQTV.....Fort Dodge, Ia. (21)
KRBB.....El Dorado, Ark. (10)
KRBC-TV.....Abilene, Tex. (9)
KRCA.....Los Angeles (4)

KRCG...Jefferson City, Mo. (13)
KRDO-TV.Colorado Springs (13)
KREM-TV.....Spokane (2)
KREX-TV..Grand Junction, Colo. (5)
KRGV-TV.....Weslaco, Tex. (5)
KRIS-TV.....Corpus Christi (6)
KRLD-TV.....Dallas (4)
†KRMA-TV.....Denver (6)
KRNT-TV....Des Moines, Ia. (8)
KROC-TV.Rochester, Minn. (10)
KROD-TV.....El Paso, Tex. (4)
KRON-TV.....San Francisco (4)
KRSD-TV..Rapid City, S.D. (7)

†KSAC-TV..Manhattan, Kan. (8)
KSAN-TV....San Francisco (32)
KSBW-TV.....Salinas, Cal. (8)
KSBY-TV..San Luis Obispo, (6)
KSD-TV.....St. Louis, Mo. (5)
KSHO-TV..Las Vegas, Nev. (13)
KSL-TV.....Salt Lake City (5)
KSLA-TV..Shreveport, La. (12)
KSLM-TV.....Salem, Ore. (3)
KSOO-TV..Sioux Falls, S.D. (13)
KSPG.....Tulsa, Okla. (17)
KSPR-TV.....Casper, Wyo. (6)
KSTF.....Scottsbluff, Neb. (10)
KSTP-TV...St. Paul-Minn. (5)
KSWB.....Elk City, Okla. (8)
KSWO-TV....Lawton, Okla. (7)
KSWS-TV....Roswell, N. M. (8)
KSYD-TV....Wichita Falls, Tex. (6)

KTAG-TV.Lake Charles, La. (25)
KTBC-TV.....Austin, Tex. (7)
KTBS-TV....Shreveport, La. (3)
KTEN.....Ada, Okla. (10)
†KTCA-TV...St. Paul, Minn. (2)
KTES...Nacogdoches, Tex. (19)
KTHV....Little Rock, Ark. (11)
KTIV.....Sioux City, Ia. (4)
KTLA.....Los Angeles (5)
KTNT-TV...Tacoma, Wash. (11)
KTRB-TV....Modesto, Cal. (14)
KTRE-TV.....Lufkin, Tex. (9)
KTRK-TV.....Houston (13)
KTRX...Kennewick, Wash. (31)
KTSM-TV.....El Paso, (9)
KTTS-TV..Springfield, Mo. (10)
KTTV.....Los Angeles (11)
KTUL-TV.....Tulsa, Okla. (8)
KTVA...Anchorage, Alaska (11)
KTVC.....Ensign, Kan. (6)
KTVF....Fairbanks, Alaska (11)
KTVH....Hutchinson, Kan. (12)
KTVI.....St. Louis, Mo. (2)
KTVK.....Phoenix (3)
KTVO.....Kirksville, Mo. (3)
KTVQ.....Oklahoma City (25)
KTVR.....Denver, Colo. (2)
KTVT.....Salt Lake City (4)
KTVU.....Oakland, Cal. (2)
KTVW.....Tacoma, Wash. (13)
KTVX.....Muskogee, Okla. (8)
KTWO-TV.....Casper, Wyo. (2)
KTWX-TV..Sheridan, Wyo. (9)

KUAM-TV....Agana, Guam (8)
KUED.....Salt Lake City (7)
†KUHT.....Houston (8)
KULA-TV.....Honolulu (4)
KUMV-TV....Williston, N.D. (8)
†KUON-TV....Lincoln, Neb. (12)
KUTV.....Salt Lake City (2)

KVAL-TV.....Eugene, Ore (13)
KVAN-TV.....Vancouver (21)
KVAR.....Phoenix (12)
KVDO-TV...Corpus Christi (22)
KVII.....Amarillo, Tex. (7)
KVIP-TV.....Redding, Cal. (7)
KVIQ-TV.....Eureka, Cal. (6)
KVIT.....Santa Fe, N.M. (2)
KVKM-TV..Monahans, Tex. (9)
KVOA-TV.....Tucson (4)
KVOO-TV.....Tulsa, Okla. (2)
KVOS-TV Bellingham, Wash. (12)
KVSO-TV...Ardmore, Okla. (12)
KVTV.....Sioux City, Ia. (9)

KWGB-TV..Goodland, Kan. (10)
KWK-TV.....St. Louis (4)
KWRB-TV..Riverton, Wyo. (10)
KWSL....North Platte, Neb. (2)
KWTV.....Oklahoma City (9)
KWTX-TV.....Waco, Tex. (10)
KWWL-TV.....Waterloo, Ia. (7)

KXAB-TV....Aberdeen, S.D. (9)
KXGN-TV..Glendive, Mont. (5)
KXJB-TV..Valley City, N. D. (4)
KXLF-TV.....Butte, Mont. (6)
KXLJ-TV....Helena, Mont. (12)
KXLY-TV.....Spokane (4)
KXYZ-TV.....Houston (29)

KYAT.....Yuma, Ariz. (13)
KYTV.....Springfield, Mo. (3)
KYW-TV.....Cleveland, O. (3)

KZTV..Corpus Christi, Tex. (10)

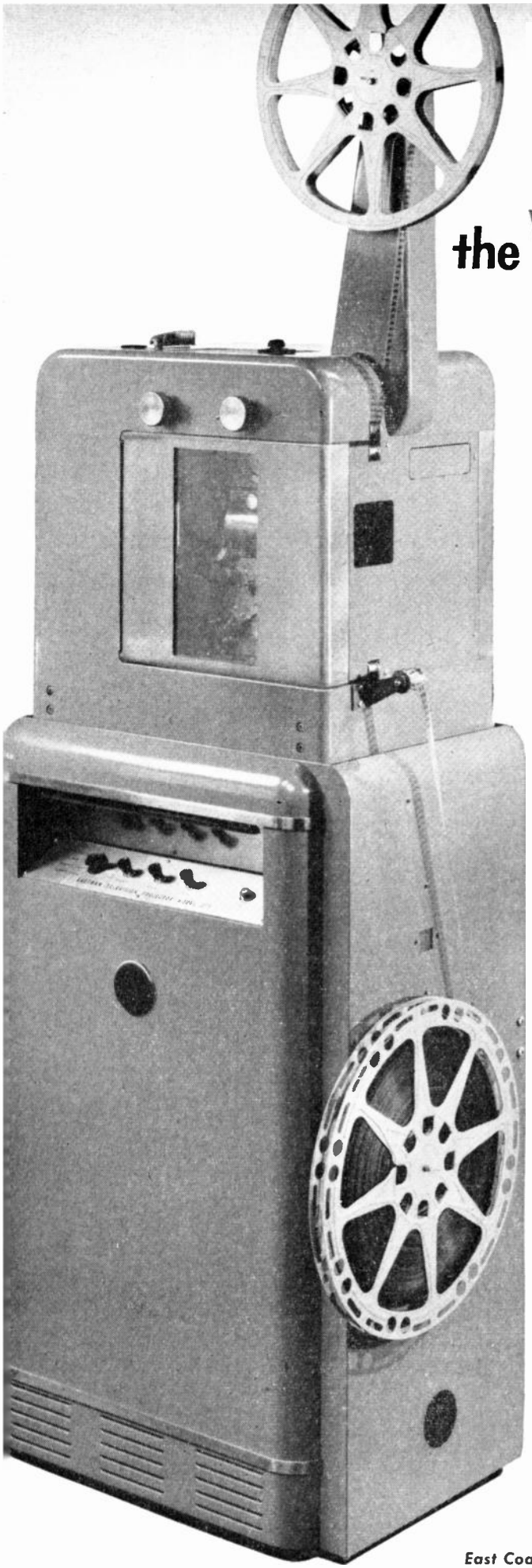
## W

WABC-TV.....New York (7)
WABD.....New York (5)
WABG-TV.Greenwood, Miss. (6)
WABI-TV.....Bangor, Me. (5)
WABT....Birmingham, Ala. (13)
WACA-TV...Camden, S. C. (14)
WACH-TV....Newport News (33)
WAFB-TV....Baton Rouge (28)
WAGA-TV.....Atlanta, Ga. (5)
WAGM-TV.....Presque Isle, Me. (8)
WAIM-TV..Anderson, S.C. (40)
†WAIQ.....Andalusia, Ala. (2)
WAKR-TV.....Akron, O. (49)
WALA-TV.....Mobile, Ala. (10)
WALB-TV.....Albany, Ga. (10)
WALN-TV.....Ashland, Ky. (59)
WANE-TV..Ft. Wayne, Ind. (15)
WAPA-TV...San Juan, P. R. (4)
WARD-TV..Johnstown, Pa. (19)
WARL-TV...Arlington, Va. (20)
WATE-TV..Knoxville, Tenn (6)
WATL-TV.....Atlanta, Ga. (36)
WATR-TV Waterbury, Conn. (53)
WATV.....Newark-N.Y.C. (13)
WAVE-TV....Louisville, Ky. (3)
WAVY-TV.Portsmouth, Va. (10)
WAZL-TV....Hazleton, Pa. (63)

WBAL-TV.....Baltimore (11)
WBAP-TV.....Fort Worth (5)
WBAY-TV..Green Bay, Wis. (2)
WBBM-TV.....Chicago (2)
WBEN-TV....Buffalo, N. Y. (4)
WBID-TV.....Detroit (62)
†WBIQ....Birmingham, Ala. (10)
WBIR-TV..Knoxville, Tenn. (10)
WBKB.....Chicago (7)
WBLN....Bloomington, Ill. (15)
WBMG...Birmingham, Ala. (42)
WBNS-TV....Columbus, O. (10)
WBOC-TV...Salisbury, Md. (16)
WBOY-TV.....Clarksburg, W.Va. (12)
WBPZ-TV..Lock Haven, Pa. (32)
WBRC-TV.....Birmingham (6)
WBRE-TV Wilkes-Barre, Pa. (28)
WBRZ.....Baton Rouge, La. (2)
WBTM-TV....Danville, Va. (24)
WBTV.....Charlotte, N.C. (3)
WBTW.....Florence, S.C. (8)
WBUF.....Buffalo (17)
WBZ-TV.....Boston (4)

WCAN-TV.....Milwaukee (25)
WCAU-TV....Philadelphia (10)
WCAX-TV...Burlington, Vt. (3)
WCBC-TV...Anderson, Ind. (61)
WCBF-TV..Rochester N.Y. (15)
WCBI-TV..Columbus, Miss. (4)
WCBS-TV.....New York (2)
WCCO-TV.....Minneapolis (4)
WCDB.....Hagaman, N.Y. (29)
WCDC.....Adams, Mass. (19)
†WCET.....Cincinnati (48)
WCHS-TV..Charleston, W.Va. (8)
WCHU.....Champaign, Ill. (33)
WCIA.....Champaign, Ill. (3)
WCKG.....New Orleans (26)
WCKT.....Miami, Fla. (7)
WCMB-TV.Harrisburg, Pa. (71)
WCNY-TV..Carthage, N.Y. (7)
WCOC-TV..Meridian, Miss. (30)
WCOV-TV.....Montgomery (20)
WCPO-TV.....Cincinnati (9)
WCSC-TV..Charleston, S.C. (5)
WCSH-TV.....Portland, Me. (6)

**(Continued on page 36)**



# *Introducing* the VERY VERSATILE* *Eastman* 275

. . . a new model 16mm Television Projector for use with Vidicon chains . . . Designed to replace Model 250.

*Features (Condensed for quick reading)*

1. **Mechanism:** Heavy-duty for long life, low maintenance; oil reservoirs; unitized construction with isolated intermittent.

2. **Pulldown:** 8-tooth sprocket actuated by proved Geneva movement.

3. **Light source:** (500-watt tungsten lamp.) Standby lamp in lamp house easily put into operation by external handle.

4. **Application Time:** 30% of each TV field.

5. **Sound:** Equipped with optical sound. Includes provisions to add magnetic sound playback.

*1. Equipped for remote control.

*2. Provides facility for still-frame viewing by rotating main drive motor to open shutter. Lamp is at standby voltage during still-frame viewing.

*3. Moderate price range.

For further information, consult your customary source for television station equipment or inquire direct.

**EASTMAN KODAK COMPANY**
Motion Picture Film Department
**Rochester 4, N. Y.**

***East Coast Division***
342 Madison Ave., New York 17, N. Y.

***West Coast Division***
6706 Santa Monica Blvd., Hollywood 38, Calif.

***Midwest Division***
130 East Randolph Drive, Chicago 1, Ill.

**CALL LETTERS—(Continued)**

†WCTB....Bridgeport, Conn. (71)
†WCTN.....Norwich, Conn. (63)
WCTV.....Thomasville, Ga. (6)
WCYB-TV.....Bristol, Va. (5)

WDAF-TV..Kansas City, Mo. (4)
WDAM-TV Hattiesburg, Miss. (9)
WDAN-TV.....Danville, Ill. (24)
WDAU-TV...Scranton, Pa. (22)
WDAY-TV.....Fargo, N. D. (6)
WDBJ-TV.....Roanoke, Va. (7)
WDBO-TV.....Orlando, Fla (6)
WDEF-TV.....Chattanooga (12)
WDMJ-TV.Marquette, Mich. (6)
WDSM-TV..Duluth-Superior (6)
WDSU-TV.....New Orleans (6)
WDXI-TV...Jackson, Tenn. (7)

WEAL-TV....Orlando, Fla. (18)
WEAR-TV.....Pensacola, (3)
WEAT-TV...W. Palm Beach (12)
WEAU-TV..Eau Claire, Wis (13)
WECT....Wilmington, N. C. (6)
†WEDH.....Hartford, Conn. (24)
†WEDU.....Tampa, Fla. (3)
WEEK-TV.....Peoria, Ill. (43)
WEEQ-TV....La Salle, Ill. (35)
WEHT.....Evansville, Ind. (50)
WELI-TV.New Haven, Conn. (59)
WENS.....Pittsburgh, Pa. (16)
WEOL-TV.....Elyria, O. (31)
WERE-TV.....Cleveland (65)
WESH-TV Daytona Beach, Fla.(2)
†WETV.....Atlanta, Ga. (30)
WEWS.....Cleveland (5)
WEZI.....Louisville, Ky. (21)

WFAA-TV.....Dallas (8)
WFAM-TV..Lafayette, Ind. (18)
WFBC-TV..Greenville, S.C. (4)
WFBG-TV.....Altoona, Pa. (10)
WFBM-TV.....Indianapolis (6)
WFGA-TV Jacksonville, Fla. (12)
WFIE-TV..Evansville, Ind. (14)
WFIL-TV.....Philadelphia (6)
WFLA-TV.....Tampa (8)
WFLB-TV.....Fayetteville, (18)
WFMJ-TV..Youngstown, O. (21)
WFMY-TV..Greensboro, N.C. (2)
WFMZ-TV..Allentown, Pa. (67)
WFOX-TV..Milwaukee, Wis.(31)
†WFPK-TV..Louisville, Ky. (15)
WFRV-TV.....Green Bay (5)
WFTV.....Duluth (38)

WGAL-TV....Lancaster, Pa. (8)
WGAN-TV....Portland, Me. (13)
†WGBH-TV.....Boston (2)
WGBS-TV.....Miami, Fla. (23)
WGEM-TV....Quincy, Ill. (10)
WGLV.....Easton, Pa. (57)
WGN-TV.....Chicago (9)
WGR-TV.....Buffalo (2)
†WGTE-TV.....Toledo (30)
†WGTV.....Athens, Ga. (8)
WGVL....Greenville, S. C. (23)

†WHA-TV.....Madison, Wis. (21)
WHAS-TV...Louisville, Ky. (11)
WHBF-TV...Rock Island, Ill. (4)
WHBQ-TV.Memphis, Tenn. (13)
WHCT....Hartford, Conn. (18)
WHCU-TV.....Ithaca, N. Y. (20)
WHDH-TV....Boston, Mass. (5)
WHEC-TV..Rochester, N. Y. (10)
WHEF-TV..Brockton, Mass. (62)
WHEN-TV..Syracuse, N. Y. (8)
WHFC-TV.....Chicago (26)
WHIO-TV.....Dayton, O. (7)
WHIS-TV..Bluefield, W. Va. (6)
WHIZ-TV.....Zanesville O. (18)
WHK-TV.....Cleveland (19)
WHLS-TV Port Huron, Mich.(34)
WHO-TV....Des Moines, Ia. (13)
WHP-TV....Harrisburg, Pa. (55)
WHTN-TV Huntington, WVa.(13)
WHTO-TV...Atlantic City (46)
†WHTV.....Syracuse, N. Y. (43)
WHUM-TV.....Reading, Pa. (61)
WHYN-TV Spngfld.-Holyoke (55)
†WHYY-TV.....Philadelphia (35)

WIBW-TV....Topeka, Kan. (13)
WICA-TV....Ashtabula, O. (15)
WICC-TV.Bridgeport, Conn. (43)
WICS.....Springfield, Ill. (20)
WICU-TV.....Erie, Pa. (12)
†WIET.....Ithaca, N. Y. (14)
WIFE.....Dayton, O. (22)
WIIC.....Pittsburgh, Pa. (11)
WILK-TV.Wilkes-Barre, Pa. (34)
†WILL-TV.....Champaign-Urbana, Ill. (12)
WIMA-TV.....Lima, O. (35)
WIND-TV.....Chicago (20)
WINK-TV.Fort Meyers, Fla. (11)
WINR-TV Binghamton, N.Y. (40)
†WIPR-TV....San Juan, P.R. (6)
WIRL-TV.....Peoria, Ill. (25)
WIS-TV....Columbia, S.C. (10)
WISC-TV.....Madison, Wis. (3)
WISE-TV...Asheville, N.C. (62)
WISH-TV.....Indianapolis (8)
WISN-TV..Milwaukee, Wis. (12)

WITH-TV.....Baltimore (72)
WITI-TV...Milwaukee, Wis. (6)
WITN.....Washington, N.C. (7)
WITV..Ft. Lauderdale, Fla. (17)

WJAC-TV...Johnstown, Pa. (6)
WJAR-TV.....Providence (10)
WJBF.....Augusta, Ga. (6)
WJBK-TV.....Detroit (2)
†WJCT.....Jacksonville, Fla. (7)
WJDM...Panama City, Fla. (7)
WJDW.....Boston (44)
WJHL-TV....Johnson City (11)
WJHP-TV.....Jacksonville (36)
WJIM-TV....Lansing, Mich. (6)
WJMR-TV....New Orleans (61)
WJMS-TV..Ironwood, Mich. (12)
WJPB-TV..Fairmont, W.Va. (35)
WJRT.....Flint, Mich. (12)
WJTV.....Jackson, Miss. (12)
WJW-TV.....Cleveland, O. (8)
WJZ-TV.....Baltimore (13)

WKAQ-TV.....San Juan (2)
WKAR-TV.....E. Lansing (60)
WKBN-TV..Youngstown, O. (27)
WKBT.....LaCrosse, Wis. (8)
WKDN-TV...Camden, N.J. (17)
WKJF-TV..Pittsburgh, Pa. (53)
WKJG-TV.Fort Wayne, Ind. (33)
WKNA-TV Charleston, W.Va.(49)
WKNE-TV....Keene, N. H. (45)
†WKNO-TV.Memphis, Tenn. (10)
WKNX-TV..Saginaw, Mich. (57)
WKNY-TV..Kingston, N. Y. (66)
WKOK-TV....Sunbury, Pa. (38)
WKOW-TV...Madison, Wis. (27)
WKRC-TV...Cincinnati, O. (12)
WKRG-TV.....Mobile, Ala. (5)
WKST-TV..New Castle, Pa. (45)
WKTV.....Utica, N. Y. (13)
WKVM-TV....Caguas, P.R. (11)
WKXP-TV..Lexington, Ky. (27)
WKY-TV.....Oklahoma City (4)
WKZO-TV.....Kalamazoo (3)

WLAC-TV..Nashville, Tenn. (5)
WLAN-TV...Lancaster, Pa. (21)
WLBC-TV.....Muncie, Ind. (49)
WLBR-TV... Lebanon, Pa. (15)
WLBT.....Jackson, Miss. (3)
WLEV-TV..Bethlehem, Pa. (51)
WLEX-TV..Lexington, Ky. (18)
WLOF-TV.....Orlando, Fla. (9)
WLOS-TV..Asheville, N.C. (13)
WLTV....Wheeling, W.Va. (51)
WLVA.....Lynchburg, Va. (13)
WLWA.....Atlanta, Ga. (11)
WLWC.....Columbus, O. (4)
WLWD.....Dayton, O. (2)
WLWI...Indianapolis, Ind. (13)
WLWT.....Cincinnati, O. (5)

WMAC-TV....Massillon, O. (23)
WMAL-TV.....Washington (7)
WMAR-TV.....Baltimore (2)
WMAY-TV..Springfield, Ill. (36)
WMAZ-TV.....Macon, Ga. (13)
WMBD-TV.....Peoria, Ill. (31)
WMBR-TV.....Jacksonville (4)
WMBV-TV..Marinette, Wis. (11)
WMCN.....Grand Rapids, (23)
WMCT.....Memphis, Tenn. (5)
WMFL.....Miami, Fla. (33)
WMSL-TV....Decatur, Ala. (23)
WMT-TV..Cedar Rapids, Ia. (2)
WMTV.....Madison, Wis. (33)
WMTW..Poland Spring, Me. (8)
†WMUB-TV.....Oxford, O .(14)
WMUR-TV Manchester, N. H. (9)
†WMVS-TV.Milwaukee, Wis. (10)

WNAC-TV.....Boston (7)
WNAO-TV...Raleigh, N. C. (28)
WNBC..New Britain, Conn. (30)
WNBE-TV..New Bern, N.C. (13)
WNBF-TV Binghamton,N.Y. (12)
WNBQ.....Chicago (5)
WNCT.....Greenville, N. C. (9)
WNDU-TV.....South Bend (46)
WNEM-TV...Bay City, Mich. (5)
WNEP-TV...Scranton, Pa. (16)
WNET.....Providence, R. I. (16)
WNHC-TV.....New Haven (8)
WNLC-TV....New London (26)
WNOK-TV..Columbia, S.C. (67)
WNOP-TV....Newport, Ky. (74)
WNOW-TV.....York, Pa. (49)
WNYC-TV.....New York (31)
WNYT-TV.....Buffalo, N.Y. (29)

WOAI-TV.....San Antonio (4)
WOAY-TV..Oak Hill, W.Va. (4)
WOC-TV....Davenport, Ia. (6)
WOCN.....Atlantic City (52)
WOI-TV.....Ames, Ia. (5)
WOOD-TV....Grand Rapids (8)
WOOK-TV Washington, D.C. (50)
WOPT.....Chicago (44)
WOR-TV....New York, N.Y. (9)
WORA-TV....Mayaguez, P.R.(5)
†WOSU-TV....Columbus, O. (34)

WOW-TV.....Omaha, Neb. (6)
WOWL-TV..Florence, Ala. (41)

WPAG-TV Ann Arbor, Mich. (20)
WPBN-TV.....Traverse City, Mich. (7)
WPBZ-TV.Lock Haven, Pa. (32)
WPFA-TV...Pensacola, Fla. (15)
WPHD....Philadelphia, Pa. (23)
WPIX.....New York, N.Y. (11)
WPRO-TV..Providence, R.I. (12)
WPSD-TV.....Paducah, Ky (6)
WPST-TV.....Miami, Fla. (10)
WPTA.....Roanoke, Ind. (21)
WPTR-TV.....Albany, N.Y. (23)
WPTT.....Augusta, Me. (10)
WPTV.....Palm Beach, Fla. (5)
WPTZ....Plattsburgh, N.Y. (5)

WQCY.....Allentown, Pa. (39)
†WQED.....Pittsburgh, Pa. (13)
†WQTV...Binghamton, N.Y. (46)
WQXL-TV...Louisville, Ky. (41)
WQXN-TV...Cincinnati, O. (54)

WRAK-TV Williamsport, Pa. (36)
WRAL-TV....Raleigh, N.C. (5)
WRAY-TV..Princeton, Ind. (52)
WRBL-TV....Columbus, Ga. (4)
WRC-TV...Washington, D.C. (4)
WRCA-TV...New York, N.Y. (4)
WRCV-TV Philadelphia, Pa. (3)
WRDW-TV....Augusta, Ga. (12)
WREC-TV..Memphis, Tenn. (3)
†WREG.....New York, N.Y. (25)
WREX-TV....Rockford, Ill. (13)
WRGB.....Schenectady, N.Y. (6)
WRGP-TV.....Chattanooga (3)
WRIK-TV.....Ponce, P.R. (7)
WRLP....Greenfield, Mass. (32)
WROC-TV..Rochester, N.Y. (5)
†WROH.....Rochester, N.Y. (21)
WRTV...Asbury Park, N.J. (58)
WRVA-TV...Richmond, Va. (12)

WSAU-TV.....Wausau, Wis. (7)
WSAV-TV....Savannah, Ga. (3)
WSAZ-TV .....Huntington, W.Va. (3)
WSB-TV.....Atlanta, Ga. (2)
WSBA-TV.....York, Pa. (43)
WSBT-TV....S. Bend, Ind. (34)
WSEE.....Erie, Pa. (35)
WSES....Philadelphia, Pa. (29)
WSFA-TV Montgomery, Ala. (12)
WSIL-TV....Harrisburg, Ill. (22)
WSIX-TV..Nashville, Tenn. (8)
WSJS-TV, Winston-Salem (12)
WSJV.....Elkhart, Ind. (52)
WSLA.....Selma, Ala. (8)
WSLS-TV.....Roanoke, Va. (10)
WSM-TV....Nashville, Tenn. (4)
WSOC-TV....Charlotte, N.C. (9)
WSPA-TV..Spartanburg, S.C. (7)
WSPD-TV.....Toledo, O. (13)
WSTF.....Stamford, Conn. (27)
WSTG.....Gulfport, Miss. (56)
WSTV-TV..Steubenville, O. (9)
WSUN-TV..St. Petersburg (38)
WSUR-TV....Ponce, P.R. (9)
WSVA-TV.Harrisonburg, Va. (3)
WSYE-TV....Elmira, N.Y. (18)
WSYR-TV....Syracuse, N.Y. (3)

WTAE.....Pittsburgh, Pa. (4)
WTAO-TV.....Cambridge-Boston, Mass (56)
WTAP...Parkersburg, W.Va. (15)
WTAR-TV.....Norfolk, Va. (3)
WTCN-TV.....Minneapolis (11)
WTEN.....Albany, N.Y. (10)
WTHI-TV Terre Haute, Ind. (10)
†WTHS-TV.....Miami, Fla. (2)
WTIC-TV...Hartford, Conn. (3)
†WTIQ.....Munford, Ala. (7)
WTLC.....Canton,O. (29)
WTLE.....Evanston, Ill. (32)
WTLF.....Baltimore, Md. (18)
WTLM.....Laurel, Miss. (7)
†WTLV.New Brunswick, N.J. (19)
WTMA-TV..Charleston, S.C. (4)
WTMJ-TV..Milwaukee, Wis. (4)
WTOB-TV.Winston-Salem (26)
WTOC-TV..Savannah, Ga. (11)
WTOH-TV.....Toledo, O. (79)
WTOK-TV..Meridian, Miss. (11)
WTOM-TV..Lansing, Mich. (54)
WTOP-TV..Washington, D.C. (9)
WTOV-TV....Norfolk, Va. (27)
WTPA.....Harrisburg, Pa. (27)
WTRF-TV.Wheeling, W.Va. (7)
WTRI....Schenectady, N.Y. (35)
WTTG....Washington, D.C. (5)
WTTV....Bloomington, Ind. (4)
†WTTW.....Chicago, Ill. (11)
WTVC..Chattanooga, Tenn. (9)
WTVD.....Durham, N.C. (11)
WTVE.....Elmira, N.Y. (24)
WTVG.....Mansfield, O. (36)
WTVH.....Peoria, Ill. (19)
WTVI.....Ft. Pierce, Fla. (19)
WTVJ.....Miami, Fla. (4)

WTVK....Knoxville, Tenn. (26)
WTVM.....Columbus, Ga. (28)
WTVN-TV....Columbus, O. (6)
WTVO.....Rockford, Ill. (39)
WTVP.....Decatur, Ill. (17)
WTVQ.....Pittsburgh, Pa. (47)
WTVR.....Richmond, Va. (6)
†WTVS.....Detroit, Mich. (56)
WTVT.....Tampa, Fla. (13)
WTVU.....Scranton, Pa. (73)
WTVW.....Evansville, Ind. (7)
WTVX.....Gastonia, N.C. (48)
WTVY.....Dothan, Ala. (9)
†WTVZ.....Albany, N.Y. (17)
WTWO.....Bangor, Me. (2)
WTWV.....Tupelo, Miss. (9)

†WUNC-TV..Chapel Hill, N.C. (4)
†WUOM-TV.Ann Arbor, Mich.(26)
WUSN-TV..Charleston, S.C. (2)
WUTV.....Charlotte, N.C. (36)

WVEC-TV....Hampton, Va. (15)
WVET-TV..Rochester, N.Y. (10)
WVMI-TV....Biloxi, Miss. (13)
WVUE....Wilmington, Del. (12)

WWEZ-TV New Orleans, La. (32)
WWJ-TV.....Detroit, Mich. (4)
WWL-TV...New Orleans, La. (4)
WWLP....Springfield, Mass. (61)
WWOR-TV Worcester, Mass. (14)
WWTV.....Cadillac, Mich. (13)

WXEL.....Boston, Mass. (38)
WXEX-TV...Petersburg, Va. (8)
WXIX.....Milwaukee, Wis. (19)
WXTV.....Youngstown, O. (73)
WXYZ-TV....Detroit, Mich. (7)

†WYES-TV..New Orleans, La. (8)

**CANADA**

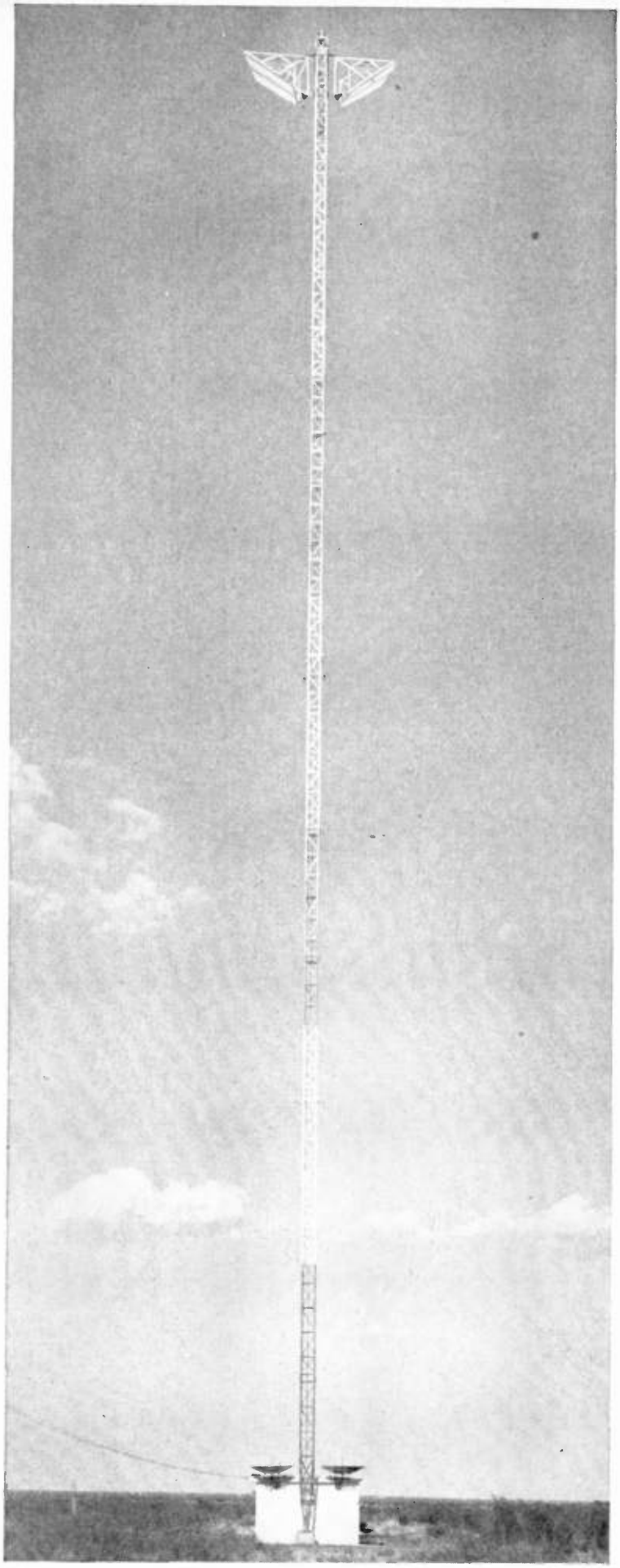
CBFT.....Montreal, Que. (2)
CBHT.....Halifax, N.S. (3)
CBHF.....Halifax, N.S. (3)
CBLT.....Toronto, Ont. (9)
CBMT.....Montreal, Que. (6)
CBOFT.....Ottawa, Ont. (9)
CBOT.....Ottawa, Ont. (4)
CBUT.....Vancouver, B.C. (2)
CBWT..Winnipeg, Manitoba (4)

CFCJ-TV.Port Arthur, Ont. (2)
CFCL-TV....Timmins, Ont. (6)
CFCL-TV-1..Kapuskasing, Ont. (3)
CFCL-TV-2..Elk Lake, Ont. (2)
CFCM-TV.....Quebec City (4)
CFCR-TV....Kamloops, B.C. (4)
CFCY-TV..Charlottetown, P.E.I. (13)
CFPL-TV....London, Ont. (10)
CFQC-TV...Saskatoon, Sask. (8)
CFRN-TV..Edmonton, Alta. (3)
CFTM-TV.....Trois-Rivieres, Que. (13)

CHAB-TV..Moose Jaw, Sask. (4)
CHAT-TV.Medicine Hat, Alta.(6)
CHBC-TV....Kelowna, B.C. (2)
CHBC-TV-1.Penticton, B.C. (13)
CHBC-TV-2....Vernon, B.C. (7)
CHCA-TV..Red Deer, Alta. (6)
CHCH-TV...Hamilton, Ont. (11)
CHCT-TV.....Calgary, Alta. (2)
CHEX-TV....Peterborough, Ont. (12)
CHLT-TV..Sherbrooke, Que. (7)
CHSJ-TV.....St. John, N.B. (4)

CJBR-TV....Rimouski, Que. (3)
CJCB-TV.....Sydney, N.S. (4)
CJFB-TV.....Swift Current, Sask. (5)
CJIC-TV...Sault Ste. Marie (2)
CJLH-TV..Lethbridge, Alta. (7)
CJON-TV...St. John's, Nfld. (2)
CJOX-TV...Argentia, Nfld. (10)

CKBI-TV.....Prince Albert, Sask. (5)
CKBL-TV....Matane, Que. (9)
CKCK-TV.....Regina, Sask. (2)
CKCW-TV....Moncton, N.B. (2)
CKCO-TV..Kitchener, Ont. (13)
CKDA-TV.....Victoria, B.C. (6)
CKGN-TV..North Bay, Ont. (10)
CKLW-TV....Windsor, Ont. (9)
CKMI-TV.....Quebec City (5)
CKNX-TV...Wingham, Ont. (8)
CKOS-TV....Yorkton, Sask. (3)
CKRN-TV.....Rouyn, Que. (4)
CKRS-TV..Jonquiere, Que. (12)
CKSO-TV....Sudbury, Ont. (5)
CKSO-TV-1.Elliot Lake, Ont. (3)
CKVR-TV.....Barrie, Ont. (3)
CKWS-TV..Kingston, Ont. (11)
CKX-TV.....Brandon, Man. (5)



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**KTR-1000G**—deluxe 1.0 watt for 6 and 7 Kmc bands.

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| NEW YORK, N. Y. . . . . | 60 EAST 42 STREET . . . . . | MURRAY HILL 7-4242 |
| CHICAGO, ILL. . . . . | 35 EAST WACKER DRIVE . . . | RANDOLPH 6-6760 |
| DENVER, COL. . . . . | 1700 BROADWAY . . . . . | ACOMA 2-3623 |

# Television Networks: Rates and Data

**Intercity Hookups Presently Available via Coaxial-Microwave Connections**

**All data as furnished by networks.**

**Map of Present and Projected Interconnections Published as Insert with This Directory**

## AMERICAN BROADCASTING CO.

**(A division of American Broadcasting-Paramount Theatres, Inc.)**

**Executive Offices:** 7 West 66th St., New York 23, N.Y. Susquehanna 7-5000.

**Business Offices and Studios:** 7 W. 66th St., New York. Susquehanna 7-5000. (Studios also at Elysee Theatre, and Ritz Theatre.)

**Other Affiliations:** ABC owns and operates TV stations WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KABC-TV, Los Angeles; KGO-TV, San Francisco. Its owned and operated AM stations are: WABC, New York; WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; KQV, Pittsburgh. It also owns 40% of radio WLS, Chicago. ABC operates sales rep firm for its Western Regional TV Network. It also owns 22% of nucleonics-electronics firm, Technical Operations Inc. and Microwave Associates Inc., Arlington, Mass.

**Board of Directors (AB-PT):** Earl E. Anderson, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Robert H. Hinckley, Robert L. Huffines Jr., Sidney M. Markley, Walter P. Marshall H. Hugh McConnell, Edward J. Noble, Robert B. Wilby.

**ABC-TV Stations Affiliates Association:** Frederick Houwink, *Chairman*, WMAL-TV, Washington, D. C.; Harry LeBrun, *vice chairman*, WLW-A, Atlanta, Ga.; Joseph Hladky, *secy.*, KCRG-TV, Cedar Rapids, Ia.; Joseph Drilling, *treas.*, KJEO-TV, Fresno, Cal.; Joseph Bernard, KTVI, St. Louis, Mo.; Donald Davis, KMBC-TV, Kansas City, Mo.; Joseph Herold, KBTV, Denver, Colo.; J. W. McGough, WTVN-TV, Columbus, O.; Willard Walbridge, KTRK-TV, Houston, Tex.

### ABC OFFICERS

Leonard H. Goldenson, *president of AB-PT; acting pres. of ABC*
Oliver Treyz, *president of television network*
Eugene Accas, *vice president*
James T. Aubrey Jr., *vice president*
James W. Beach, *vice president*
Alfred Beckman, *vice president*
Slocum Chapin, *vice president*
Donald Coyle, *vice president*
John Daly, *vice president*
Michael J. Foster, *vice president*
Robert H. Hinckley, *vice president*
Earl Hudson, *vice president*
Frank Marx, *vice president*
John H. Mitchell, *vice president*
Sterling C. Quinlan, *vice president*
Thomas W. Moore, *vice president*
Selig Seligman, *vice president*
Simon B. Siegel, *vice president, finance AB-PT and o-&-o station coordinator*
Stephen Riddleberger, *vice president & comptroller*
Robert L. Stone, *vice president*
Thomas Velotta, *vice president*
Mortimer Weinbach, *vice president & general counsel*
Omar Elder, *secy. & asst. general counsel*
Michael P. Boland, *assistant treasurer*
J. Russell Gavin, *assistant treasurer*

## Television Network

Oliver Treyz, *president*

### Engineering

Frank Marx, *v.p. in charge*
Richard Hamilton, *supervisor of communications*
George Milne, *director of traffic & communications*
Clure Owen, *administrative assistant*
John G. Preston, *dir. of engineering facilities*
Lawrence A. Ruddell, *recording director*
William H. Trevarthen, *director of engineering operations*
John Bourcier, *engineering operations supervisor, radio*
Reginald Willcocks, *traffic manager*
Merle Worster, *Eastern TV engineering operations manager*

### Finance Personnel & General Services

Simon B. Siegel, *vice president, finance AB-PT and o-&-o station coordinator*
Stephen Riddleberger, *vice president & comptroller*
Michael P. Boland, *asst. treasurer*
J. Russell Gavin, *asst. treasurer*
Joseph W. Fitzpatrick, *internal auditor*
Edward Graessle, *mgr. of treasury affairs*
Catharine Lynch, *librarian*
Leslie Harris, *coordinator, national spot sales of o-&-o stations*
Marie McWilliams, *director of personnel*
Joseph J. Spagnola, *office & studio services director*
Edmond R. Samuels, *purchasing agent*

### Legal & Labor Relations

Mortimer Weinbach, *vice president & general counsel*
Omar Elder, *secretary & asst. general counsel*
Richard L. Freund, *director of labor relations*

### News, Special Events, Sports & Public Affairs

John Daly, *v.p. in charge of news, special events, sports & public affairs*
Don Coe, *director of special events and operations*
Francis Littlejohn, *director of news and public affairs*
William Whitehouse, *director of sports*

### Press Information

Michael J. Foster, *v.p. in charge of press information*
Sidney R. Mesibov, *director of special exploitation projects*
Hank Warner, *director of press information*
Stephen Strassberg, *asst. director of press information*
Robert M. Grebe, *trade news editor*

### Advertising

Dean D. Linger, *director of advertising*

### Continuity Acceptance

Grace Johnsen, *director of continuity acceptance*

### TV Programming & Services

James T. Aubrey Jr., *vice president, programming & talent*
Ruth K. Blainey, *operations manager*
Thomas P. DeVito, *program service manager*
Theodore H. Fetter, *progam director*
Armand Grant, *exec. producer for daytime programs*
John B. Green, *manager of TV program department*
Frederick P. Laffey, *business mgr. & budget officer for TV programming*
Leonard Maskin, *business mgr. for TV production services*
James McNaughton, *executive art director*
Daniel Melnick, *program development manager*
Bernard Paulson, *manager of production services*
Frederick Schuhmann, *studio services coordinator*
William Seaman, *manager of program production*

### Station Relations

Alfred Beckman, *vice president in charge of station relations*
Ralph S. Hatcher, *national mgr. of station relations*

### Network Sales

Slocum Chapin, *v.p. in charge of client relations*
Thomas W. Moore *v.p. in charge of TV network sales*
Henry T. Hede, *administrative sales manager*
William Mullen, *sales manager, Detroit division*
Alice Stamatis, *director of sales service*
Eugene C. Wyatt, *eastern sales manager*

### Station Clearance

Donald S. Shaw Jr., *director of station clearance*
Joseph Giaquinto, *mgr. of station clearance*

### Research & Sales Development

Donald Coyle, *v.p. in charge of research*
Eugene Accas, *v.p. in charge of sales development*
Julius Barnathan, *manager of research*
Bert Briller, *manager of sales development*

### Owned Television Stations

**WABC-TV, New York:** Robert L. Stone, *v.p. & general manager;* Joseph Stamler, *sales manager;* Alvin L. Hollander Jr., *program manager.*

**WBKB, Chicago:** Sterling C. Quinlan, *v.p.;* Mathew Vieracher, *gen. mgr.;* Manuel Fingerhut, *controller;* Clar Heider, *national spot sales mgr.;* Daniel Schuffman, *program manager*

**KABC-TV, Los Angeles:** Selig J. Seligman, *v.p. & gen. mgr.;* Elton H. Rule, *sales manager;* Peter G. Robinson, *program director*

**KGO-TV, San Francisco:** John H. Mitchell, *v.p. in charge;* David Sacks, *sales manager;* George Rice, *program manager.*

**WXYZ-TV, Detroit:** James G. Riddell, *pres. & general manager;* John F. Pival, *v.p. in charge of TV;* Joseph C. Cassel, *controller;* Ralph Dawson, *TV sales manager;* Peter Strand, *TV executive producer;* Harold Christian, *v.p. merchandising & research*

### Central Division (Chicago)

James W. Beach, *v.p. & director of TV network for Central Division*
Elliott Henry Jr., *director of publicity & promotion*
William P. Kusack, *mgr. of engineering dept.*
Harold Wettersten, *sales manager*

**(Continued on page 42)**

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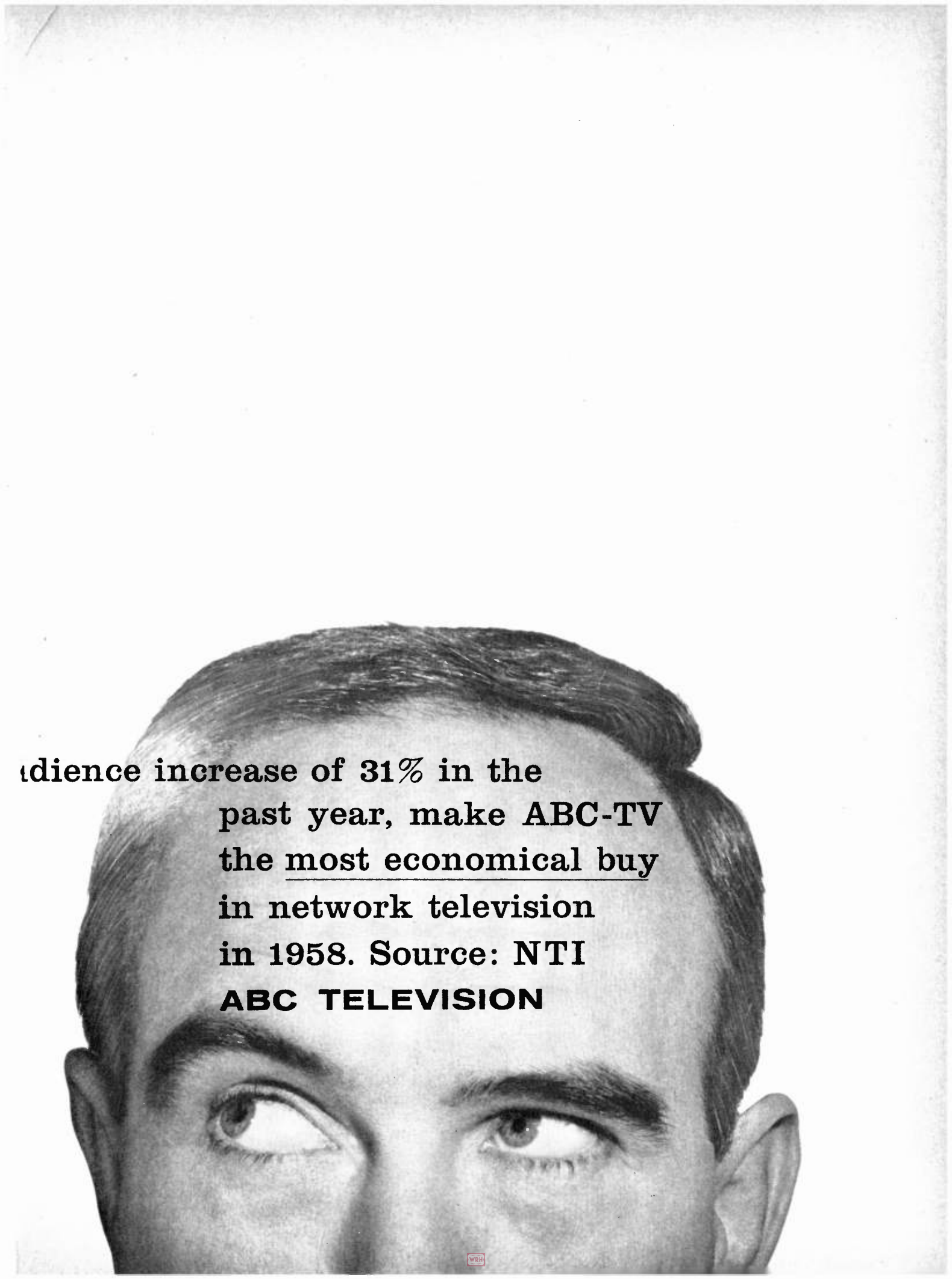
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in 1958. Source: NTI
ABC TELEVISION

# Networks Rates and Data

**ABC-TV NETWORK—(Continued)**

**Western Division (Los Angeles)**

Earl J. Hudson, *vice president in charge*
Robert Adams, *executive producer, TV*
Elliot F. Alexander, *mgr. of advertising & promotion*
J. Clifford Anderson, *director of labor relations*
Dorothy L. Brown, *continuity acceptance editor*
Sanford C. Cummings, *manager, TV network program department*
Mitchell Gamson, *ABC coordinator for Warner Bros. TV*
Rowe S. Giesen, *ABC-Disney coordinator*
Theodore Grenier, *chief engineer*
Thomas M. Lufkin, *TV network program service manager*
Allan E. Maynard, *supervisor, general services*
Courtney McLeod, *director network traffic, station clearance & TV sales service, Western Division*
Robert P. Myers, *Pacific Coast counsel, ABC*
Norma T. Olsen, *director TV program operations*
Daniel P. O'Reilly, *news director*
Frank G. Ralston, *director, TV network film department*
Florence T. Schiro, *personnel director*
Ernest E. Stern, *director of promotion-publicity*
John C. Wagner, *controller*

**San Francisco**

John H. Mitchell, *vice president in charge.*
Vincent Francis, *western div. TV network sales mgr.*
Chandler R. Meloy, *TV sales operations manager*
Lorraine Pedersen, *continuity acceptance editor*
Edith Kirby, *traffic manager*
Henry A. Saroyan, *controller and purchasing agent*
Harry Jacobs, *chief engineer and building maintenance mgr.*

**Washington**

Robert H. Hinckley, *v.p. in charge, Washington Office*

**ABC FILM SYNDICATION INC.**
**1501 Broadway, New York; Lackawanna 4-5050**

George T. Shupert, *president*
John B. Burns, *v.p. & director, national sales*
Wm. L. Clark, *v.p. & director, western div.*
Philip Williams, *v.p. in charge of syndicated sales*
Richard P. Morgan, *v.p. in charge of operations*
Raymond Fox, *controller*
Howard Anderson, *midwestern sales mgr.*
Robert Dalchau, *southern sales mgr.*
Lee Francis, *mgr. of advertising & promotion*
Joseph F. Greene, *asst. to v.p. in charge of syndicated sales*

## American Broadcasting Co. Radio Network, Inc.

**(A subsidiary of AB-PT Inc.)**

Robert E. Eastman, *president*
Dale L. Moudy, *asst. to president*
Michael Minahan, *business manager.*

**ABC Radio Stations Affiliates Advisory Board:** District 1—Simon Goldman, WJTN, Jamestown, N.Y.; District 2—J. P. Williams, WING, Dayton, O.; District 3—Phil Hoffman, WTCN, Minneapolis Minn.; District 4—T. B. Lanford, KRMB, Alexandria, La.; District 5—C. B. Locke, KFDM, Beaumont, Tex.; District 6—William C. Grove, KFBC, Cheyenne, Wyo.; District 7—James W. Wallace, KPQ, Wenatchee, Wash.; District 8—J. S. Younts, WEEB, Southern Pines, N.C.

**Radio Programming & Services**

Walter Gustafson, *supervisor of sound effects*
William D. Hamilton, *national program director*
George Sax, *national director of program operations & co-operative program manager*
Ruth B. Smith, *supervisor of production control unit*
Frank Vagnoni, *manager of music division*

**Promotion & Exploitation**

Irving Lichtenstein, *director*

**Stations**

Edward DeGray, *vice president in charge of stations*
Dale Moody, *director, special station services*
John E. Pearson, *station program executive*

**Research & Sales Development**

Henry Levinson, *director of sales development*
Lawrence Pollack, *director of research*

**Network Sales**

Thomas C. Harrison, *vice president in charge of sales*
John H. White, *national sales manager*
Betty Boucher, *director, sales service & station clearance*

**Owned Radio Stations**

**WABC, New York:** Stewart Barthelmess, *gen. mgr.;* Robert Noble, *sales mgr.;* Myrtle Tower, *program director*

**KABC, Hollywood:** John H. Pace, *gen. mgr.;* Dresser Dahlstead, *program mgr.;* Roy Cordell, *sales mgr.*

**KQV, Pittsburgh:** Ralph Beaudin, *gen. mgr.*

**WXYZ, Detroit:** James G. Riddell, *pres. & gen. mgr.;* Harold Neal, *v.p. in charge of radio;* Robert Baker, *radio studio mgr.;* Robert Baldrica, *asst. radio sales mgr.*

**KGO, San Francisco:** John H. Mitchell, *v.p. in charge;* George Rice, *program mgr.;* David E. Lundy, *sales mgr.*

**Central Division (Chicago)**

Clar Heider, *national spot sales manager*
William C. Gillogly, *director of sales*
Elliott W. Henry Jr., *director of publicity & promotion*
William P. Kusack, *manager of engineering department*
James E. Duffy, *sales manager of radio network*

**Western Division (Hollywood)**

Earl J. Hudson, *vice president in charge*
J. Clifford Anderson, *director of labor relations*
Dorothy L. Brown, *continuity acceptance editor, western div*
Dresser Dahlstead, *program manager, western div.*
Theodore Grenier, *chief engineer, western div.*
Allan E. Maynard, *supervisor of general services*
Courtney McLeod, *director network traffic, station clearance & TV sales service, western div.*
Jon Meyers, *asst. program mgr. & production mgr.,* KABC-radio
Robert P. Myers, *Pacific Coast counsel,* ABC
Daniel P. O'Reilly, *news director*
Florence T. Schiro, *personnel director*
John C. Wagner, *controller, western div.*
Harry Woodworth, *director of radio, western div.*

**ABC-TV NETWORK RATES**

**(Rate Card No. 7—Revised to February 1, 1958)**

(Consult Network for Discounts, Specifications, etc.)

**Class A rates** (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.). **Class B rates** (2-6 p.m., Sat.; 1-5 p.m., Sun.) are 75% of Class A rates. **Class C rates** (all other times, except as provided in Class D) are 50% of Class A rates. Class B rates will apply in certain markets for Mon. thru Fri. 5-6 p.m.; a listing of these markets will be given upon request. **Class D rates** (daytime up to 5 p.m., Mon.-Fri., effective Sept. 1, 1957 on all ABC principle affiliates only), are 33.3% of Class A rates.

**GROSS STATION RATES**

**(Class A Rates)**

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| KTEN-TV, Ada, Okla | $200.00 | $120.00 | $80.00 |
| WAKR-TV, Akron, Ohio | 150.00 | 90.00 | 60.00 |
| †WALB-TV, Albany, Ga. | 175.00 | 105.00 | 70.00 |
| WTRI, Albany-Schenectady-Troy | 400.00 | 240.00 | 160.00 |
| *KOAT-TV, Albuquerque, N.M. | 200.00 | 120.00 | 80.00 |
| WFBG-TV, Altoona, Pa. | 700.00 | 420.00 | 280.00 |
| *KVII, Amarillo, Tex. | 250.00 | 150.00 | 100.00 |
| WAIM-TV, Anderson, S.C. | Bonus to network | | |
| WLOS-TV, Asheville, N.C. | 450.00 | 270.00 | 180.00 |
| WLW-A, Atlanta, Ga. | 950.00 | 570.00 | 380.00 |
| WJBF-TV, Augusta, Ga. | 400.00 | 240.00 | 160.00 |
| KMMT, Austin-Rochester, Minn. | 200.00 | 120.00 | 80.00 |
| †KTBC-TV, Austin, Tex. | 525.00 | 315.00 | 210.00 |
| KBAK-TV, Bakersfield, Cal. | 200.00 | 120.00 | 80.00 |
| WJZ-TV, Baltimore, Md. | 1450.00 | 870.00 | 580.00 |
| †WABI-TV, Bangor, Me. | 375.00 | 225.00 | 150.00 |
| †WBRZ-TV, Baton Rouge, La. | 400.00 | 240.00 | 160.00 |
| WNEM-TV, Bay City, Mich. | 775.00 | 465.00 | 310.00 |
| †KFDM-TV, Beaumont, Tex. | 400.00 | 240.00 | 160.00 |
| *KOOK-TV, Billings, Mont. | 150.00 | 90.00 | 60.00 |
| WNBF TV, Binghamton, N.Y. | 900.00 | 540.00 | 360.00 |
| WABT, Birmingham, Ala. | 950.00 | 570.00 | 380.00 |
| †KFYR-TV, Bismarck, N.D. | 150.00 | 90.00 | 60.00 |
| *KIDO-TV, Boise, Idaho | 200.00 | 120.00 | 80.00 |
| WHDH-TV, Boston | 2500.00 | 1500.00 | 1000.00 |
| WICC-TV, Bridgeport, Conn. | 200.00 | 120.00 | 80.00 |
| *WCYB-TV, Bristol, Va.-Johnson City, Tenn. | 300.00 | 180.00 | 120.00 |
| KBTX-TV, Bryan, Tex. | Bonus to KWTX-TV Waco | | |
| WGR-TV, Buffalo, N.Y. | 1200.00 | 720.00 | 480.00 |
| *KXLF-TV, Butte, Mont. | 150.00 | 90.00 | 60.00 |
| †WWTV, Cadillac, Mich. | 300.00 | 180.00 | 120.00 |
| KTWO-TV, Casper, Wyo. | Bonus to network | | |
| KCRG-TV, Cedar Rapids, Iowa | 450.00 | 270.00 | 180.00 |
| WCSC-TV, Charleston, S.C. | 400.00 | 240.00 | 160.00 |
| WSOC-TV, Charlotte, N.C. | 900.00 | 540.00 | 360.00 |
| WTVC, Chattanooga, Tenn. | 350.00 | 210.00 | 140.00 |
| †KFBC-TV, Cheyenne, Wyo. | 150.00 | 90.00 | 60.00 |
| WBKB, Chicago, Ill. | 3300.00 | 1980.00 | 1320.00 |
| KHSL-TV, Chico, Cal. | 250.00 | 150.00 | 100.00 |
| WCPO-TV, Cincinnati, Ohio. | 1300.00 | 780.00 | 520.00 |
| WEWS, Cleveland, Ohio | 2300.00 | 1380.00 | 920.00 |
| KKTV, Colorado Springs, Colo. | 225.00 | 135.00 | 90.00 |
| †KOMU-TV, Columbia, Mo. | 275.00 | 165.00 | 110.00 |
| †WIS-TV, Columbia, S.C. | 450.00 | 270.00 | 180.00 |
| WRBL-TV, Columbus, Ga. | 400.00 | 240.00 | 160.00 |
| WTVN-TV, Columbus, Ohio | 1025.00 | 615.00 | 410.00 |
| *KRIS-TV, Corpus Christi, Tex. | 300.00 | 180.00 | 120.00 |
| WFAA-TV, Dallas, Tex. | 1400.00 | 840.00 | 560.00 |
| WDAN-TV, Danville, Ill. | Bonus to network | | |
| WLW-D, Dayton, Ohio | 1025.00 | 615.00 | 410.00 |
| WTVP, Decatur, Ill. | 350.00 | 210.00 | 140.00 |
| KBTV, Denver, Colo. | 700.00 | 420.00 | 280.00 |
| WOI-TV, Des Moines, Iowa | 550.00 | 330.00 | 220.00 |
| WXYZ-TV, Detroit, Mich. | 2300.00 | 1380.00 | 920.00 |
| *WTVY, Dothan, Ala. | 150.00 | 90.00 | 60.00 |
| †KDAL-TV, Duluth, Minn. | 500.00 | 300.00 | 200.00 |
| †WDSM-TV, Duluth, Minn. | 450.00 | 270.00 | 180.00 |
| WTVD, Durham, N.C. | 550.00 | 330.00 | 220.00 |
| †WEAU-TV, Eau Claire, Wis. | 200.00 | 120.00 | 80.00 |
| †KELP-TV, El Paso, Tex. | 250.00 | 150.00 | 100.00 |
| WICU-TV, Erie, Pa. | 600.00 | 360.00 | 240.00 |
| **KIEM-TV, Eureka, Cal. | 150.00 | 90.00 | 60.00 |
| WTVW, Evansville, Ind. | 350.00 | 210.00 | 140.00 |
| †WDAY-TV, Fargo, N.D. | 400.00 | 240.00 | 160.00 |
| *WFLB-TV, Fayetteville, N.C. | 50.00 | 30.00 | 20.00 |
| WBTW, Florence, S.C. | 400.00 | 240.00 | 160.00 |
| *WINK-TV, Ft. Myers, Fla. | 50.00 | 30.00 | 20.00 |
| †KFSA-TV, Ft. Smith, Ark. | 120.00 | 72.00 | 48.00 |
| WPTA, Ft. Wayne, Ind. | 400.00 | 240.00 | 160.00 |
| KJEO-TV, Fresno, Cal. | 475.00 | 285.00 | 190.00 |
| WOOD-TV, Grand Rapids, Mich. | 1100.00 | 660.00 | 440.00 |
| *KFBB-TV, Great Falls, Mont. | 150.00 | 90.00 | 60.00 |
| WFRV-TV, Green Bay, Wis. | 450.00 | 270.00 | 180.00 |
| WFMY-TV, Greensboro, N.C. | 900.00 | 540.00 | 360.00 |
| †WNCT, Greenville, N.C. | 450.00 | 270.00 | 180.00 |

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| *KGBT-TV, Harlingen, Tex. | 300.00 | 180.00 | 120.00 |
| WTPA, Harrisburg, Pa. | 300.00 | 180.00 | 120.00 |
| WSVA-TV, Harrisonburg, Va. | 250.00 | 150.00 | 100.00 |
| *WDAM-TV, Hattiesburg, Miss. | 100.00 | 60.00 | 40.00 |
| KTRK-TV, Houston, Tex. | 1000.00 | 600.00 | 400.00 |
| WHTN-TV, Huntington, W.Va. | 600.00 | 360.00 | 240.00 |
| *KID-TV, Idaho Falls, Idaho | 175.00 | 105.00 | 70.00 |
| WLWI, Indianapolis, Ind. | 1250.00 | 750.00 | 500.00 |
| WJTV, Jackson, Miss. | 450.00 | 270.00 | 180.00 |
| WLBT, Jackson, Miss. | 400.00 | 240.00 | 160.00 |
| WMBR-TV, Jacksonville, Fla. | 750.00 | 450.00 | 300.00 |
| †KRCG-TV, Jefferson City, Mo. | 325.00 | 195.00 | 130.00 |
| KODE-TV, Joplin, Mo. | 300.00 | 180.00 | 120.00 |
| WKZO-TV, Kalamazoo, Mich. | 1300.00 | 780.00 | 520.00 |
| KMBC-TV, Kansas City, Mo. | 1300.00 | 780.00 | 520.00 |
| †KHOL-TV, Kearney, Neb. | 300.00 | 180.00 | 120.00 |
| WTVK, Knxoville, Tenn. | 300.00 | 180.00 | 120.00 |
| †WKBT, La Crosse, Wis. | 350.00 | 210.00 | 140.00 |
| †KPLC-TV, Lake Charles, La. | 200.00 | 120.00 | 80.00 |
| WJIM-TV, Lansing, Mich. | 900.00 | 540.00 | 360.00 |
| KSHO-TV, Las Vegas, Nev. | 100.00 | 60.00 | 40.00 |
| KSWO-TV, Lawton, Okla. | 150.00 | 90.00 | 60.00 |
| WLBR-TV, Lebanon, Pa. | 300.00 | 180.00 | 120.00 |
| †WLEX-TV, Lexington, Ky. | 150.00 | 90.00 | 60.00 |
| †WIMA-TV, Lima, Ohio | 150.00 | 90.00 | 60.00 |
| KOLN-TV, Lincoln, Neb. | 450.00 | 270.00 | 180.00 |
| KATV, Little Rock, Ark. | 400.00 | 240.00 | 160.00 |
| KABC-TV, Los Angeles, Cal. | 2600.00 | 1560.00 | 1040.00 |
| WAVE-TV, Louisville, Ky. | 1100.00 | 660.00 | 440.00 |
| †KCBD-TV, Lubbock, Tex. | 350.00 | 210.00 | 140.00 |
| WLVA-TV, Lynchburg, Va. | 350.00 | 210.00 | 140.00 |
| WMAZ-TV, Macon, Ga. | 350.00 | 210.00 | 140.00 |
| WKOW-TV, Madison, Wis. | 280.00 | 168.00 | 112.00 |
| WMUR-TV, Manchester, N.H. | 600.00 | 360.00 | 240.00 |
| **†KBES-TV, Medford, Ore. | 150.00 | 90.00 | 60.00 |
| WHBQ-TV, Memphis, Tenn. | 1050.00 | 630.00 | 420.00 |
| †WTOK-TV, Meridian, Miss | 325.00 | 195.00 | 130.00 |
| WPST-TV, Miami, Fla. | 850.00 | 510.00 | 340.00 |
| WISN-TV, Milwaukee, Wis. | 1350.00 | 810.00 | 540.00 |
| WTCN-TV, Minneapolis-St. Paul, Minn. | 1250.00 | 750.00 | 500.00 |
| †KCJB-TV, Minot, N.D. | 150.00 | 90.00 | 60.00 |
| †WALA-TV, Mobile, Ala. | 500.00 | 300.00 | 200.00 |
| KNOE-TV, Monroe, La. | 400.00 | 240.00 | 160.00 |
| †WSFA-TV, Montgomery, Ala. | 450.00 | 270.00 | 180.00 |
| WMTW, Mt. Washington, N.H.-Portland, Me. | 450.00 | 270.00 | 180.00 |
| †WLBC-TV, Muncie, Ind. | 200.00 | 120.00 | 80.00 |
| WSIX-TV, Nashville, Tenn. | 600.00 | 360.00 | 240.00 |
| WNHC-TV, New Haven, Conn. | 1400.00 | 840.00 | 560.00 |
| WJMR-TV, New Orleans, La. | 300.00 | 180.00 | 120.00 |
| WABC-TV, New York, N.Y. | 4800.00 | 2880.00 | 1920.00 |
| WAVY-TV, Norfolk, Va. | 850.00 | 510.00 | 340.00 |
| †WOAY-TV, Oak Hill, W.Va. | 200.00 | 120.00 | 80.00 |
| KGEO-TV, Oklahoma City (Enid) | 600.00 | 360.00 | 240.00 |
| KETV, Omaha, Neb. | 900.00 | 540.00 | 360.00 |
| WLOF-TV, Orlando, Fla. | 350.00 | 210.00 | 140.00 |
| †WJDM-TV, Panama City, Fla. | 70.00 | 42.00 | 28.00 |
| †WTAP-TV, Parkersburg, W.Va. | 100.00 | 60.00 | 40.00 |
| †WEAR-TV, Pensacola, Fla.-Mobile, Ala. | 250.00 | 150.00 | 100.00 |
| WTVH-TV, Peoria, Ill. | 450.00 | 270.00 | 180.00 |
| WFIL-TV, Philadelphia, Pa. | 3300.00 | 1980.00 | 1320.00 |
| KTVK, Phoenix, Ariz. | 400.00 | 240.00 | 160.00 |
| †KOAM-TV, Pittsburg, Kan. | 325.00 | 195.00 | 130.00 |
| †WPTZ, Plattsburgh, N.Y.-Burlington, Vt. | 325.00 | 195.00 | 130.00 |
| KGW-TV, Portland, Ore. | 800.00 | 480.00 | 320.00 |
| WJAR-TV, Providence, R.I. | 1300.00 | 780.00 | 520.00 |
| †WGEM-TV, Quincy, Ill. | 350.00 | 210.00 | 140.00 |
| †KVIP, Redding, Cal. | 225.00 | 135.00 | 90.00 |
| †KOLO-TV, Reno, Nev. | 150.00 | 90.00 | 60.00 |
| WTVR, Richmond, Va. | 875.00 | 525.00 | 350.00 |
| WROC-TV, Rochester, N.Y. | 975.00 | 585.00 | 390.00 |
| WHEC-TV & WVET-TV, Rochester | 750.00 | 450.00 | 300.00 |
| WREX-TV, Rockford, Ill. | 450.00 | 270.00 | 180.00 |
| WHBF-TV, Rock Island, Ill. | 900.00 | 540.00 | 360.00 |
| †KSWS-TV, Roswell, N.M. | 175.00 | 105.00 | 70.00 |
| KTVI, St. Louis, Mo. | 1200.00 | 720.00 | 480.00 |
| KSBW-TV, Salinas, Cal. | 450.00 | 270.00 | 180.00 |
| †WBOC-TV, Salisbury, Md. | Bonus to network | | |
| KUTV, Salt Lake City, Utah | 600.00 | 360.00 | 240.00 |
| KONO-TV, San Antonio, Tex. | 600.00 | 360.00 | 240.00 |
| *XETV, San Diego, Cal. | 700.00 | 420.00 | 280.00 |
| KGO-TV, San Francisco, Cal. | 2100.00 | 1260.00 | 840.00 |
| †KSBY-TV, San Luis Obispo, Cal. | Bonus to KSBW-TV | | |
| †KEYT, Santa Barbara, Cal. | 350.00 | 210.00 | 140.00 |
| WTOC-TV, Savannah, Ga. | 275.00 | 165.00 | 110.00 |
| §WNEP-TV, Scranton, Pa. | 225.00 | 135.00 | 90.00 |
| KING-TV, Seattle, Wash. | 1200.00 | 720.00 | 480.00 |
| KTBS-TV, Shreveport, La. | 550.00 | 330.00 | 220.00 |
| †KVTV, Sioux City, Iowa | 500.00 | 300.00 | 200.00 |
| †KELO-TV, Sioux Falls, S.D. | 500.00 | 300.00 | 200.00 |
| WSJV-TV, So. Bend-Elkhart, Ind. | 300.00 | 180.00 | 120.00 |
| KREM-TV, Spokane, Wash. | 500.00 | 300.00 | 200.00 |
| †WICS-TV, Springfield, Ill. | 175.00 | 105.00 | 70.00 |
| †KYTV, Springfield, Mo. | 325.00 | 195.00 | 130.00 |
| WSTV-TV, Steubenville-Wheeling-Pittsburgh | 500.00 | 300.00 | 200.00 |
| KOVR, Stockton, Cal. | 650.00 | 390.00 | 260.00 |
| WHEN-TV, Syracuse, N.Y. | 900.00 | 540.00 | 360.00 |
| WSUN-TV, Tampa-St. Petersburg, Fla. | 350.00 | 210.00 | 140.00 |
| †WTHI-TV, Terre Haute, Ind. | 500.00 | 300.00 | 200.00 |
| KCMC-TV, Texarkana, Tex. | 200.00 | 120.00 | 80.00 |
| *WCTV, Thomasville, Ga. | 275.00 | 165.00 | 110.00 |
| WSPD-TV, Toledo, Ohio | 875.00 | 525.00 | 350.00 |
| †K[illegible]N-TV, Tucson, Ariz. | 200.00 | 120.00 | 80.00 |
| KTUL-TV, Tulsa, Okla. | 570.00 | 342.00 | 228.00 |
| KLTV, Tyler, Tex | 225.00 | 135.00 | 90.00 |
| WKTV, Utica, N.Y. | 550.00 | 330.00 | 220.00 |
| KWTX-TV, Waco, Tex. | 300.00 | 180.00 | 120.00 |
| WMAL-TV, Washington, D.C. | 1200.00 | 720.00 | 480.00 |
| WATR-TV, Waterbury, Conn. | 200.00 | 120.00 | 80.00 |
| WCNY-TV, Watertown-Carthage, N.Y. | 225.00 | 135.00 | 90.00 |
| †WSAU-TV, Wausau, Wis. | 300.00 | 180.00 | 120.00 |
| WEAT-TV, W. Palm Beach, Fla. | 225.00 | 135.00 | 90.00 |
| KAKE-TV, Wichita, Kan. | 675.00 | 405.00 | 270.00 |
| KFDX-TV, Wichita Falls, Tex. | 350.00 | 210.00 | 140.00 |
| WILK-TV, Wilkes-Barre, Pa. | 350.00 | 210.00 | 140.00 |
| *WMFD-TV, Wilmington, N.C. | 200.00 | 120.00 | 80.00 |
| WSJS-TV, Winston-Salem, N.C. | 750.00 | 450.00 | 300.00 |
| KIMA-TV, Yakima, Wash. | 275.00 | 165.00 | 110.00 |
| WSBA-TV, York, Pa. | 250.00 | 150.00 | 100.00 |
| WKST-TV, Youngstown, O. | 350.00 | 210.00 | 140.00 |
| WHIZ-TV, Zanesville, Ohio | 100.00 | 60.00 | 40.00 |

† Limited Live Service. * Non-Interconnected.

** Combination rate will be $250 if both KIEM-TV, Eureka, and KBES-TV, Medford, are ordered and available.

§ WNEP-TV, Scranton, Pa., will be furnished at no charge to advertisers whose programs are carried on WILK-TV.

Advertisers using any bonus station by **film**, prefilm or delayed telecast will pay a service charge of $15 net (non-commissionable) per telecast, while station is furnished as a bonus station.

**ABC WESTERN REGIONAL NETWORK**—ABC Television Center, Hollywood 27, Cal. Telephone: Normandy 3-3311. **Pacific Coast stations:** XETV, San Diego; KABC-TV, Los Angeles; KEYT, Santa Barbara; KVIP-TV, Redding; KSBY-TV, San Luis Obispo; KBAK-TV, Bakersfield; KJEO-TV, Fresno; KSBW-TV, Salinas; KGO-TV, San Francisco; KOVR, Stockton; KOLO-TV, Reno; KHSL-TV, Chico; KIEM, Eureka; KBES-TV, Medford, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle; KREM-TV, Spokane. **Mountain stations:** KUTV, Salt Lake City; KBTV, Denver; KTVK, Phoenix; KSHO-TV, Las Vegas; KTWO-TV, Casper; KELP-TV, El Paso; KGUN-TV, Tucson; KKTV, Colorado Springs, Colo.; KSWS-TV, Roswell, N.M; KOAT-TV, Albuquerque, N.M.; KIDO-TV, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KXLF-TV, Butte, Mont.; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KFAR-TV, Fairbanks, Alaska; KENI-TV, Anchorage, Alaska; KULA-TV, Honolulu, Hawaii. **Executives:** Earl J. Hudson, v.p. western div.; J. English Smith, director, national TV network programming, western div.; Vincent Francis, sales & promotion; John Wagner, controller; Theodore Grenier, chief engineer.

### ALASKA-HAWAII-PUERTO RICO SERVICE

| | | | |
|---|---|---|---|
| KENI-TV, Anchorage, Alaska.. } KFAR-TV, Fairbanks, Alaska.. } | $200.00 | $120.00 | $80.00 |
| KULA-TV, Honolulu, T.H. | 275.00 | 165.00 | 110.00 |
| WAPA-TV, San Juan, P.R. | 200.00 | 120.00 | 80.00 |

### CANADIAN SERVICE

| | | | |
|---|---|---|---|
| CKVR-TV, Barrie, Ont. | $300.00 | $180.00 | $120.00 |
| CKX-TV, Brandon, Man. | 170.00 | 102.00 | 68.00 |
| CHCT-TV, Calgary, Alta. | 350.00 | 210.00 | 140.00 |
| CFCY-TV, Charlottetown, P.E.I. | 170.00 | 102.00 | 68.00 |
| CFRN-TV, Edmonton, Alta. | 400.00 | 240.00 | 160.00 |
| CBHT, Halifax, N.S. | 340.00 | 204.00 | 136.00 |
| CHCH-TV, Hamilton, Ont. | 550.00 | 330.00 | 220.00 |
| CFCR-TV, Kamloops, B.C. | 75.00 | 45.00 | 30.00 |
| CHBC-TV, Kelowna, B.C. | 75.00 | 45.00 | 30.00 |
| Satellite CHBC-TV-1, Penticton, B.C. Satellite CHBC-TV-2, Vernon, B.C. | | | |
| CKWS-TV, Kingston, Ont. | 300.00 | 180.00 | 120.00 |
| CKCO-TV, Kitchener, Ont. | 430.00 | 258.00 | 172.00 |
| CJLH-TV, Lethbridge, Alta. | 175.00 | 105.00 | 70.00 |
| CFPL-TV, London, Ont. | 485.00 | 291.00 | 194.00 |
| CHAT-TV, Medicine Hat, Alta. | 75.00 | 45.00 | 30.00 |
| CKCW-TV, Moncton, N.B. | 245.00 | 147.00 | 98.00 |
| CBMT, Montreal, P.Q. | 890.00 | 534.00 | 356.00 |
| CKGN-TV, North Bay, Ont. | 160.00 | 96.00 | 64.00 |
| CBOT, Ottawa, Ont. | 475.00 | 285.00 | 190.00 |
| CHEX-TV, Peterboro, Ont. | 265.00 | 159.00 | 106.00 |
| CFCJ-TV, Port Arthur, Ont. | 200.00 | 120.00 | 80.00 |
| CKBI-TV, Prince Albert, Sask. | 75.00 | 45.00 | 30.00 |
| CKMI-TV, Quebec, P.Q. | 200.00 | 120.00 | 80.00 |
| CHCA-TV, Red Deer, Alta. | 75.00 | 45.00 | 30.00 |
| CKCK-TV, Regina, Sask. | 285.00 | 171.00 | 114.00 |
| CKRN-TV, Rouyn, P.Q. | 75.00 | 45.00 | 30.00 |
| CHSJ-TV, Saint John, N.B. | 285.00 | 171.00 | 114.00 |
| CJON-TV, St. John's, Nfld. | 230.00 | 138.00 | 92.00 |
| Satellite CJOX-TV, Argentia, Nfld. | | | |
| CFQC-TV, Saskatoon, Sask. | 255.00 | 153.00 | 102.00 |
| CJIC-TV, Saulte Ste. Marie, Ont. | 170.00 | 102.00 | 68.00 |
| CKSO-TV, Sudbury, Ont. | 235.00 | 141.00 | 94.00 |
| Satellite CKSO-TV-1, Elliot Lake, Ont. | | | |
| CJFB-TV, Swift Current, Sask. | 75.00 | 45.00 | 30.00 |
| CJCB-TV, Sydney, N.S. | 255.00 | 153.00 | 102.00 |
| CFCL-TV, Timmins, Ont. | 160.00 | 96.00 | 64.00 |
| Satellite CFCL-TV-1, Kapuskasing, Ont. | | | |
| CBLT, Toronto, Ont. | 1100.00 | 660.00 | 440.00 |
| CBUT, Vancouver, B.C. | 680.00 | 408.00 | 272.00 |
| CHEK-TV, Victoria, B.C. | 240.00 | 144.00 | 96.00 |
| CKLW-TV, Windsor, Ont. | 450.00 | 270.00 | 180.00 |
| CKNX-TV, Wingham, Ont. | 245.00 | 147.00 | 98.00 |
| CBWT, Winnipeg, Man. | 490.00 | 294.00 | 196.00 |

Canadian stations are not subject to ABC discounts or rebates. Special frequency and group discounts allowed by CBC will be given on request. Rate classification and percentage of the hour are not the same as the ABC Television Network rates.

# COLUMBIA BROADCASTING SYSTEM, INC.
## CBS Television Division

**Executive Offices:** 485 Madison Ave., New York 22. Plaza 1-2345.

**Production Center:** 524 W. 57th St., New York 19. Judson 6-6000.

**Studios:** CBS-TV has these studios in New York: Studios 41, 42, 43 and 44 in the Grand Central Bldg.; Studio 50, 1697 Broadway; Studio 51, 109 West 39th St.; Studio 52, 254 West 54th St.; Studios 53, 54, 55 & 56 at 111 East 58th St.; Studio 58, 841 Ninth Ave.; Studio 59, 256 West 47th St.; Studio 61, 1456 First Ave.; Studio 62, 261 West 47th St.; Studios 63 & 64, 205 E. 67th St.; Studio 72, 2248 Broadway; in Los Angeles at 1313 N. Vine St. and Television City; in Chicago at 630 N. McClurg Court; in Milwaukee at 5445 N. 27th St.; in Hartford at 555 Asylum St.

**Other Affiliations:** Columbia Broadcasting System Inc. (William S. Paley, chairman, Frank Stanton, president) owns and CBS Television Division (Merle S. Jones, president) operates WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WXIX, Milwaukee; WHCT, Hartford; KMOX-TV, St. Louis; CBS Television Spot Sales and CBS Television Film Sales Inc. CBS Inc. also owns and CBS Radio Division operates AM stations WCBS, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston. **Note:** Also is acquiring WCAU-TV & WCAU, Philadelphia.

**Board of Directors, CBS Inc.:** William S. Paley, Leon Levy, Samuel Paley, J. A. W. Iglehart, Ralph F. Colin, Frank Stanton, Merle S. Jones, Goddard Lieberson, Arthur Hull Hayes, Robert A. Lovett, Arthur L. Chapman, H. C. Bonfig, Mrs. M. C. McIntosh.

**Operating Divisions** of Columbia Broadcasting System Inc. include CBS Laboratories Division (Peter C. Goldmark, president); CBS Radio Division (Arthur Hull Hayes, president); Columbia Records (Goddard Lieberson, president); CBS-Hytron (Arthur L. Chapman, president); CBS International (Lewis Gordon, president).

**CBS Television Affiliate Advisory Board:** Paul Adanti, WHEN-TV, Syracuse, N. Y.; Richard A. Borel, WBNS-TV, Columbus, O.; Frank E. Busby, WTVY, Dothan, Ala.; Rex Howell, KREX-TV, Grand Junction, Colo.; C. Howard Lane (chairman), KOIN-TV, Portland, Ore.; T. B. Lanford, WJTV, Jackson, Miss.; Glenn Marshall Jr., WMBR-TV, Jacksonville, Fla.; Leslie C. Johnson, WHBF-TV, Rock Island, Ill.; William B. Quarton, WMT-TV, Cedar Rapids, Ia.; Clyde Rembert, KRLD-TV, Dallas, Tex.; James D. Russell, KKTV, Colorado Springs, Colo.

### OFFICERS

Merle S. Jones, *president*
Hubbell Robinson Jr., *exec. v.p. in charge of network programs*
William H. Hylan, *v.p. in charge of sales administration*
H. Leslie Atlass, *v.p. in charge of Central Division*
Howard S. Meighan, *v.p., west coast services*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
Harry G. Ommerle, *v.p. in charge of network programs, N.Y.*
Robert M. Weitman, *v.p. in charge of program development*
Oscar Katz, *v.p. in charge of daytime programs*
Edward L. Saxe, *v.p., operations*
W. Spencer Harrison, *v.p. and business mgr. of talent & contract properties*
Philip Feldman, *v.p. and business mgr. of talent & contract properties, Hollywood*
Herbert V. Akerberg, *v.p. in charge of station relations*
William B. Lodge, *v.p., engineering and station relations*
Craig Lawrence, *v.p. in charge of CBS owned TV stations*
Edmund C. Bunker, *v.p. and director of station relations*
Leslie Harris, *v.p. & gen. mgr., CBS Television Film Sales Inc.*
Thomas H. Dawson, *v.p. in charge of network sales*
Thomas K. Fisher, *v.p. & general attorney*
William J. Flynn, *controller*

### NETWORK SALES

William H. Hylan, *v.p. in charge of sales administration*
Thomas H. Dawson, *v.p. in charge of network sales*
George E. Klayer, *general sales manager*
Sam K. Maxwell, *eastern sales manager*
Robert P. Hoag, *director, network program sales*
Roland R. Blair, *midwestern sales manager*
Charles R. Sterritt, *Detroit sales manager*
Robert Livingston, *Pacific Coast sales manager*
William J. Fagan, *business manager*
George Zurich, *sales service manager*
Edward P. Lethen Jr., *manager of network sales development*
Len Morreale, *sales manager, EMP*
George A. Kolpin, *contract manager*
Jack Purves, *sports sales manager*

### NETWORK PROGRAMS

Hubbell Robinson Jr., *exec. v.p. in charge of network programs*
Harry G. Ommerle, *v.p. in charge of network programs, N.Y.*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
Robert M. Weitman, *v.p. in charge of program development*
Oscar Katz, *v.p. in charge daytime programs*
Lester Gottlieb, *general program executive, N.Y.*
Bertram Berman, *director daytime program development*
Edwin S. Friendly Jr., *director of daytime programs*
Mario Lewis, *executive producer*
Richard Lewine, *executive producer*
John Houseman, *executive producer*
William Morwood, *executive producer*
Ray Crossett, *executive editor*
Ed Roberts, *eastern story editor*
Robert Dale Martin, *casting director*
John Hundley, *program service manager*
Robert Milford, *production manager*
James Lavenstein, *administrative manager*
Robert Sparks, *exec. producer, charge of film, Hollywood*
Charles Holden, *production manager, Hollywood*
Guy della Cioppa, *director of network programs, Hollywood*
Emanuel Leshin, *production mgr. in charge of film, Hollywood*
William M. Dozier, *general program exec., Hollywood*
Hal Graham, *program executive, Hollywood*
Charles Straus, *director of casting, Hollywood*
Allan Parr, *business manager, Hollywood*
Michael Burke, *program director, London*

### OPERATIONS

Edward L. Saxe, *v.p., operations*
Ira DeLumen, *director, administrative services*
John E. Forsander, *director, purchasing*
Henry Grossman, *director, facilities operations*
Lawrence B. Gumbinner, *director, communications*
Harold C. Meier, *director, broadcast operations*
Walter R. Pierson, *director, facilities planning*
Gordon Shadwick, *director, film services*
Robert G. Thompson, *director, technical operations*
Orville Sather, *manager, technical operations*
H. Grant Theis, *director, west coast operations*
E. Carlton Winckler, *director, production operations*
John Burrell, *executive art director, design services*
Hugh Graham, *manager of unit management & control services*
Albert J. Raymond, *manager of production services*
Paul Wittlig, *director, development*

### STATION RELATIONS

William B. Lodge, *v.p. in charge of station relations*
Herbert V. Akerberg, *v.p of station relations*
Edmund C. Bunker, *v.p. and director of station relations*
Carl Ward, *national manager of station relations*
Bert Lown, *western manager, Los Angeles*
Ed Scovill, *midwest manager*
David Williams, *eastern manager*
Robert Wood, *manager of contracts and records*
Donald E. Clancy, *asst. manager of contracts and records*
Robert F. Jamieson, *manager of station contacts*

### ADVERTISING & SALES PROMOTION

William Golden, *creative director*
John P. Cowden, *operations director*
Robert Strunsky, *copy chief*
Alex Kennedy, *director of program promotion*
George Bristol, *director of presentations*
Thomas Means, *director of CBS owned TV stations promotion service*
Edward Side, *production manager*

### PRESS INFORMATION

Charles J. Oppenheim, *director of information services*
Larry Lowenstein, *director of press information, N.Y.*
Dorothy Leffler, *director of magazine division*
Harry Feeney, *manager of trade & business news*
Robert Blake, *director of press conference information, Hollywood*
John Walsh, *manager of special projects*

### RESEARCH

Jay Ellasberg, *director*
Mae Clarke, *manager of advertising records*
Leonard DeNooyer, *manager of coverage*
Tore Hallonquist, *manager of program analysis*
Calvin Morris, *manager of special projects*
Rose Marie O'Reilly, *manager of ratings*

### ENGINEERING

A. B. Chamberlain, *director of engineering*
H. A. Chinn, *chief engineer*
R. S. O'Brien, *asst. director, audio & video engineering*
J. D. Parker, *director, radio frequency engineering*

### EDITING

Herbert A. Carlborg, *director*

### BUSINESS AFFAIRS

W. Spencer Harrison, *v.p. and business mgr. of talent & contract properties*
Philip Feldman, *v.p. and business mgr. of talent & contract properties, Hollywood*
Merritt H. Coleman, *director of business affairs*
Henry Howard, *director of music operations*

### ACCOUNTING

Norman C. Hadley, *director*

### CBS OWNED TELEVISION STATIONS

Craig Lawrence, *vice president, CBS owned TV stations*

WCBS-TV, 485 Madison Ave., New York 22: Sam Cook Digges, *general manager;* Clarence Worden, *assistant to the general manager;* Norman E. Walt Jr., *general sales manager*

WBBM-TV, 630 N. McClurg Court, Chicago 11: H. Leslie Atlass, *v.p. & general manager, central division;* C. W. Doebler, *executive assistant;* E. H. Shomo, *assistant general manager;* George J. Arkedis, *sales manager*

KNXT, 1313 North Vine St., Los Angeles 28: Clark B. George, *general manager;* Robert D. Wood, *general sales manager*

WXIX, 5445 North 27th St. Milwaukee 9: Frank J. Shakespeare Jr., *general manager;* Richard P. Hogue, *general sales manager*

WHCT, 555 Asylum St., Hartford 5: Harvey J. Struthers, *general manager;* Lamont L. Thompson, *general sales manager.*

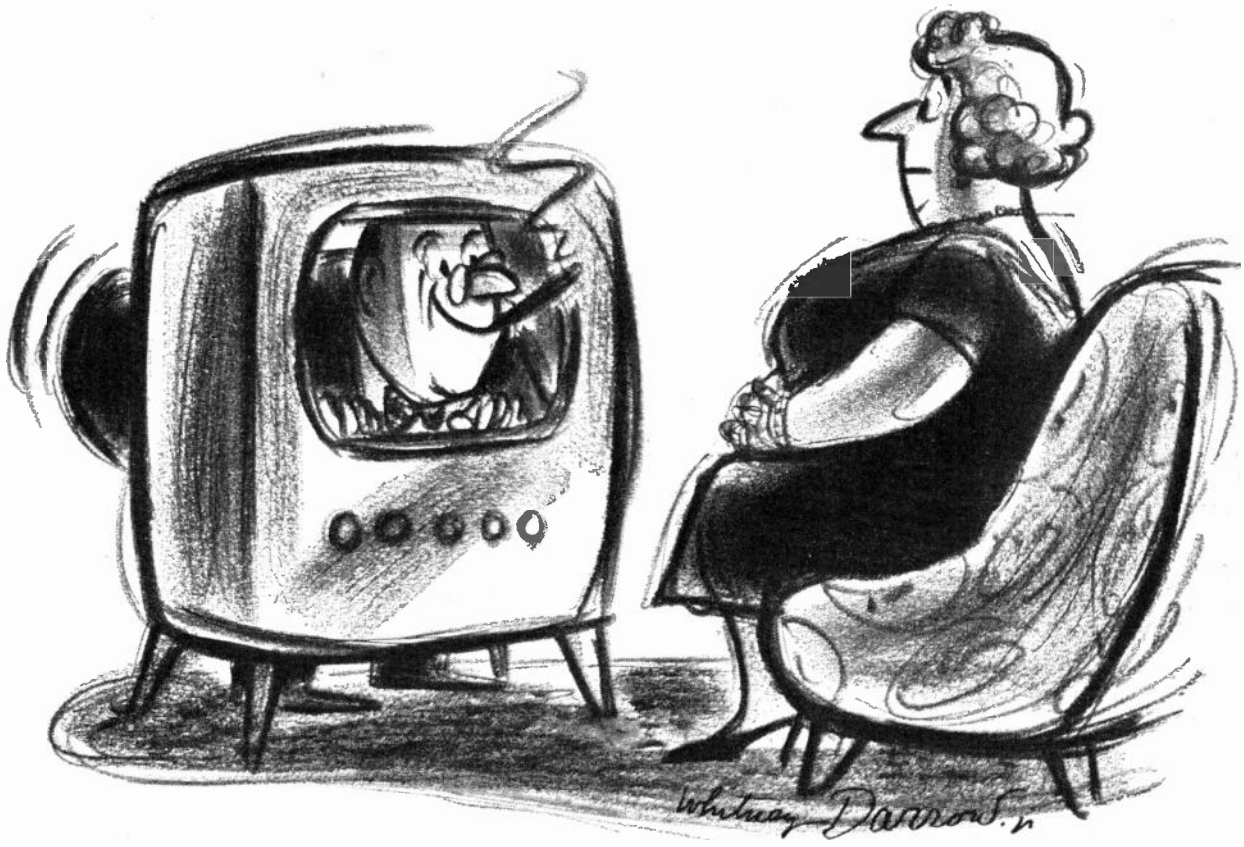
KMOX-TV, 1215 Cole St., St. Louis: Gene Wilkey, *general manager.*

**Note:** see station listings for other executives and additional details.

**(Continued on page 46)**

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



# Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.

### CBS-TV NETWORK—(Continued)

#### CBS TELEVISION SPOT SALES

John A. Schneider, *general manager*
Ben Margolis, *business manager*
Frank C. Elliott Jr., *director, sales development*
Robert Davis, *director of research*
W. Thomas Dawson, *director of sales promotion*
Bruce R. Bryant, *eastern sales manager*
Arthur C. Elliot, *midwestern sales manager*
Edward A. Larkin, *Los Angeles sales manager*
John H. White, *San Francisco sales manager*
Richard R. Loftus, *Detroit sales manager*
H. H. Holtshouser, *Atlanta sales manager*

#### CBS TELEVISION FILM SALES INC.

Leslie T. Harris, *v.p. & general manager*
John F. Howell, *general sales manager*
Fred J. Mahlstedt, *director of operations & production*
Eugene W. Moss, *sales promotion manager*
Walter A. Scanlon, *merchandising manager*
John C. Sebastian, *manager of publicity*
Gloria Lesser, *manager, sales service department*
Anthony Bartley, *sales and program representative, London*

#### CBS NEWS DIVISION

Sig Mickelson, *vice president*
Elmer W. Lower, *director of news operations.*
John F. Day, *director of news*
Irving Gitlin, *director of public affairs*
Robert E. Lang, *director of program sales*
William C. MacPhail, *director of sports*
William C. Ackerman, *director of information services*
May Dowell, *manager, general information and library*
James Connors, *budget control officer*
John Jefferson, *asst. director of public affairs*
Malcolm R. Johnson, *asst. director of news for TV*
Robert Skedgell, *asst. director of news for radio*
David Zellmer, *executive producer, TV news*
James Burke, *managing editor, TV news*
Frank Donghi, *assignment editor*
Jack Fern, *national editor*
Ralph Paskman, *foreign editor*
Jack Bush, *manager, film production*
Howard Kany, *manager of newsfilm*
Ralph Backlund, *executive producer, radio public affairs*
George Crothers, *director of public service broadcasts*
Pamela Ilott, *director of religious broadcasts*
Paul Levitan, *director of special events*

#### Washington News Bureau

Broadcast House, 40th & Brandywine Sts. N. W., Washington, D. C. Emerson 2-9300
Ted Koop, *director of news & public affairs*
James E. Roper, *news editor*
Lewis Shollenberger, *associate director, public affairs*
William Corrigan, *manager of newsfilm*

#### Foreign Offices

Argentina—Peter H. Hahn, Mendoza 3565, Buenos Aires.
Austria—Daniel Karasik, Opernring-hof E232, Opernring 1, Vienna 1.
Egypt—Frank Kearns, Flat 44, Badrowi Bldg., 8 Sh. Salah Ayoub, Zamalek, Cairo.
England—Charles Collingwood, Alexander Kendrick, 26 Hallam St,. London W1.
France—David Schoenbrun, Louis Cioffi, 33 Champs Elysees, Paris 8e.
Germany—Ernest Leiser, 17 Friedich Ebert Strasse, Godesberg.
Hong Kong—Guy Searles, 517 Jaffe Rd.
India—Arthur Bonner, 32 Alipur Rd., Delhi.
Italy—Winston Burdett, Piazza Grazioli No. 5, Rome
Japan—Peter Kalischer, Foreign Correspondents Club, Marunouchi, Tokyo.
Lebanon—Richard Kallsen, St. George's Hotel, Beirut.
Sweden—Wilfrid Fleisher, 18 Sturegatan, Stockholm, Sweden.
U.S.S.R.—Daniel Schorr, Hotel Metropole, Moscow.

#### FACILITIES ENGINEERING SERVICES

Louis R. LaPorte, *director*

#### OFFICE SERVICES

A. H. Bryant, *manager*
Laurette Banks, *supervisor, ticket bureau*
Harry Kestenbaum, *supervisor, general files & record center*
Marie Dunn, *supervisor, transportation*
Charlotte Friel, *manager, audience mail*
Joseph Sharp, *supervisor, mail room*

#### PERSONNEL RELATIONS

Robert Kalaidjian, *director*
Charles Burt, *salary and personnel policy administrator*
Dr. Jack Nelson, *director, medical office*
C. Donald McCullen, *personnel records & research manager*
Richard Stanley, *employment manager*

#### PHOTOGRAPHY

Walter I. Seigal, *manager*

## CBS Radio

#### OFFICERS

Arthur Hull Hayes, *president*
James M. Seward, *executive vice president*
H. Leslie Atlass, *v.p. in charge of Central Division*
Howard G. Barnes, *v.p. in charge of network programs*
I. S. Becker, *v.p. in charge of business affairs*
Jules Dundes, *v.p. in charge of station administration*
Lucian Davis, *executive producer, network programs, Hollywood*
Horace Guillotte, *v.p. in charge of operations*
Louis Hausman, *v.p. in charge of advertising & promotion*
John J. Karol, *v.p. in charge of network sales*
William A. Schudt Jr., *v.p. in charge of station relations*
Geraldine B. Zorbaugh, *v.p. & general attorney*
Walter P. Rozett, *director, administrative operations*

#### NETWORK SALES

John J. Karol, *v.p. in charge*
Ben S. Lochridge, *network sales manager*
William W. Firman, *eastern sales manager*
Frank Nesbitt, *director, sales development*
Edward E. Hall, *administrative mgr., station relations*
Lillian Selb, *business manager*

#### NETWORK PROGRAMS

Howard G. Barnes, *v.p. in charge*
Gerald Maulsby, *manager, network broadcasts*
Harlan Dunning, *program supervisor*
James Fasset, *music supervisor*

#### OPERATIONS

Horace Guillotte, *v.p. in charge*
Arthur G. Peck, *manager, network operations*
Davidson Vorhes, *mgr. technical operations*

#### STATION RELATIONS

William A. Schudt Jr., *v.p. in charge;* Eric Salline, *mgr.*
Eric Salline, *manager*

#### PRESS INFORMATION

Charles S. Steinberg, *director*
Lloyd Brownfield, *director, Hollywood*
Melvin Spiegel, *publicity manager*
Sidney Garfield, *director of exploitation*
Phil Cohan, *trade news editor*

#### SALES PROMOTION & ADVERTISING

Louis Dorfsman, *director*
Robert J. Sullivan, *audience promotion & merchandising mgr.*
Arnold Benson, *director, station promotion service*
Richard Golden, *director, network sales*
Edward Kaylin, *administrative manager*

#### RESEARCH

Harper Carraine, *director*
Edward Reeve, *sales & promotion research mgr.*
Howard Miller, *coverage & marketing research mgr.*

#### BUSINESS AFFAIRS

I. S. Becker, *v.p. in charge*
Preston Pumphrey, *asst. to v.p.*
Ann Nelson, *director, Hollywood*
Frank Crowley, *asst. director, Hollywood*

#### EDITING

Don Ball, *director*

#### CBS Radio Spot Sales

Gordon Hayes, *general mgr.*
Milton Allison, *eastern sales mgr.*
Edward O'Berst, *research mgr.*
Fred Heywood, *sales promotion mgr.*
Chicago: 630 N. McClurg Court. Thomas Peterson, *western sales mgr.*
Atlanta: 800 Peachtree St. George R. Swearinger Jr., *mgr.*
Detroit: Fisher Bldg. Ralph H. Patt, *mgr.*
Los Angeles: Columbia Square. Roland H. McClure, *mgr.*
San Francisco: Sheraton-Palace Hotel. Byron Nelson, *mgr.*
St. Louis: Ninth & Sidney Sts. Eugene R. Myers, *mgr.*

#### CBS-OWNED RADIO STATIONS

WCBS & WCBS-FM, 485 Madison Ave., New York 22: Sam Slate, *gen. mgr.;* G. E. Hurst, *sales mgr.;* Allen Ludden, *program mgr.*

KCBS & KCBS-FM, Sheraton-Palace Hotel, San Francisco 5: Henry Untermeyer, *gen. mgr.;* Richard Schutte, *sales mgr.;* E. Whitney, *program director.*

KMOX, 401 S. Twelfth Blvd., St. Louis 2: Robert Hyland, *gen. mgr.;* Foster Brown Jr., *sales mgr.;* Mark Russell, *program mgr.*

KNX & KNX-FM and Columbia Pacific Radio Network, 6121 Sunset Blvd., Los Angeles 28: Fred Ruegg, *gen. mgr.;* Maurie Webster, *sales mgr.;* Robert Sutton, *director of programs.*

WBBM & WBBM-FM, 630 N. McClurg Court, Chicago 11: H. Leslie Atlass, *v.p. in charge of Central Div. & WBBM gen. mgr.;* E. H. Shomo, *asst. gen. mgr.;* James Hensley, *sales mgr.;* Thomas A. Bland, *program director.*

WEEI & WEEI-FM, 182 Tremont St., Boston 12: Thomas Gorman, *gen. mgr.;* Robt. Sinnett, *sales mgr.;* Ken Ovenden, *program mgr.*

#### Housewives' Protective League

Edward W. Wood Jr., *general manager.*

## CBS TELEVISION NETWORK RATES
**(Rate Card 13 revised through February 1, 1958)**
(Consult Network for Discounts, Specifications, etc.)

**Class A** (6 p.m. to 11 p.m., Monday through Sunday, except Mountain Time Zone Sunday, where Class A is 5 p.m. to 11 p.m.) gross rates are listed below. **Class B** (5 p.m. to 6 p.m., Monday through Friday; 2 p.m. to 6 p.m. Saturday & Sunday) are 75% of gross rates. **Class C** (all other times, except between sign-on and 9 a.m. in Eastern and Central Time Zones) are 50% of gross rates. **Class D** (between station sign-on and 9 a.m. in Eastern and Central Time Zones) are 37½% of gross rates. Rates for periods less than one hour shall be the following percentages of applicable full hour rate: 80% for 45 minutes; 60% for 30 minutes; 50% for 20 minutes; 40% for 15 minutes; 33⅓% for 10 minutes; 30 for 5 minutes.

### BASIC REQUIRED GROUP—(58 STATIONS)

| City & State | Call Letters | Class A Hr. Rate | 30 Min. | 15 Min. |
|---|---|---|---|---|
| New York, N.Y. | WCBS-TV | $8,000 | $4,800 | $3,200 |
| Albany, N.Y. | WTEN | 1,000 | 600 | 400 |
| Adams, Mass. | WCDC | * | | |
| Atlanta, Ga. | WAGA-TV | 1,200 | 720 | 480 |
| Baltimore, Md. | WMAR-TV | 1,600 | 960 | 640 |
| Birmingham, Ala. | WBRC-TV | 1,100 | 660 | 440 |
| Boston, Mass. | WNAC-TV | 2,800 | 1,680 | 1,120 |
| Buffalo, N.Y. | WBEN-TV | 1,400 | 840 | 560 |
| Charleston-Huntington, W.Va. | WCHS-TV | 600 | 360 | 240 |
| Charlotte, N.C. | WBTV | 1,250 | 750 | 500 |
| Chicago, Ill. | WBBM-TV | 4,500 | 2,700 | 1,800 |
| Cincinnati, Ohio | WKRC-TV | 1,300 | 780 | 520 |
| Cleveland, Ohio | WJW-TV | 2,400 | 1,440 | 960 |
| Columbus, Ohio | WBNS-TV | 1,100 | 660 | 440 |
| Dallas, Texas | KRLD-TV | 1,450 | 870 | 580 |
| Dayton, Ohio | WHIO-TV | 1,100 | 660 | 440 |
| Denver, Colo. | KLZ-TV | 850 | 510 | 340 |
| Des Moines, Iowa | KRNT-TV | 700 | 420 | 280 |
| Detroit, Mich. | WJBK-TV | 2,800 | 1,680 | 1,120 |
| Fresno, Calif. | KFRE-TV | 600 | 360 | 240 |
| Greensboro-Winston-Salem, N.C. | WFMY-TV | 900 | 540 | 360 |
| Hartford, Conn. | WHCT | 700 | 420 | 280 |
| Houston-Galveston, Texas | KGUL-TV | 1,100 | 660 | 440 |
| Indianapolis, Ind. | WISH-TV | 1,400 | 840 | 560 |
| Jacksonville, Fla. | WMBR-TV | 750 | 450 | 300 |
| Kalamazoo-Grand Rapids, Mich. | WKZO-TV | 1,300 | 780 | 520 |
| Kansas City, Mo. | KCMO-TV | 1,400 | 840 | 560 |
| Los Angeles, Calif. | KNXT | 3,500 | 2,100 | 1,400 |
| Louisville, Ky. | WHAS-TV | 1,000 | 600 | 400 |
| Memphis, Tenn. | WREC-TV | 1,100 | 660 | 440 |
| Miami, Fla. | WTVJ | 1,150 | 690 | 460 |
| Milwaukee, Wis. | WXIX | 800 | 480 | 320 |
| Minneapolis, Minn. | WCCO-TV | 1,650 | 990 | 660 |
| Nashville, Tenn. | WLAC-TV | 950 | 570 | 380 |
| New Orleans, La. | WWL-TV | 1,000 | 600 | 400 |
| Norfolk, Va. | WTAR-TV | 925 | 555 | 370 |
| Oklahoma City, Okla. | KWTV | 850 | 510 | 340 |
| Omaha, Neb. | WOW-TV | 950 | 570 | 380 |
| Philadelphia, Pa. | WCAU-TV | 3,500 | 2,100 | 1,400 |
| Pittsburgh, Pa. | KDKA-TV | 2,400 | 1,440 | 960 |
| Portland, Ore. | KOIN-TV | 1,100 | 660 | 440 |
| Providence, R.I. | WPRO-TV | 1,200 | 720 | 480 |
| Richmond, Va. | WRVA-TV | 650 | 390 | 260 |
| Rochester, N.Y. | WHEC-TV & WVET-TV | 750 | 450 | 300 |
| Rock Island-Davenport | WHBF-TV | 900 | 540 | 360 |
| Sacramento, Calif. | KBET-TV | 750 | 450 | 300 |
| St. Louis, Mo. | KWK-TV | 1,750 | 1,050 | 700 |
| Salt Lake City, Utah | KSL-TV | 650 | 390 | 260 |
| San Antonio, Texas | KENS-TV | 700 | 420 | 280 |
| San Diego, Calif. | KFMB-TV | 850 | 510 | 340 |
| San Francisco, Calif. | KPIX | 2,300 | 1,380 | 920 |
| Seattle-Tacoma, Wash. | KTNT-TV | 1,000 | 600 | 400 |
| Shreveport, La. | KSLA-TV | 525 | 315 | 210 |
| Syracuse, N.Y. | WHEN-TV | 900 | 540 | 360 |
| Tampa, Fla. | WTVT | 800 | 480 | 320 |
| Toledo, Ohio | WSPD-TV | 875 | 525 | 350 |
| Tulsa, Okla. | KOTV | 825 | 495 | 330 |
| Washington, D.C. | WTOP-TV | 1,650 | 990 | 660 |
| Wichita-Hutchinson, Kan. | KTVH | 650 | 390 | 260 |
| Group Total | | $81,900 | $49,140 | $32,760 |

* No charge, no rebate when used with WTEN, Albany.

### CBS-TV BASIC OPTIONAL GROUP—(54 STATIONS)

| City & State | Call Letters | Class A Hr. Rate | 30 Min. | 15 Min. |
|---|---|---|---|---|
| Altoona, Pa. | WFBG-TV | $700 | $420 | $280 |
| Augusta, Ga. | WRDW-TV | 350 | 210 | 140 |
| Austin, Tex. | KTBC-TV | 525 | 315 | 210 |
| Bakersfield, Cal. | KBAK-TV | 200 | 120 | 80 |
| Baton Rouge, La. | WAFB-TV | 250 | 150 | 100 |
| Beaumont, Texas | KFDM-TV | 400 | 240 | 160 |
| Binghamton, N.Y. | WNBF-TV | 775 | 465 | 310 |
| Burlington, Vt. | WCAX-TV | 450 | 270 | 180 |
| Cape Girardeau, Mo. | KFVS-TV | 500 | 300 | 200 |
| Cedar Rapids, Iowa | WMT-TV | 700 | 420 | 280 |
| Champaign, Ill. | WCIA | 850 | 510 | 340 |
| Charleston, S.C. | WCSC-TV | 400 | 240 | 160 |
| Chattanooga, Tenn. | WDEF-TV | 500 | 300 | 200 |
| Columbia, S.C. | WNOK-TV | 200 | 120 | 80 |
| Columbus, Ga. | WRBL-TV | 400 | 240 | 160 |
| Corpus Christi, Tex. | KSIX-TV | 300 | 180 | 120 |
| Duluth, Minn. | KDAL-TV | 500 | 300 | 200 |
| Durham, N.C. | WTVD | 550 | 330 | 220 |
| El Paso, Tex. | KROD-TV | 350 | 210 | 140 |
| Erie, Pa. | WSEE-TV | 250 | 150 | 100 |
| Evansville, Ind. | WEHT | 350 | 210 | 140 |
| Florence, S.C. | WBTW | 400 | 240 | 160 |
| Ft. Wayne, Ind. | WANE-TV | 500 | 300 | 200 |
| Green Bay, Wis. | WBAY-TV | 750 | 450 | 300 |
| Greenville, N.C. | WNCT | 450 | 270 | 180 |
| Harrisburg, Pa. | WHP-TV | 325 | 195 | 130 |
| Huntington-Charleston, W.Va. | WHTN-TV | 600 | 360 | 240 |
| Jackson, Miss. | WJTV | 450 | 270 | 180 |
| Johnson City, Tenn. | WJHL-TV | 350 | 210 | 140 |
| Knoxville, Tenn. | WBIR-TV | 550 | 330 | 220 |
| Lansing, Mich. | WJIM-TV | 775 | 465 | 310 |
| Lincoln, Neb. | KOLN-TV | 450 | 270 | 180 |
| Little Rock, Ark. | KTHV | 450 | 270 | 180 |
| Macon, Ga. | WMAZ-TV | 350 | 210 | 140 |
| Madison, Wis. | WISC-TV | 500 | 300 | 200 |
| Mobile, Ala. | WKRG-TV | 525 | 315 | 210 |
| Montgomery, Ala. | WCOV-TV | 225 | 135 | 90 |
| Orlando, Fla. | WDBO-TV | 500 | 300 | 200 |
| Phoenix, Ariz. | KOOL-TV | 550 | 330 | 220 |
| Portland, Me. | WGAN-TV | 450 | 270 | 180 |
| Roanoke, Va. | WDBJ-TV | 675 | 405 | 270 |
| Rockford, Ill. | WREX-TV | 450 | 270 | 180 |
| Scranton, Pa. | WDAU-TV | 550 | 330 | 220 |
| Sioux City, Ia. | KVTV | 500 | 300 | 200 |
| Sioux Falls, S.D. | KELO-TV | 500 | 300 | 200 |
| Florence, S.D. | KDLO-TV* | | | |
| Reliance, S.D. | KPLO-TV* | | | |
| South Bend, Ind. | WSBT-TV | 450 | 270 | 180 |
| Spartanburg-Greenville, S.C. | WSPA-TV | 525 | 315 | 210 |
| Spokane, Wash. | KXLY-TV | 500 | 300 | 200 |
| Springfield-Holyoke, Mass. | WHYN-TV | 450 | 270 | 180 |
| Springfield, Mo. | KTTS-TV | 325 | 195 | 130 |
| Steubenville-Wheeling | WSTV-TV | 500 | 300 | 200 |
| Terre Haute, Ind. | WTHI-TV | 500 | 300 | 200 |
| Topeka, Kan. | WIBW-TV | 300 | 180 | 120 |
| Youngstown, O. | WKBN-TV | 500 | 300 | 200 |
| Group Total | | $25,375 | $15,225 | $10,150 |

* No charge, no rebate when used with KELO-TV, Sioux Falls.

### BASIC GROUP TOTALS—(112 STATIONS)

| City & State | Call Letters | Class A Hr. Rate | 30 Min. | 15 Min. |
|---|---|---|---|---|
| Basic Required Group | | $81,900 | $49,140 | $32,760 |
| Basic Optional Group | | 25,375 | 15,225 | 10,150 |
| Total for 112 Stations | | $107,275 | $64,365 | $42,910 |

### SUPPLEMENTARY—INTERCONNECTED GROUP—(45 STATIONS)

| | | | | |
|---|---|---|---|---|
| Albuquerque, N.M. | KGGM-TV | $300 | $180 | $120 |
| Amarillo, Tex. | KFDA-TV | 300 | 180 | 120 |
| Anderson, S.C. | WAIM-TV | 150 | 90 | 60 |
| Bangor, Me. | W-TWO | 275 | 165 | 110 |
| Boise, Ida. | KBOI-TV | 250 | 150 | 100 |
| Cadillac, Mich. | WWTV | 300 | 180 | 120 |
| Cheyenne, Wyo. | KFBC-TV | 150 | 90 | 60 |
| Scottsbluff, Neb. | KSTF [1] | | | |
| Chico, Calif | KHSL-TV | 250 | 150 | 100 |
| Clarksburg, W.Va. | WBOY-TV | 200 | 120 | 80 |
| Colorado Springs, Colo. | KKTV | 225 | 135 | 90 |
| Eureka,, Calif. | KIEM-TV | 150 | 90 | 60 |
| Fort Smith, Ark. | KNAC-TV | 150 | 90 | 60 |
| Harlingen, Tex. | KGBT-TV | 300 | 180 | 120 |
| Idaho Falls, Ida. | KID-TV | 175 | 105 | 70 |
| Jefferson City, Mo. | KRCG-TV | 275 | 165 | 110 |
| Johnstown, Pa. | WARD-TV | 200 | 120 | 80 |
| Joplin, Mo. | KSWM-TV | 300 | 180 | 120 |
| Kearney, Neb. | KHOL-TV | 300 | 180 | 120 |
| Hayes Center, Neb. | KHPL-TV [2] | | | |
| Lafayette, La. | KLFY-TV | 200 | 120 | 80 |
| La Crosse, Wis. | WKBT | 300 | 180 | 120 |
| Lancaster, Pa. | WGAL-TV | 1,350 | 810 | 540 |
| Lubbock, Tex | KDUB-TV | 350 | 210 | 140 |
| Mason City, Ia. | KGLO-TV | 425 | 255 | 170 |
| Medford, Ore. | KBES-TV | 150 | 90 | 60 |
| Meridan, Miss. | WTOK-TV | 275 | 165 | 110 |
| Minot, N.D. | KCJB-TV | 150 | 90 | 60 |
| Monroe, La. | KNOE-TV | 400 | 240 | 160 |
| Mt. Washington, N.H. | WMTW | 400 | 240 | 160 |
| Odessa, Tex. | KOSA-TV | 225 | 135 | 90 |
| Peoria, Ill. | WMBD-TV | 450 | 270 | 180 |
| Quincy-Hannibal, Ill. | KHQA-TV | 450 | 270 | 180 |
| Reno, Nev. | KOLO-TV | 150 | 90 | 60 |
| Saginaw, Mich. | WKNX-TV | 300 | 180 | 120 |
| St. Joseph, Mo. | KFEQ-TV | 350 | 210 | 140 |
| Salinas-Monterey, Cal. | KSBW-TV | 450 | 270 | 180 |
| San Luis Obispo, Cal. | KSBY-TV [3] | | | |
| San Angelo, Tex. | KCTV | 200 | 120 | 80 |
| Savannah, Ga. | WTOC-TV | 275 | 165 | 110 |
| Texarkana, Tex. | KCMC-TV | 200 | 120 | 80 |
| Tucson, Ariz. | KOLD-TV | 225 | 135 | 90 |
| Valley City, N.D. | KXJB-TV | 400 | 240 | 160 |
| Bismarck, N.D. | KBMB-TV [4] | | | |
| Waco, Tex. | KWTX-TV | 300 | 180 | 120 |
| Watertown-Carthage, N.Y. | WCNY-TV | 225 | 135 | 90 |
| Wausau, Wis. | WSAU-TV | 300 | 180 | 120 |
| Wichita Falls, Tex. | KSYD-TV | 350 | 210 | 140 |
| Yakima, Wash. | KIMA-TV | 275 | 165 | 110 |
| Ephrata, Wash. | KBAS-TV [5] | | | |
| Pasco, Wash. | KEPR-TV [5] | | | |
| Lewiston, Ida. | KLEW-TV [5] | | | |

[1] No charge, no rebate when used with KFBC-TV, Cheyenne.
[2] No charge, no rebate when used with KHOL-TV, Kearney.
[3] No charge, no rebate when used with KSBW-TV, Salinas.
[4] No charge, no rebate when used with KXJB-TV, Valley City.
[5] No charge, no rebate when used with KIMA-TV, Yakima.

# Networks Rates and Data

**CBS-TV NETWORK—(Continued)**

**SUPPLEMENTARY—NON-INTERCONNECTED GROUP**

| City & State | Call Letters | Class A Hr. Rate | 30 Min. | 15 Min. |
|---|---|---|---|---|
| Billings, Mont. | KOOK-TV | $150 | $90 | $60 |
| Great Falls, Mont. | KFBB-TV | 150 | 90 | 60 |

**CANADIAN GROUP, INTERCONNECTED—(10 STATIONS)**

| | | | | |
|---|---|---|---|---|
| Barrie, Ontario | CKVR-TV | $300 | $180 | $120 |
| Kitchener, Ontario | CKCO-TV | 430 | 258 | 172 |
| London, Ontario | CFPL-TV | 485 | 291 | 194 |
| Montreal, Quebec | CBMT | 890 | 534 | 356 |
| Ottawa, Ontario | CBOT | 475 | 285 | 190 |
| Peterboro, Ontario | CHEX-TV | 265 | 159 | 106 |
| Quebec City, Quebec | CKMI-TV | 200 | 120 | 80 |
| Sudbury, Ont. | CKSO-TV | 235 | 141 | 94 |
| Toronto, Ontario | CBLT | 1100 | 660 | 440 |
| Wingham, Ontario | CKNX-TV | 245 | 147 | 98 |

**CANADIAN GROUP, NON-INTERCONNECTED—(23 STATIONS)**

| | | | | |
|---|---|---|---|---|
| Brandon, Manitoba | CKX-TV | $170 | $102 | $68 |
| Calgary, Alberta | CHCT-TV | 350 | 210 | 140 |
| Charlottetown, P. E. Island | CFCY-TV | 170 | 102 | 68 |
| Edmonton, Alberta | CFRN-TV | 400 | 240 | 160 |
| Halifax, Nova Scotia | CBHT | 340 | 204 | 136 |
| Kamloops, B.C. | CFCR-TV | 75 | 45 | 30 |
| Kelowna, B.C. | CHBC-TV | 75 | 45 | 30 |
| Lethbridge, Alberta | CJLH-TV | 175 | 105 | 70 |
| Medicine Hat, Alberta | CHAT-TV | 75 | 45 | 30 |
| Moncton, New Brunswick | CKCW-TV | 245 | 147 | 98 |
| North Bay, Ontario | CKGN-TV | 160 | 96 | 64 |
| Prince Albert, Saskatchewan | CKBI-TV | 75 | 45 | 30 |
| Port Arthur, Ontario | CFJC-TV | 200 | 120 | 80 |
| Regina, Saskatchewan | CKCK-TV | 285 | 171 | 114 |
| Rimouski, Quebec | CJBR-TV | 240 | 144 | 96 |
| Sault Ste. Marie, Ontario | CJIC-TV | 170 | 102 | 68 |
| St. John, New Brunswick | CHSJ-TV | 285 | 171 | 114 |
| St. John's, Newfoundland | CJON-TV | 230 | 138 | 92 |
| Saskatcon, Saskatchewan | CFQC-TV | 255 | 153 | 102 |
| Sydney, Nova Scotia | CJCB-TV | 255 | 153 | 102 |
| Timmins, Ontario | CFCL-TV | 160 | 96 | 64 |
| Vancouver, British Columbia | CBUT | 680 | 408 | 272 |
| Winnipeg, Manitoba | CBWT | 490 | 294 | 191 |

**ALASKA-CUBA-HAWAII-MEXICO-PUERTO RICO GROUP**

| | | | | |
|---|---|---|---|---|
| Anchorage, Alaska | KTVA | $150 | $90 | $60 |
| Fairbanks, Alaska | KTVF | 150 | 90 | 60 |
| Havana, Cuba | CMAB-TV | 300 | 180 | 120 |
| Honolulu, Hawaii | KGMB-TV | 400 | 240 | 160 |
| Hilo, Hawaii | KHBC-TV | No Charge—No Rebate | | |
| Wailuku, Hawaii | KMAU-TV | " | " | " |
| Mayaguez, Puerto Rico | WORA-TV | 150 | 90 | 60 |
| Mexico City, Mexico | XHTV | 350 | 210 | 140 |
| San Juan, Puerto Rico | WKAQ-TV | 250 | 150 | 100 |

## Extended Market Plan Group
## (38 Stations)

| City & State | Inter-connection | Call Letters | Channel | Class A Hour Rate |
|---|---|---|---|---|
| Agana, Guam, M.I. | Non-Inter. | KUAM-TV | 8 | $ 50 |
| Bellingham, Wash. | Inter. | KVOS-TV | 12 | 100 |
| Carlsbad, N.M. | " | KAVE-TV | 6 | 70 |
| Casper, Wyo. | Non-Inter. | KSPR-TV | 6 | 50 |
| Clovis, N.M. | " | KICA-TV | 12 | 50 |
| Columbus, Miss. | Inter. | WCBI-TV | 4 | 50 |
| Decatur, Ala. | " | WMSL-TV | 23 | 50 |
| Dickinson, N.D. | " | KDIX-TV | 2 | 50 |
| Dothan, Ala. | " | WTVY | 9 | 150 |
| Ensign, Kan. | Non-Inter. | KTVC | 6 | 50 |
| Fayetteville, N.C. | Inter. | WFLB-TV | 18 | 50 |
| Florence, Ala. | " | WOWL-TV | 15 | 50 |
| Fort Myers, Fla. | " | WINK-TV | 11 | 50 |
| Glendive, Mont. | Non-Inter. | KXGN-TV | 5 | 50 |
| Goodland, Kan. | Inter. | KWGB-TV | 10 | 50 |
| Grand Junction, Colo. | Non-Inter. | KREX-TV | 5 | 100 |
| *Montrose, Colo. | " | KFXJ-TV | 10 | |
| Jackson, Tenn. | Inter. | WDXI-TV | 7 | 125 |
| Juneau, Alaska | Non-Inter. | KINY-TV | 8 | 50 |
| Kalispell, Mont. | Inter. | KGEZ-TV | 8 | 50 |
| Klamath Falls, Ore. | " | KOTI-TV | 2 | 50 |
| Lafayette, Ind. | " | WFAM-TV | 59 | 85 |
| Lake Charles, La. | " | KTAG-TV | 25 | 60 |
| Laredo, Texas | Non-Inter. | KHAD-TV | 8 | 50 |
| Las Vegas, Nev. | Inter. | KLAS-TV | 8 | 125 |
| Marquette, Mich. | " | WDMJ-TV | 6 | 100 |
| Missoula, Mont. | " | KMSO-TV | 13 | 100 |
| Ottumwa, Iowa | " | KTVO | 3 | 115 |
| Panama City, Fla. | " | WJDM | 7 | 80 |
| Parkersburg, W.Va. | " | WTAP | 15 | 100 |
| Pembroke, Bermuda | Non-Inter. | ZMB-TV | 10 | 50 |
| Presque Isle, Me. | " | WAGM-TV | 8 | 60 |
| Rapid City, S.D. | " | KOTA-TV | 3 | 100 |
| **Hay Springs, Neb. | " | KDUH-TV | 4 | |
| Riverton, Wyo. | " | KWRB-TV | 10 | 50 |
| Salisbury, Md. | Inter. | WBOC-TV | 16 | 70 |
| Sweetwater-Abilene, Tex. | " | KPAR-TV | 12 | 150 |
| Twin Falls, Idaho | " | KLIX-TV | 11 | 65 |
| Williston, N.D. | Non-Inter. | KUMV-TV | 8 | 50 |
| Yuma, Ariz. | Inter. | KIVA | 11 | 100 |
| Grand Total | | | | $2,805 |

* No charge, no rebate when used with KREX-TV.

** No charge, no rebate when used with KOTA-TV.

**COMBINATION RATES** — Class A Hour Rate

KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore. ..... $250

KOTI-TV, Klamath Falls, Ore... No Charge—No Rebate with above

KTVA, Anchorage, Alaska & KTVF, Fairbanks, Alaska ..... 250

**CBS-TV PACIFIC NETWORK**—1313 No. Vine St., Los Angeles 28, Cal. Telephone: Webster 8-3000. **Interconnected Group:** KGGM-TV, Albuquerque, N.M.; KERO-TV, Bakersfield, Cal.; KVOS-TV, Bellingham, Wash.; KAVE-TV, Carlsbad, N.M.; KFBC-TV, Cheyenne, Wyo.; KHSL-TV, Chico, Cal.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KROD-TV, El Paso, Tex.; KIEM-TV, Eureka, Cal.; KFRE-TV, Fresno, Cal.; KID-TV, Idaho Falls, Ida.; KLAS-TV, Las Vegas, Nev.; KNXT, Los Angeles, Cal.; KBES-TV, Medford, Ore.; KSBW-TV, Salinas-Monterey, Cal.; KGVO-TV, Missoula, Mont.; KOOL-TV, Phoenix, Ariz.; KOIN-TV, Portland, Ore.; KOLO-TV, Reno, Nev.; KBET-TV, Sacramento, Cal.; KSL-TV, Salt Lake City, Utah; KFMB-TV, San Diego, Cal.; KEYT, Santa Barbara, Cal.; KPIX, San Francisco, Cal.; KVEC-TV, San Luis Obispo, Cal.; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma-Seattle, Wash.; KOPO-TV, Tucson, Ariz.; KIMA-TV, Yakima, Wash.; KIVA-Yuma, Ariz. **Non-Interconnected Group:** KTVA, Anchorage, Alaska; KOOK-TV, Billings, Mont.; KBOI-TV, Boise, Ida.; KTVF, Fairbanks, Alaska; KREX-TV, Grand Junction, Colo.; KFBB-TV, Great Falls, Mont.; KGMB-TV, Honolulu, T.H.; KINY-TV, Juneau, Alaska; KLIX-TV, Twin Falls, Ida. **Executives:** Clark B. George, gen. mgr.; Robert D. Wood, gen. sales mgr.; Donald M. Hine, program mgr.; Don Rosenquest, operations mgr.; Austin Heywood, promotion & publicity director.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# NATIONAL BROADCASTING CO.

**Executive & Business Offices: RCA Building, New York 20, N.Y.**

Telephone: Circle 7-8300. Telegraphic Address: NATBROCAST, N.Y.

**Studios:** RCA Bldg. Color TV studios in RCA Bldg., Colonial & Ziegfeld Theatres and Brooklyn studios in New York, Burbank studios in Cal. NBC also has studios at RCA Exhibition Hall, RCA Bldg. and 67th St. & Columbus Ave. in New York; Merchandise Mart, Chicago; Sunset & Vine, El Capitan Theatre & Moulin Rouge, Hollywood. NBC-TV network originates programs from its TV studios in Burbank, Cal., and from the TV studios at each of the owned and operated TV station locations.

**Corporate Affiliations:** NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WRCA-TV, New York; WNBC, New Britain-Hartford; WBUF, Buffalo; WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; KRCA, Los Angeles. Its owned & operated AM stations are: WRCA, New York; WRC, Washington; WKNB, New Britain; WMAQ, Chicago; WRCV, Philadelphia; WAMP, Pittsburgh; KNBC, San Francisco. NBC also owns California National Productions Inc. (see next column) and has 50% interest in Figaro Inc.

**NBC-TV Affiliates Board of Delegates**—Walter J. Damm, WTMJ-TV, Milwaukee, Wis., chairman; Jack Harris, KRPC-TV, Houston, Tex.; Harold Essex, WSJS-TV, Winston-Salem, N.C.; Harold Stuart, KVOO-TV, Tulsa, Okla.; Joseph H. Bryant, KCBD-TV, Lubbock, Tex.; John H. DeWitt, WSM-TV, Nashville, Tenn.; Richard O. Dunning, KHQ-TV, Spokane, Wash.; Ralph Evans, WOC-TV, Davenport, Iowa; Robert Ferguson, WTRF-TV, Wheeling, W. Va.; Ewing C. Kelly, KRCA-TV, Sacramento, Cal.

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Frank M. Folsom
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David Sarnoff
Robert W. Sarnoff
Walter Bedell Smith
John K. West

### OFFICERS

Robert W. Sarnoff, *president*

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Paul B. Lynch, *asst. secy.*
John V. Shute, *asst. secy.*
Raymond E. Simonds, *asst. secy.*

## Departments and Divisions

### Executive

Robert W. Sarnoff, *president.*
Joseph V. Heffernan, *staff vice president.*

### Administration

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Dick T. Hollands, *director, budgets & financial planning.*
Robert H. Barnaby, *manager, capital budgets.*
Helen Davis, *manager, general office services.*
Anthony J. Dente, *mgr., operating budgets & financial evaluation.*
Miriam Hoffmeir, *manager, program analysis.*
John McDermott, *manager, audits.*
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James Jurist, *chief accountant.*
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Randall R. McMillin, *director, purchasing & materials.*
Albert E. Walker, *manager, transportation.*

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William A. Clarke, *director, facilities administration.*
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Albert Humbert, *manager, building maintenance.*
Edward M. Lowell, *manager, administration.*
George M. Nixon, *director, engineering development.*
Chester A. Rackey, *director, facilities engineering.*
William S. Duttera, *manager, allocations engineering.*
Raymond F. Guy, *senior staff engineer.*
James L. Wilson, *manager, engineering administration & services.*

#### Law

Thomas E. Ervin, *vice president & general attorney.*
Joseph A. McDonald, *assistant general attorney.*
John V. Shute, *assistant general attorney.*
Benjamin D. Raub, *assistant general attorney.*

# Networks Rates and Data

#### Personnel

B. Lowell Jacobsen, *director of personnel.*
A. Richard Connell, *manager, organizational planning & management development.*
H. O. Lumb, *manager, personnel.*
George H. Fuchs, *manager, labor relations.*
Dr. Bernard J. Handler, *company physician.*

#### Talent & Program Contract Administration

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James A. Stabile, *director, talent & program contract administration.*
Charles J. Moos, *manager, talent & program contract operations.*
Martin J. Begley, *casting director.*
Thomas H. Belviso, *manager, music & literary rights.*

#### Treasurer's Office

George D. Matson, *vice president & treasurer.*
William A. Williams, *assistant treasurer.*
Harry F. McKeon, *director, tax office.*

#### International Operations

Alfred Stern, *director, international operations.*
Romney Wheeler, *director, European operations.*
Richard L. Berman, *manager, facilities, international operations.*
Alvin Ferleger, *manager, administration & sales development.*

#### NBC International Ltd.

Alfred Stern, *chairman of board.*
Romney Wheeler, *president.*

#### California National Productions Inc.
**633 Fifth Avenue, New York 22, N. Y.**
(Wholly-owned subsidiary)

Earl Rettig, *president.*
H. Weller Keever, *v.p. & general manager.*
Robert Cinader, *v.p., programs.*
John J. Brennan, *director, business affairs.*
Gerald Adler, *director, European programs.*
Robert Forrest, *director, program plans & development.*
Norman Ginsburg, *manager, advertising & promotion.*
Arthur Perles, *director, promotion.*
Robert R. Max, *manager, merchandising.*
Daniel Curtis, *manager, regional program sales.*
John Bechtel, *administrative sales manager.*
Edward Montanus, *manager, central sales.*
Clifford Ogden, *manager, western sales.*
Louis B. Ames, *director, theatrical division.*
Theodore Markovic, *mgr., film service sales.*
Herbert Solow, *director, program planning & develpoment.*
John Tobin, *manager, eastern sales.*
Leonard Warager, *manager, sales planning & development.*

#### Pacific Division
**3000 W. Alameda Ave., Burbank, Cal.**
**Thornwald 5-7000**

John K. West, *vice president, Pacific division.*
Alan W. Livingston, *vice president, television network programs.*
Thomas W. Sarnoff, *vice president, production & business affairs.*
Richard Graham, *vice president, law.*
John E. Burrell, *manager, technical operations.*
Sheldon B. Hickox Jr., *director, station relations.*
Max Bauman, *manager, purchasing.*
Blake Chatfield, *manager, broadcast air promotion.*
Fenton Coe, *director, film production.*
Maurice J. Corwin, *manager, broadcast facilities & operations.*
Frank Cleaver, *director, film programs.*
Frank V. Dellett, *assistant treasurer, Pacific division.*
Paul Gale, *manager, traffic.*
Helen Hall, *manager, advertising & promotion.*
Harold Kemp, *director, nighttime programs.*
John R. Kennedy, *liaison engineer.*
Joseph L. Kubin, *assistant controller, Pacific division.*
Henry Maas, *manager, sales & program services.*
Malcolm E. Madden, *manager, production services.*
John W. Nelson, *director, daytime programs.*
Edward A. Rosenberg, *manager, contract administration.*
Ralph F. Shawhan, *director, press & publicity.*
John H. Thompson, *manager, news & special events.*
Robert D. Thompson, *manager, general services.*
Oscar C. Turner, *manager, personnel & labor relations.*
Richard C. Welsch, *director, production.*
Robert Wood, *manager, continuity acceptance.*

### Corporate Relations

David Adams, *executive vice president, corporate relations.*

#### Planning & Research

Hugh M. Beville, *vice president, planning & research.*
Dr. Thomas E. Coffin, *director, research.*
Robert D. Daubenspeck, *manager, research services.*
Jack B. Landis, *manager, research projects.*
Allen R. Cooper, *director, corporate planning.*
Harold Cranton, *manager, plans presentations.*
Barry Rumple, *manager, plans management.*
James Cornell, *staff asst., program planning.*

#### Station Relations

Harry Bannister, *vice president for station relations.*
Thomas E. Knode, *v.p., station relations.*
Donald J. Mercer, *director of station relations.*

#### Washington Office
**Commonwealth Building, 1625 "K" Street, N.W.**
**Washington, D. C.**
**Adams 4-5400, District 7-1260**

Frank M. Russell, *vice president, Washington.*

# Progress Report

**1957** was a dynamic year for television. The total number of television homes increased by three and a half million. More people spent more time watching television than ever. And the three networks' share of audience increased over 1956, while the independent stations' declined.

1957 also saw an unprecedented shift of audience among networks, with NBC emerging as the Number One network daytime and advancing into a virtual stand-off for the Number One nighttime position.

NBC led the second network by 6% during the day. This was an audience increase of 30% over the preceding year for NBC while the second network declined 11%.

At night NBC's average audience jumped 10% in twelve months while the other network's *dropped* 10%. In terms of nighttime half-hour wins NBC and its major competition tied with 21 apiece.

In the completely reprogrammed 7:30-8:00 PM (NYT) Monday-Friday strip, NBC's audience increased by 71%.

These gains were naturally reflected in NBC's business ledger. Sponsored time and gross network billings were the highest ever recorded by the network.

While advancing in audience and sales, NBC also won more awards for distinguished programs than any other network. During 1957 it gave America its most talked about productions—television classics like Green Pastures, Pinocchio, the General Motors Fiftieth Anniversary Show and Mary Martin's Annie Get Your Gun. NBC also offered the nation's educational television stations their first live network programming.

By all yardsticks of leadership, 1957 was a year of substantial progress for the

# NBC Television Network

*Source: Nielsen Television Index.*

# Networks Rates and Data

## NBC Owned Stations & NBC Spot Sales

P. A. Sugg, *v.p., NBC owned stations & NBC spot sales.*
Donald E. Bishop, *director, community services.*
Thomas S. O'Brien, *director, business affairs.*

### NBC Spot Sales

Thomas B. McFadden, *v.p., NBC spot sales.*
Richard H. Close, *director, represented stations.*
George Dietrich, *director, radio spot sales.*
Richard Arbuckle, *manager, radio spot sales, central office.*
William Buschgen, *manager, AM spot sales Detroit.*
Frederick Lyons, *manager, eastern radio spot sales.*
Edward H. Macaulay, *manager, western radio spot sales.*
Dave Scott, *manager, New England spot sales.*
Edwin T. Jameson, *director, television spot sales.*
Walter B. Davison, *manager, western television spot sales.*
John W. Mulholland, *manager, television spot sales, central office.*
John J. Ryan, *manager, eastern television spot sales.*
Loren Surles, *manager, new business.*
John C. Treacy, *manager, television spot sales, Detroit.*
Anthony C. Krayer, *business manager.*
Morton Gaffin, *director, new business & promotion.*

### NBC Owned Stations

**(See station listings for executives and details)**

WRCA-TV, WRCA, WRCA-FM, New York: William N. Davidson, *general manager.*
WBUF, Buffalo, N. Y.: Charles C. Bevis Jr., *general manager.*
WNBC, WKNB, New Britain-Hartford: Peter B. Kenney, *vice president & general manager.*
WRC-TV, WRC, WRC-FM, Washington: Carleton D. Smith, *vice president & general manager.*
WAMP, WFMP, Pittsburgh; H. W. Shepard, *general manager.*
WNBQ, WMAQ, WMAQ-FM, Chicago: Jules Herbuveaux, *vice president & general manager.*
WRCV-TV, WRCV, Philadelphia: Lloyd E. Yoder, *vice president & general manager.*
KRCA, Los Angeles: Thomas C. McCray, *vice president & general manager.*
KNBC, KNBC-FM, San Francisco: George W. Fuerst, *general manager.*

## Public Relations

Kenneth W. Bilby, *executive vice president, public relations.*

### Continuity Acceptance

Stockton Helffrich, *director, continuity acceptance.*
Carl Watson, *manager, continuity acceptance.*

### Advertising

John H. Porter, *director, advertising.*
J. Donald Foley, *manager, trade & NBC owned stations advertising.*
John Graham, *art director.*
Edwin Vane, *manager, audience advertising & promotion.*

### Exploitation

Alexander S. Rylander, *director, exploitation.*
Peter M. Tintle, *manager, guest relations.*
John Scuoppo, *manager, field exploitation.*

### Press and Publicity

Sydney H. Elges, *vice president, press & publicity.*
Ellis Moore, *director, press department.*
Milton Brown, *manager, program publicity.*
Sidney Desfor, *manager, photo unit.*
Charles A. Henderson, *manager, publicity, radio network, NBC owned Stations & NBC spot sales.*
Joseph A. Ryan, *manager, business & trade publicity.*
Mike Horton, *director, information.*
Kathryn Cole, *manager, information.*
Cornelius K. Sullivan, *public relations representative.*
William Burke Miller, *night executive officer.*

## Radio Network

Matthew J. Culligan, *vice president, radio network.*
Jerry A. Danzig, *vice president, radio network programs.*
Albert L. Capstaff, *director, "Monitor" & special programs.*
Norman S. Livingston, *director, network programs.*
William K. McDaniel, *vice president, radio network sales.*
Frederic L. Horton, *director, radio network sales.*
George Diefenderfer, *manager, central sales.*
David A. Engles, *manager, western sales.*
William F. Fairbanks, *manager, eastern sales.*
Paul Mensing, *manager, Detroit office, eastern sales.*
George A. Graham, *director, sales planning.*
Howard Gardner, *manager, sales development.*
Robert C. Hitchens, *manager, radio sales presentation.*
Ludwig W. Simmel, *manager, radio sales service & traffic.*
Theodore Zaer, *manager, business affairs, radio network.*

## Television Network

Robert E. Kintner, *exec. v.p., TV network.*
Howard L. Letts, *v.p., business affairs, TV network.*

### News Department

William McAndrew, *v.p., news.*
Joseph O. Meyers, *director, news.*
Leonard Allen, *manager, television news assignments.*
Rex R. Goad, *manager, news.*
Arthur H. Wakelee, *manager, special news projects.*
Eugene E. Juster, *manager, news film.*
Leslie C. Vaughan, *manager, administration.*

### Sports Department

Thomas S. Gallery, *director of sports.*

### Public Affairs

Edward Stanley, *director of public service programs.*

### Television Network Programs

Robert F. Lewine, *vice president, network programs.*
Alan W. Livingston, *vice president, television network programs, Pacific division.*
Jess Oppenheimer, *manager, creative programming unit.*
Kirk H. Logie, *manager, programs, central division.*

### Special Projects

Donald B. Hyatt, *acting director, special projects programs.*
John W. Kiermaier, *manager, administration.*
James H. Nelson, *manager, program services.*

### Television Daytime Programs

Carl Lindemann Jr., *director, daytime programs.*
Robert F. Aaron, *manager, daytime program administration.*
Sidney Piermont, *manager, program talent.*
Frederick L. Wilson, *manager, daytime program operations.*

### Special Programs

Thomas O. Loeb, *director, special programs.*
David Tebet, *manager, special programs.*

### Participating Programs

William V. Sargent, *director, participating programs.*
Richard Jackson, *manager, participating programs.*

### Program Submissions

William Hammerstein, *director, program submissions.*
Ross Donaldson, *manager, program submissions.*

### Television Nighttime Programs

Alan D. Courtney, *director, nighttime programs.*
Julian Bercovici, *manager, nighttime program operations.*
Joseph P. Cunneff, *manager, nighttime program operations.*
Ernest V. Theiss, *manager, nighttime program administration.*

### Music

Samuel Chotzinoff, *general music director.*

## Television Network Sales

Walter D. Scott, *vice president, television network sales.*
Don Durgin, *vice president, national sales manager.*
Charles R. Abry, *manager, eastern sales.*
Harry T. Floyd, *manager, television sales, western division.*
Walter W. Gross, *manager, television sales, Detroit.*
Edward R. Hitz, *vice president, television sales, central division.*
Gerald A. Vernon, *director, sales services.*
Ernest Fladell, *manager, sales promotion.*
Richard L. Linkroum, *director, special program sales.*
Morris Rittenberg, *manager, special program sales.*
Dean Shaffner, *director, sales planning.*
Stephen Flynn, *director, television sales traffic operations.*
David Hedley, *manager, television sales presentations.*
Robert McFadyen, *manager, TV sales development.*
Hamilton Robinson, *manager, office services.*

## Facilities Operations

Charles H. Colledge, *vice president, facilities operations.*

### Station Facilities Operations

Sherman Hildreth, *director, station facilities operations.*

### Radio Network Facilities Operations

Gerald M. Seller, *director, radio network facilities operations.*
Paul Gallant, *manager, radio technical operations.*
Henry P. Hayes, *manager, reference recording sales.*

### Design, Art & Scenic Production

Walter E. Giebelhaus, *director, TV network design, art & scenic production*
Richard Aimone, *manager, special effects.*
Edward J. Bennett, *manager, design & art.*
Curtis Blank, *manager, production services.*
Peter Bonardi, *manager, scenic construction & painting.*

### General Services

William S. Hedges, *vice president, general services.*
Edwin L. Dunham, *manager, music library & services.*
Mildred Joy, *chief librarian.*

### Film Operations

James A. Glenn, *director, TV network film operations.*
Frank C. Lepore, *manager, film services.*
Stanley Parlan, *manager, film coordination & preparations.*

### TV Network Live Operations

Anthony Hennig, *director, TV network live operations.*
Frederick G. Knopfke, *manager, sound effects.*
Thomas H. Phelan, *manager, maintenance & plant facilities.*
Humbert Rodomista, *manager, scheduling & administration.*
John B. Rogers, *manager, studio & theatre operations.*
Courtney A. Snell, *manager, New York field operations.*
Van Woodward, *manager, staff script writers.*

### Operations Control and Planning

Norman H. Grant, *director, operations control & planning.*
Reid R. Davis, *manager, color control.*
Richard H. Edmondson, *manager, technical & operations planning.*
Robert MacKichan, *manager, show requirements & estimating.*
George McElrath, *manager, broadcast central.*
Vincent Mitchell, *manager, facilities planning & utilization.*
Henry Moss, *manager, methods & standards.*

### Business Affairs

Nicholas C. Gilles, *director.*
Donald Carswell, *manager, operating reports & analysis.*
Malcolm MacGregor, *manager, budgets & cost control.*
Daniel W. Sullivan, *manager, rates & service analysis.*
James Chenard, *business mgr., radio network facilities operations.*
Arthur Garbade, *business mgr., television network film operations.*
Thomas Tart, *business manager, television network live operations.*
John P. Seibert, *business manager, television network design, art & scenic production.*

## Foreign Representatives

**Austria**—Frank Bourgholtzer, Opernringhof E/434, Vienna 1.
**Egypt**—Welles Hangen, 33 Kasr El Nil, Cairo.
**England**—Joseph C. Harsch, Robert Abernathy, National Broadcasting Co. Inc., 2 Mansfield Street, London W. 1.
**France**—Leif Eid, Paul Archinard, 52 Avenue des Champs Elysees, Room 533, Paris 8.
**Japan-Korea**—James Robinson, Foreign Correspondents Club, Marunouchi Chiyodaku, Tokyo.
**Germany**—John Rich, Berlin, Press Center (American), APO 742, c/o PM, New York, N. Y.
**Italy**—Edwin Newman, Robert A. Hecox, Secondo Piano AP, Piazza Grazioli 5, Rome.
**Lebanon**—Henry W. Toluzzi, Hotel St. Georges, Beirut.
**Russia**—Irving R. Levine, National Hotel, Moscow.

### NBC-TV NETWORK RATES

**(Revised to February 1, 1958)**

**(Consult Network for Discounts, Specifications, etc.)**

**Gross Rates** follow (applicable to 6-11 p.m., Mon.-Sun.). **Three-fourth gross rates** apply to 5:30-6 p.m. Mon.-Fri.; 5-6 p.m. Sat.; 2-5 p.m. Sun. **One-half gross rates** apply to all other times, except 7-9 a.m., Mon.-Fri. which takes 40% of gross rates.

### 58 BASIC INTERCONNECTED STATIONS

(Available only as a group)

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| WSB-TV, Atlanta, Ga. | $ 1300.00 | $ 780.00 | $ 520.00 |
| WBAL-TV, Baltimore, Md. | 1550.00 | 930.00 | 620.00 |
| WABT, Birmingham, Ala. | 950.00 | 570.00 | 380.00 |
| WBZ-TV, Boston, Mass. | 2500.00 | 1500.00 | 1000.00 |
| WBUF, Buffalo, N.Y. | 625.00 | 375.00 | 250.00 |
| WNBQ, Chicago, Ill. | 4300.00 | 2580.00 | 1720.00 |
| WLW-T, Cincinnati, O | 1400.00 | 840.00 | 560.00 |
| KYW-TV, Cleveland, O. | 2400.00 | 1440.00 | 960.00 |
| WLW-C, Columbus, O. | 1025.00 | 615.00 | 410.00 |
| WOC-TV, Davenport, Ia. | 950.00 | 570.00 | 380.00 |
| WLW-D, Dayton, O. | 1025.00 | 615.00 | 410.00 |
| KOA-TV, Denver, Colo. | 825.00 | 495.00 | 330.00 |
| WHO-TV, Des Moines, Ia. | 750.00 | 450.00 | 300.00 |
| WWJ-TV, Detroit, Mich. | 2800.00 | 1680.00 | 1120.00 |
| WBAP-TV, Ft. Worth, Tex. | 1400.00 | 840.00 | 560.00 |
| KMJ-TV, Fresno, Cal. | 550.00 | 330.00 | 220.00 |
| WOOD-TV, Grand Rapids | 1100.00 | 660.00 | 440.00 |
| †WBPN-TV, Traverse City | | | |
| WNBC, Hartford-New Britain | 600.00 | 360.00 | 240.00 |
| KPRC-TV, Houston, Tex. | 1300.00 | 780.00 | 520.00 |
| †KTRE-TV, Lufkin, Tex. | | | |
| WSAZ-TV, Huntington-Charleston | 950.00 | 570.00 | 380.00 |
| WFBM-TV, Indianapolis, Ind. | 1450.00 | 870.00 | 580.00 |
| WFGA-TV, Jacksonville, Fla. | 675.00 | 405.00 | 270.00 |
| WJAC-TV, Johnstown, Pa. | 900.00 | 540.00 | 360.00 |
| WDAF-TV, Kansas City, Mo. | 1400.00 | 840.00 | 560.00 |
| WGAL-TV, Lancaster-Harrisburg-York | 1200.00 | 720.00 | 480.00 |
| KRCA, Los Angeles, Cal. | 3750.00 | 2250.00 | 1500.00 |
| WAVE-TV, Louisville, Ky. | 1100.00 | 660.00 | 440.00 |
| WMCT, Memphis, Tenn. | 1200.00 | 720.00 | 480.00 |
| †WTWV, Tupelo, Miss. | | | |
| WCKT, Miami, Fla. | 950.00 | 570.00 | 380.00 |
| WTMJ-TV, Milwaukee, Wis. | 1700.00 | 1020.00 | 680.00 |
| KSTP-TV, Minneapolis-St. Paul | 1650.00 | 990.00 | 660.00 |
| WSM-TV, Nashville, Tenn. | 850.00 | 510.00 | 340.00 |
| WDSU-TV, New Orleans, La. | 1100.00 | 660.00 | 440.00 |
| WRCA-TV, New York, N.Y. | 8200.00 | 4920.00 | 3280.00 |
| WVEC-TV, Norfolk, Va. | 400.00 | 240.00 | 160.00 |
| WKY-TV, Oklahoma City, Okla. | 1050.00 | 630.00 | 420.00 |
| KMTV, Omaha, Neb. | 950.00 | 570.00 | 380.00 |
| WRCV-TV, Philadelphia, Pa. | 3500.00 | 2100.00 | 1400.00 |
| WIIC, Pittsburgh, Pa. | 2200.00 | 1320.00 | 880.00 |
| KPTV, Portland, Ore. | 800.00 | 480.00 | 320.00 |
| WJAR-TV, Providence, R.I. | 1300.00 | 780.00 | 520.00 |
| WXEX-TV, Richmond-Petersburg, Va. | 700.00 | 420.00 | 280.00 |
| WROC-TV, Rochester, N.Y. | 975.00 | 585.00 | 390.00 |
| KCRA-TV, Sacramento, Cal. | 750.00 | 450.00 | 300.00 |
| KTVT, Salt Lake City, Utah | 650.00 | 390.00 | 260.00 |
| WOAI-TV, San Antonio, Tex. | 800.00 | 480.00 | 320.00 |
| KFSD-TV, San Diego, Cal. | 800.00 | 480.00 | 320.00 |
| KRON-TV, San Francisco, Cal. | 2400.00 | 1440.00 | 960.00 |
| WRGB, Schenectady, N.Y. | 1350.00 | 810.00 | 540.00 |
| KOMO-TV, Seattle-Tacoma | 1250.00 | 750.00 | 500.00 |
| KSD-TV, St. Louis, Mo. | 1800.00 | 1080.00 | 720.00 |
| WSYR-TV, Syracuse, N.Y. | 975.00 | 585.00 | 390.00 |
| †WSYE-TV, Elmira, N.Y. | | | |
| WFLA-TV, Tampa-St. Petersburg | 825.00 | 495.00 | 330.00 |
| KVOO-TV, Tulsa, Okla. | 775.00 | 465.00 | 310.00 |
| WRC-TV, Washington, D.C. | 1750.00 | 1050.00 | 700.00 |
| KARD-TV, Wichita, Kan. | 600.00 | 360.00 | 240.00 |
| WBRE-TV, Wilkes-Barre-Scranton | 625.00 | 375.00 | 250.00 |
| WFMJ-TV, Youngstown, O. | 450.00 | 270.00 | 180.00 |
| Total for 58 Basic Interconnected Stations | $82,350.00 | $49,410.00 | $32,940.00 |

† Subject to availability, this station will telecast simultaneously network programs carried by the ordered associated station. There will be no additional time charge to advertisers for this service. NBC will assume no responsibility for delivery of this service and will make no reports thereon.

### INTERCONNECTED STATIONS

(Individually Available)

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| KRBC-TV, Abilene, Tex. | $ 175.00 | $ 105.00 | $ 70.00 |
| WALB-TV, Albany, Ga. | 225.00 | 135.00 | 90.00 |
| KOB-TV, Albuquerque, N.M. | 350.00 | 210.00 | 140.00 |
| KALB-TV, Alexandria, La. | 200.00 | 120.00 | 80.00 |
| KGNC-TV, Amarillo, Tex. | 350.00 | 210.00 | 140.00 |
| KVSO-TV, Ardmore, Okla. | 100.00 | 60.00 | 40.00 |
| WISE-TV, Asheville, N.C. | 150.00 | 90.00 | 60.00 |
| WJBF-TV, Augusta, Ga. | 400.00 | 240.00 | 160.00 |
| KTBC-TV, Austin, Tex. | 525.00 | 315.00 | 210.00 |
| KERO-TV, Bakersfield, Cal. | 400.00 | 240.00 | 160.00 |
| WABI-TV, Bangor, Me. | 325.00 | 195.00 | 130.00 |
| WBRZ, Baton Rouge, La. | 400.00 | 240.00 | 160.00 |
| KPAC-TV, Beaumont-Port Arthur, Tex. | 350.00 | 210.00 | 140.00 |
| WNBF-TV, Binghamton, N.Y. | 700.00 | 420.00 | 280.00 |
| WINR-TV, Binghamton, N.Y. | | No initial rate | |
| KFYR-TV, Bismarck, N.D. | 150.00 | 90.00 | 60.00 |
| †KUMV-TV, Williston, N.D. | | | |
| WHIS-TV, Bluefield, W.Va. | 250.00 | 150.00 | 100.00 |
| WCYB-TV, Bristol, Va.-Tenn. | 300.00 | 180.00 | 120.00 |
| KXLF-TV, Butte, Mont. | 150.00 | 90.00 | 60.00 |
| KTWO-TV, Casper, Wyo. | 100.00 | 60.00 | 40.00 |
| WCIA, Champaign-Urbana, Ill. | 850.00 | 510.00 | 340.00 |
| WUSN-TV, Charleston, S.C. | 400.00 | 240.00 | 160.00 |
| WSOC-TV, Charlotte, N.C. | 900.00 | 540.00 | 360.00 |
| WRGP-TV, Chattanooga, Tenn. | 500.00 | 300.00 | 200.00 |
| KFBC-TV, Cheyenne, Wyo. | 150.00 | 90.00 | 60.00 |
| †KSTF, Scotts Bluff, Neb. | | | |
| WBOY-TV, Clarksburg, W.Va. | 200.00 | 120.00 | 80.00 |
| KRDO-TV, Colorado Springs | 100.00 | 60.00 | 40.00 |
| KOMU-TV, Columbia, Mo. | 275.00 | 165.00 | 110.00 |
| WIS-TV, Columbia, S.C. | 450.00 | 270.00 | 180.00 |
| WTVM, Columbus, Ga. | 225.00 | 135.00 | 90.00 |
| WCBI-TV, Columbus, Miss. | 100.00 | 60.00 | 40.00 |
| KRIS-TV, Corpus Christi, Tex. | 300.00 | 180.00 | 120.00 |
| WESH-TV, Daytona Beach, Fla. | 350.00 | 210.00 | 140.00 |
| WMSL-TV, Decatur, Ill. | 100.00 | 60.00 | 40.00 |
| WDSM-TV, Duluth, Minn.-Superior, Wis. | 450.00 | 270.00 | 180.00 |
| WEAU-TV, Eau Claire, Wis. | 200.00 | 120.00 | 80.00 |
| KRBB, Eldorado, Ark. | 100.00 | 60.00 | 40.00 |
| KTSM-TV, El Paso, Tex. | 350.00 | 210.00 | 140.00 |
| WICU-TV, Erie, Pa. | 600.00 | 360.00 | 240.00 |
| KVAL-TV, Eugene, Ore. | 225.00 | 135.00 | 90.00 |
| †KPIC-TV, Roseburg, Ore. | | | |
| *KIEM-TV, Eureka, Cal. | 150.00 | 90.00 | 60.00 |
| WFIE-TV, Evansville, Ind. | 350.00 | 210.00 | 140.00 |
| WDAY-TV, Fargo, N.D. | 400.00 | 240.00 | 160.00 |
| †KNOX-TV, Grand Forks, N.D. | | | |
| WFLB-TV, Fayetteville, N.C. | 100.00 | 60.00 | 40.00 |
| WOWL-TV, Florence, Ala. | 100.00 | 60.00 | 40.00 |
| KQTV, Fort Dodge, Ia. | 100.00 | 60.00 | 40.00 |
| KFSA-TV, Ft. Smith, Ark. | 150.00 | 90.00 | 60.00 |
| WKJG-TV, Fort Wayne, Ind. | 475.00 | 285.00 | 190.00 |
| KCKT-TV, Great Bend, Kan. | 200.00 | 120.00 | 80.00 |
| WFBC-TV, Greenville-Spartanburg, S.C. | 600.00 | 360.00 | 240.00 |
| WSIL-TV, Harrisburg, Ill | 100.00 | 60.00 | 40.00 |
| WSVA-TV, Harrisonburg, Va. | 250.00 | 150.00 | 100.00 |
| KHAS-TV, Hastings-Kearney, Neb. | 250.00 | 150.00 | 100.00 |
| WDAM-TV, Hattiesburg, Miss. | 100.00 | 60.00 | 40.00 |
| KID-TV, Idaho Falls, Ida. | 175.00 | 105.00 | 70.00 |
| WLBT, Jackson, Miss. | 400.00 | 240.00 | 160.00 |
| KGEZ-TV, Kalispell, Mont. | 100.00 | 60.00 | 40.00 |
| WATE-TV, Knoxville, Tenn | 550.00 | 330.00 | 220.00 |
| WKBT, La Crosse, Wis. | 350.00 | 210.00 | 140.00 |
| KPLC-TV, Lake Charles, La. | 200.00 | 120.00 | 80.00 |
| WJIM-TV, Lansing, Mich. | 775.00 | 465.00 | 310.00 |
| KLRJ-TV, Las Vegas-Henderson | 150.00 | 90.00 | 60.00 |
| WLEX-TV, Lexington, Ky. | 150.00 | 90.00 | 60.00 |
| WIMA-TV, Lima, O. | 150.00 | 90.00 | 60.00 |
| KARK-TV, Little Rock, Ark. | 500.00 | 300.00 | 200.00 |
| KCBD-TV, Lubbock, Tex. | 350.00 | 210.00 | 140.00 |
| WMAZ-TV, Macon, Ga. | 350.00 | 210.00 | 140.00 |
| WMTV, Madison, Wis. | 280.00 | 168.00 | 112.00 |
| WMBV-TV, Marinette-Green Bay, Wis. | 450.00 | 270.00 | 180.00 |
| *KBES-TV, Medford, Ore. | 150.00 | 90.00 | 60.00 |
| †KOTI, Klamath Falls, Ore. | | | |
| WTOK-TV, Meridian, Miss. | 275.00 | 165.00 | 110.00 |

**(Continued on next page)**

# Networks Rates and Data

**NBC-TV INTERCONNECTED STATIONS—(Continued)**

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| KMID-TV, Midland-Odessa, Tex. | 200.00 | 120.00 | 80.00 |
| KMOT, Minot, N.D. | 125.00 | 75.00 | 50.00 |
| †KUMV-TV, Williston, N.D. | | | |
| WALA-TV, Mobile, Ala. | 500.00 | 300.00 | 200.00 |
| KNOE-TV, Monroe, La. | 400.00 | 240.00 | 160.00 |
| WSFA-TV, Montgomery, Ala. | 450.00 | 270.00 | 180.00 |
| WLBC-TV, Muncie, Ind. | 200.00 | 120.00 | 80.00 |
| KTVO, Ottumwa-Kirksville, Mo. | 115.00 | 69.00 | 46.00 |
| WPSD-TV, Paducah, Ky. | 350.00 | 210.00 | 140.00 |
| WPTV, Palm Beach, Fla. | 250.00 | 150.00 | 100.00 |
| WTAP-TV, Parkersburg, W.Va. | 100.00 | 60.00 | 40.00 |
| WEEK-TV, Peoria, Ill. | 500.00 | 300.00 | 200.00 |
| †WEEQ-TV, La Salle, Ill. | | | |
| KVAR-TV, Phoenix,-Mesa, Ariz. | 550.00 | 330.00 | 220.00 |
| KOAM-TV, Pittsburg, Kan.-Joplin, Mo. | 325.00 | 195.00 | 130.00 |
| WPTZ, Plattsburgh, N.Y.-Burlington, Vt. | 275.00 | 165.00 | 110.00 |
| WCSH-TV, Portland, Me. | 600.00 | 360.00 | 240.00 |
| KCSJ-TV, Pueblo, Colo. | 100.00 | 60.00 | 40.00 |
| WGEM-TV, Quincy, Ill.-Hannibal, Mo. | 350.00 | 210.00 | 140.00 |
| WRAL-TV, Raleigh-Durham, N.C. | 600.00 | 360.00 | 240.00 |
| KVIP-TV, Redding, Cal. | 225.00 | 135.00 | 90.00 |
| KOLO-TV, Reno, Nev. | 150.00 | 90.00 | 60.00 |
| WSLS-TV, Roanoke, Va. | 725.00 | 435.00 | 290.00 |
| KROC-TV, Rochester, Minn. | 225.00 | 135.00 | 90.00 |
| WTVO, Rockford, Ill. | 300.00 | 180.00 | 120.00 |
| KSWS-TV, Roswell, N.M. | 175.00 | 105.00 | 70.00 |
| WNEM-TV, Saginaw-Bay City, Mich. | 775.00 | 465.00 | 310.00 |
| KSBW-TV, Salinas-Monterey, Cal | 325.00 | 195.00 | 130.00 |
| †KSBY-TV, San Luis Obispo, Cal. | | | |
| KEY-T, Santa Barbara, Cal. | 350.00 | 210.00 | 140.00 |
| WSAV-TV, Savannah, Ga. | 325.00 | 195.00 | 130.00 |
| KTBS-TV, Shreveport, La. | 550.00 | 330.00 | 220.00 |
| KTIV, Sioux City, Ia. | 400.00 | 240.00 | 160.00 |
| KELO-TV, Sioux Falls, S.D. | 500.00 | 300.00 | 200.00 |
| †KDLO-V, Florence, S.D. | | | |
| †KPLO-TV, Reliance, S.D. | | | |
| WNDU-TV, South Bend-Elkhart, Ind. | 475.00 | 285.00 | 190.00 |
| KHQ-TV, Spokane, Wash. | 550.00 | 330.00 | 220.00 |
| WICS, Springfield, Ill. | 175.00 | 105.00 | 70.00 |
| WWLP, Springfield-Holyoke | 500.00 | 300.00 | 200.00 |
| †WRLP, Greenfield, Mass. | | | |
| KYTV, Springfield, Mo. | 325.00 | 195.00 | 130.00 |
| WCTV, Tallahasse, Fla.-Thomasville, Ga. | 275.00 | 165.00 | 110.00 |
| KCEN-TV, Temple-Waco, Tex. | 350.00 | 210.00 | 140.00 |
| KVOA-TV, Tucson, Ariz. | 235.00 | 141.00 | 94.00 |
| KLIX-TV, Twin Falls, Ida. | 100.00 | 60.00 | 40.00 |
| KLTV, Tyler, Tex. | 225.00 | 135.00 | 90.00 |
| WKTV, Utica, N.Y. | 550.00 | 330.00 | 220.00 |
| WITN, Washington-Greenville, N.C. | 400.00 | 240.00 | 160.00 |
| KWWL-TV, Waterloo-Cedar Rapids, Ia. | 525.00 | 315.00 | 210.00 |
| WSAU-TV, Wausau, Wis. | 300.00 | 180.00 | 120.00 |
| WTRF-TV, Wheeling, W.Va. | 600.00 | 360.00 | 240.00 |
| KRGV-TV, Weslaco, Tex. | 275.00 | 165.00 | 110.00 |
| KFDX-TV, Wichita Falls, Tex. | 350.00 | 210.00 | 140.00 |
| WMFD-TV, Wilmington, N.C. | 250.00 | 150.00 | 100.00 |
| WSJS-TV, Winston-Salem, N.C.-Greensboro, N.C. | 750.00 | 450.00 | 300.00 |
| KIMA-TV, Yakima, Wash. | 200.00 | 120.00 | 80.00 |
| †KLEW-TV, Lewiston, Ida. | | | |
| †KBAS-TV, Ephrata, Wash. | | | |
| †KEPR-TV, Pasco, Wash. | | | |
| KIVA, Yuma, Ariz. | 100.00 | 30.00 | 40.00 |
| WHIZ-TV, Zanesville, O. | 100.00 | 60.00 | 40.00 |

* Eureka-Medford $250 combined rate, applicable when both stations carry programs simultaneously

† See footnote below.

**OPTIONAL NON-INTERCONNECTED STATIONS**

(Individually available)

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| KENI-TV, Anchorage, Alaska / KFAR-TV, Fairbanks, Alaska | 200.00 | 120.00 | 80.00 |
| KOOK-TV, Billings, Mont. | 150.00 | 90.00 | 60.00 |
| KIDO-TV, Boise, Ida. | 200.00 | 120.00 | 80.00 |
| KREX-TV, Grand Junction, Colo. | 100.00 | 60.00 | 40.00 |
| †KFXJ-TV, Montrose, Colo. | | | |
| KFBB-TV, Great Falls, Mont. | 150.00 | 90.00 | 60.00 |
| KONA-TV, Honolulu | 350.00 | 210.00 | 140.00 |
| †KMVI-TV, Wailuku | | | |
| KUAM-TV, Agana, Guam, (individual order) | 100.00 | 60.00 | 40.00 |
| KHAD-TV, Laredo, Tex. | 100.00 | 60.00 | 40.00 |
| WJDM, Panama City, Fla. | 100.00 | 60.00 | 40.00 |
| KRSD-TV, Rapid City, S.D. | 100.00 | 60.00 | 40.00 |
| KCTV, San Angelo, Tex. | 200.00 | 120.00 | 80.00 |
| WAPA-TV, San Juan, P.R. | 200.00 | 120.00 | 80.00 |

†Subject to availability, this station will telecast a simultaneously network programs carried by the ordered associated station. There will be no additional time charge to advertisers for this service. NBC will assume no responsibility for delivery of this service and will make no reports thereon.

# CANADIAN BROADCASTING CORPORATION

## Television Network

**Executive Offices:** Victoria Bldg., 140 Wellington St., Ottawa, Ont. Telephone: Central 6-7331.

**Business Offices and Studios:** 354 Jarvis St., Toronto, Ont. Telephone: Walnut 3-5461 (TV studios also in Montreal, Ottawa, Halifax, Winnipeg, Vancouver).

**Other Affiliations:** CBC operates TV stations CBLT, Toronto; CBFT & CBMT, Montreal; CBOT & CBOFT, Ottawa; CBUT, Vancouver; CBWT, Winnipeg; CBHT, Halifax with privately owned affiliates in St. John's, Nfld., Charlottetown, P.E.I., Sydney, N.S.; St. John & Moncton, N.B.; Rimouski, Jonquiere, Rouyn Sherbrooke & Quebec, P.Q.; Kingston, Hamilton, London, Kitchener, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, Port Arthur, Sault Ste. Marie & Peterborough, Ont.; Brandon, Man.; Saskatoon & Regina, Swift Current, Prince Albert, Sask.; Lethbridge, Edmonton & Calgary, Medicine Hat, Red Deer, Alta.; Kamloops, Kelowna, Victoria, B.C.; plus two English-language radio networks and one French-language radio network, consisting of 22 CBC-owned AM stations, 5 CBC-owned FM stations and 97 privately-owned affiliates; also operates shortwave international service in 15 languages on behalf of Canadian Govt.

**BOARD OF GOVERNORS:** A. Davidson Dunton, Ottawa, chairman; Dr. Adrien Pouliot, Quebec, vice chairman; Gordon A. Winter, St. John's, Nfld.; Prof. J. A. Corry, Kingston, Ont.; F. J. Crawford, Toronto; G. Douglas Steel, Charlottetown, P.E.I.; K. G. Montgomery, Edmonton, Alta.; R. K. Gervin, Vancouver, B. C.; Gerard Gingras, Montreal; Mrs. R. S. Houck, Brampton, Ont.; A. M. Shinbane, Winnipeg.

### CBC EXECUTIVES

J. A. Ouimet, *general manager (Ottawa).*
E. L. Bushnell, *asst. gen. mgr. (Ottawa).*
Charles Jennings, *controller of broadcasting (Ottawa).*
J. P. Gilmore, *controller of operations (Ottawa).*
R. P. Landry, *controller of administration (Ottawa).*
Marcel Carter, *controller of management planning & development (Ottawa).*
A. M. Henderson, *comptroller (Ottawa).*
Marcel Ouimet, *asst. controller of broadcasting (Ottawa).*
A. K. Morrow, *asst. controller of operations (Ottawa).*
Harry Bramah, *treasurer (Ottawa).*
G. W. Richardson, *executive assistant (Ottawa).*
R. C. Fraser, *director of public relations (Ottawa).*
W. G. Richardson, *director of engineering (Ottawa).*
Charles Delafield, *director of international service (Montreal).*
George Young, *director of station relations and manager, broadcast regulations (Ottawa).*
N. M. Morrison, *director of audience research (Ottawa).*
W. E. Powell, *commercial manager (Toronto).*
C. E. Stiles, *director of personnel and administrative services (Ottawa).*

### PROGRAM DIVISION

Peter McDonald, *director of English TV network programming (Toronto).*
Eugene Hallman, *director of English radio network programming (Toronto).*
Geoffrey Waddington, *director of music (Toronto).*
Esse W Ljungh, *supervisor of drama (Toronto).*
Hugh Kemp, *scripts supervisor (Toronto).*
D. C. McArthur, *director of special program projects (Ottawa).*
H. J. Boyle, *special radio programs development officer (Toronto).*
W. H. Hogg, *chief news editor (Toronto).*
A E Powley, *supervisor of special events (Toronto).*
R. G. Knowles, *supervisor of farm & fisheries broadcasts (Toronto).*
R. S. Lambert, *supervisor of school broadcasts (Toronto).*
W. J. Dunlop, *supervisor international exchange and institution broadcasts (Toronto).*
F. W. Peers, *supervisor of talks and public affairs (Toronto).*
O. C. Wilson, *manager of national TV film service (Toronto).*
W. H. Brodie, *supervisor of broadcast language (Toronto).*
W. C. Anderson, *supervisor of program clearance (Toronto).*

### ENGINEERING DIVISION

J. E. Hayes, *chief engineer (Montreal).*
W. A. Nichols, *assistant chief engineer (Montreal).*
D. G. McKinstry, *chief architect (Montreal).*
N. R. Olding, *operations engineer (Montreal).*
J. Carlisle, *plant engineer (Montreal).*
R. E. Santo, *transmission and development engineer (Montreal).*
H. E. S. Hamilton, *supervisor of network operations (Toronto).*
E. C. Stewart, *co-ordinator of engineering projects and services (Montreal).*
M. D. Peterkin, *purchasing agent (Montreal).*
G. G. Yull, *supervisor of stores (Montreal).*
J. M. Laporte, *supervisor of engineering service, CBC international service (Montreal).*

### CBC REGIONAL OFFICERS

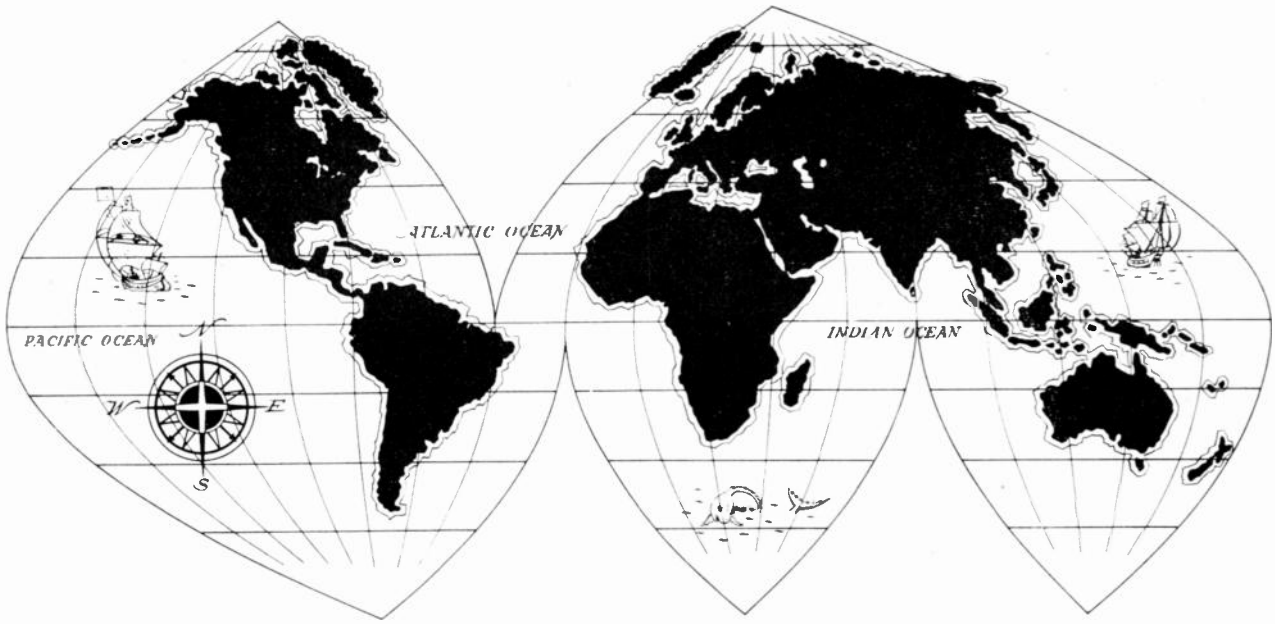
**NEWFOUNDLAND REGION:** T. A. Bldg., St. John's—W. F. Galgay, *director* (for the Province of Newfoundland); E. D. Witherstone, *area engineer.* R. G. O'Brien, *presentation officer.*

**MARITIME REGION:** United Services Bldg., 100 Sackville St., Halifax—W. E. S. Briggs, *director* (for the Maritime Provinces); H. M. Smith, *regional engineer;* S. R. Kennedy, *regional program director;* A. W. Wilson, *regional press and information representative.*

**CBHT, Halifax:** G. F. Brickenden, *director of TV;* J. Simonsen, *technical director.* C. F. MacCaul, *program director, CBHT.*

**(Continued on page 56)**

# World-Wide Acceptance and Approval of CBC programmes means a better advertising buy!




In many places throughout the world, CBC-produced programmes have received enthusiastic response. High programme quality combined with the powerful coverage of the CBC networks, gives you Canada's best advertising buy ! Get the full story— write or phone CBC-TV

## CBC TELEVISION

**Commercial Division**

Halifax Ottawa Winnipeg
Montreal Toronto Vancouver

# Networks Rates and Data

### CBC-TV NETWORK—(Continued)

**QUEBEC REGION:** 1425 Dorchester St., Montreal—Gerard Lamarche, *director* (for the Province of Quebec and French Networks); Roger Rolland, *program director;* E. Dubreuil, *regional engineer;* A. Ouimet, *director of TV, Montreal;* Benoit Lafleur, *director of radio, Montreal;* J. J. Trudeau, *supervisor of press information (French);* Jean Saint Georges, *supervisor of station relations (French);* M. Valiquette, *commercial manager (Quebec).*

**CBC-TV Stations, Quebec Region:** A. Ouimet, *director of TV;* F. Guerard, *program director, CBFT, Montreal;* C. Frenette, *technical director, CBFT;* D. E. McGill, *program director, CBMT, Montreal;* C. Frenette, *technical director, CBMT.*

**ONTARIO REGION:** 354 Jarvis St., Toronto—Ira Dilworth, *director;* (for Ontario and English Networks); H. G. Walker, *assistant director;* H. R. Hilliard, *regional engineer;* Charles Walls, *manager of press and information;* F. Mutrie, *director of TV operations (Ontario);* J. M. Kannawin, *director of radio operations (Ontario).*

**CBC-TV Stations, Ontario Region:** C. P. Wright, *stations manager, Ottawa;* Georges Huard, *manager of TV operations, Ottawa;* Dennis Townsend, *program director, CBOT;* M. Gilbert, *chief operator, Ottawa;* J. H. Book, *technical director, TV, Ottawa;* John W. Barnes, *production manager, CBLT, Toronto;* R. Horton, *technical director, CBLT.*

**PRAIRIE REGION:** 541 Portage Avenue, Winnipeg, Manitoba—J. R. Finlay, *director* (for the Prairie Provinces); D. E. Cameron, *program director;* R. D. Cahoon, *regional engineer;* D. H. O'Neill, *press & information representative;* R. L. Horley, *sales representative;* L. S. McIlhagga, *director of radio.*

**CBWT, Winnipeg:** W. Carpentier, *director of TV;* H. C. Heywood, *technical director;* Bruce McPherson, *program director.*

**BRITISH COLUMBIA REGION:** 701 Hornby St., Vancouver, B. C.—K. P. Caple, *director* (for the Province of British Columbia); J. D. Nixon, *program director;* Hugh Palmer, *director of TV, Vancouver;* R. G. Harlow, *director of radio;* F. B. C. Hilton, *regional engineer;* R. Jessup, *press & information representative;* M. L. Munro, *sales representative.*

**CBUT, Vancouver:** Hugh Palmer, *director;* R. Whiteside, *technical director;* W. Inglis, *program director.*

**CBC INTERNATIONAL SERVICE,** Radio Canada Building, Montreal, P.Q.: C. R. Delafield, *director;* J. M. Laporte, *supervisor, engineering service;* H. Shane, *press & information.*

**CBC AT UNITED NATIONS:** J. J. Dunn, *CBC representative;* Miss M. Fielder, *production assistant.*

**EUROPEAN OFFICES:** 200 Oxford St., London, W.1, England—D. L. Bennett, *European representative;* D. Lachance, *correspondent, Paris.*

### CBC-OWNED TV STATIONS

CBLT-Toronto (Ch. 6)
354 Jarvis St.
Toronto 5, Ont.
Video: 99.5-kw ERP
Audio: 53.5-kw ERP

CBFT-Montreal (Ch. 2)
Radio-Canada Bldg.
Montreal 25, Que.
Video: 100-kw ERP
Audio: 50-kw ERP

CBOT-Ottawa (Ch. 4)
Lanark Ave.
Ottawa, Ont.
Video: 50.1-kw ERP
Audio: 26.7-kw ERP

CBMT-Montreal (Ch. 6)
Radio-Canada Bldg.
Montreal 25, Que.
Video: 43.8-kw ERP
Audio:26.2-kw ERP

CBWT-Winnipeg (Ch. 4)
541 Portage Ave.
Winnipeg, Man.
Video: 56.2-kw ERP
Audio:33.7-kw ERP

CBHT-Halifax (Ch. 3)
70 Bell Road
Halifax, N. S.
Video: 100-kw ERP
Audio: 60-kw ERP

CBUT-Vancouver (Ch. 2)
701 Hornby St.
Vancouver, B. C.
Video: 89.4-kw ERP
Audio: 47:8-kw ERP

CBOFT-Ottawa (Ch. 9)
Lanark Ave.
Ottawa, Ont.
Video: 55-kw
Audio: 31-kw

### CBC RADIO EXECUTIVES

Benoit Lafleur, *director of radio (Montreal).*
J. M. Kannawin, *director of radio operations (Ontario).*
L. S. McIlhagga, *director of radio (Winnipeg).*
R. G. Harlow, *director of radio (Vancouver).*
E. S. Hallman, *director of English radio network programming (Toronto).*

#### Owned Radio Affiliates

CBN, St. John's, Nfld.; CBG, Gander, Nfld.; CBT, Grand Falls, Nfld.; CBY, Corner Brook, Nfld.; CBI, Sydney, N.S.; CBH, Halifax, N.S.; CBA, Sackville, N.S.; CBM, Montreal, Que.; CBO, Ottawa; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBE, Windsor, Ont.; CBW, Winnipeg, Man.; CBK, Regina, Sask.; CBX, Lacombe, Alta.; CBXA, Edmonton, Alta.; CBU, Vancouver, B.C.; CFPR, Prince Rupert, B.C.; CBJ, Chicoutimi, Que.; CBV, Quebec, Que.; CBF, Montreal, Que.; CBAF, Moncton, N.B.

### NETWORK RATES—RATE CARD NO. 12, July 1, 1957

(Consult network for Discounts, Specifications, Charges, etc.)

**Class A**—6-11 p.m. Mon.-Sat., 5-11 p.m. Sun. (gross rates as listed below). **Class B**—5-6 p.m. Mon.-Fri., 1-6 p.m. Sat., 1-5 p.m. Sun, 11 p.m.-signoff daily (75% of gross rates). **Class C**—All other times (60% of gross rates). **Rates for periods less than 1 hour:** 80% for 45 min., 60% for 30 min., 50% for 20 min., 40% for 15 min., 35% for 10 min., 30% for 5 min.

### CBC TELEVISION NETWORK—(English)

### STATION RATES EFFECTIVE FEBRUARY 1, 1958

#### BASIC STATIONS

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| **ATLANTIC REGION** | | | |
| CJON-TV, St. John's, Nfld. [with satellite CJOX-TV, Argentia] | $230.00 | $138.00 | $92.00 |
| CFCY-TV, Charlottetown, P.E.I. | 170.00 | 102.00 | 68.00 |
| CBHT, Halifax, N.S. | 340.00 | 204.00 | 136.00 |
| CJCB-TV, Sydney, N.S. | 255.00 | 153.00 | 102.00 |
| CKCW-TV, Moncton, N.B. | 245.00 | 147.00 | 98.00 |
| CHSJ-TV, Saint John, N.B. | 285.00 | 171.00 | 114.00 |
| **MID-EASTERN REGION** | | | |
| CBLT, Toronto, Ont. | 1,100.00 | 660.00 | 440.00 |
| CHEX-TV, Peterboro, Ont. | 265.00 | 159.00 | 106.00 |
| CKWS-TV, Kingston, Ont. | 300.00 | 180.00 | 120.00 |
| CBOT, Ottawa, Ont. | 475.00 | 285.00 | 190.00 |
| CBMT, Montreal, P.Q. | 890.00 | 534.00 | 356.00 |
| CHCH-TV, Hamilton, Ont. | 550.00 | 330.00 | 220.00 |
| CKCO-TV, Kitchener, Ont. | 430.00 | 258.00 | 172.00 |
| CFPL-TV, London, Ont. | 485.00 | 291.00 | 194.00 |
| CKNX-TV, Wingham, Ont. | 245.00 | 147.00 | 98.00 |
| CKLW-TV, Windsor, Ont. | 450.00 | 270.00 | 180.00 |
| CKVR-TV, Barrie, Ont. | 300.00 | 180.00 | 120.00 |
| CKGN-TV, North Bay, Ont. | 160.00 | 96.00 | 64.00 |
| CKSO-TV, Sudbury, Ont. [with satellite in Elliot Lake] | 235.00 | 141.00 | 94.00 |
| CFCL-TV, Timmins, Ont. [with satellite in Kapuskasing] | 160.00 | 96.00 | 64.00 |
| CJIC-TV, Sault Ste. Marie, Ont. | 170.00 | 102.00 | 68.00 |
| CFCJ-TV, Port Arthur, Ont. | 200.00 | 120.00 | 80.00 |
| **PRAIRIE REGION** | | | |
| CBWT, Winnipeg, Man. | 490.00 | 294.00 | 196.00 |
| CKX-TV, Brandon, Man. | 170.00 | 102.00 | 68.00 |
| CKCK-TV, Regina, Sask. | 285.00 | 171.00 | 114.00 |
| CFQC-TV, Saskatoon, Sask. | 255.00 | 153.00 | 102.00 |
| CHCT-TV, Calgary, Alta. | 350.00 | 210.00 | 140.00 |
| CFRN-TV, Edmonton, Alta. | 400.00 | 240.00 | 160.00 |
| CJLH-TV, Lethbridge, Alta. | 175.00 | 105.00 | 70.00 |
| **PACIFIC REGION** | | | |
| CBUT, Vancouver, B.C. | 680.00 | 408.00 | 272.00 |
| CHEK-TV, Victoria, B.C. | 240.00 | 144.00 | 96.00 |
| **SUPPLEMENTARY STATIONS** | | | |
| CKMI-TV, Quebec, P.Q. | 200.00 | 120.00 | 80.00 |
| CKRN-TV, Rouyn, P.Q. | 75.00 | 45.00 | 30.00 |
| CFJB-TV, Swift Current, Sask. | 75.00 | 45.00 | 30.00 |
| CKBI-TV, Prince Albert, Sask. | 75.00 | 45.00 | 30.00 |
| CHCA-TV, Red Deer, Alta. | 75.00 | 45.00 | 30.00 |
| CHAT-TV, Medicine Hat, Alta. | 75.00 | 45.00 | 30.00 |
| CFCR-TV, Kamloops, B.C. | 75.00 | 45.00 | 30.00 |
| CHBC-TV, Kelowna, B.C. [with satellites in Penticton and Vernon] | 75.00 | 45.00 | 30.00 |

### CBC TELEVISION NETWORK (French)

### STATION RATES EFFECTIVE FEBRUARY 1, 1958

#### Basic Stations

| Station | Hour | 30 Min. | 15 Min. |
|---|---|---|---|
| CBFT-TV, Montreal, P.Q. | $1,100.00 | $660.00 | $440.00 |
| CBOFT, Ottawa, Ont. | 315.00 | 189.00 | 126.00 |
| CHLT-TV, Sherbrooke, P.Q. | 450.00 | 270.00 | 180.00 |
| CFCM-TV, Quebec, P.Q. | 475.00 | 285.00 | 190.00 |
| CKRS-TV, Jonquiere, P.Q. | 245.00 | 147.00 | 98.00 |
| CJBR-TV, Rimouski, P.Q. | 255.00 | 153.00 | 102.00 |
| CKRN-TV, Rouyn, P.Q. | 75.00 | 45.00 | 30.00 |
| *CFCL-TV, Timmins, Ont. [with satellite in Kapuskasing] | 160.00 | 96.00 | 64.00 |

* Supplementary station.

**Note:** Station time rates, after frequency discounts are deducted, are subject to regional discounts except in Pacific Region (only two stations) unless one other full English Region is ordered. Interconnection charges, after deduction of frequency discount, are subject to regional discounts for only those regions in which microwave circuits are operating. To earn regional discounts, all stations in groups must be ordered to benefit from following rates: one region, 4%; 2 regions, 8%; 3 regions, 12%; 4 regions, 16%; 5 regions, 20%.

# TELEVISION STATION DIRECTORY

## Rate Digests, Personnel, Facilities and Other Data as of February, 1958

**Covering All Commercial Stations in Operation in the United States, Territories and Canada**

**Plus CP Holders Reported Due to Begin Operation by Spring of 1958**

**For UHF Translators Operating and CPs Outstanding, see p. 271**

## EXPLANATORY NOTES

**Digests of Rates cover basic one-time charges only.** Most one-minute-or-less rates here quoted apply to films or slides only. Most rates are subject to frequency discounts, separate or additional rehearsal charges, talent & production charges, etc. For further details, including film and remote rate schedules, and for contract conditions, specifications, etc., consult complete station rate cards, available from stations on request.

**TV NETWORK SERVICE REFERS TO INTERCONNECTIONS AND/OR KINESCOPE OR FILM AFFILIATIONS**

**All rates, personnel and other data supplied by stations**

**Powers are Effective Radiated Powers (ERP).** **STA means Special Temporary Authority pending license.**

# ALABAMA

## WAIQ
### Andalusia
**(Ch. 2)**

**Non-Commercial Educational Station**

**Licensee:** Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

**Studios:** U. of Alabama, Tuscaloosa; Alabama Polytechnic Institute, Auburn; Birmingham Area ETV, Birmingham.

**Transmitter:** Mervillis Mill Rd., Dozier, Ala.

**Telephone:** Fairfax 4-2741, Birmingham.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level, lat. 31° 33′ 16″, long. 86° 23′ 32″.

**Ownership:** State of Alabama. Commission members: Vincent Kilborn, Maynard Layman, Mrs. Bertha Roberts, Rex Sikes. Commission also operates WBIQ, Birmingham, and WTIQ, Munford.

**Began Operation:** Aug. 8, 1956.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Raymond Hurlbert, *general manager.*
Louis Peneguy, *director of coordination & information.*
Al Renfro, *chief engineer.*

## WABT
### Birmingham
**(Ch. 13)**

**Licensee:** Alabama Bcstg. System, Inc., Box 2553, Birmingham 2, Ala.

**Studio and Transmitter:** Atop Red Mt.

**Telephone:** Fairfax 2-3506. **TWX No.:** BH 96.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 302-kw horizontal visual, 158-kw maximum and 151-kw horizontal aural. Antenna: 840-ft. above av. terrain, 505-ft. above ground, 1525-ft. above sea level using .5° electrical beam tilt, lat. 33° 29′ 27″, long. 86° 47′ 48″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WAPI, 10-kw (D), (5-kw night) 1070 kc (NBC). **FM Affiliate:** WAFM, 72-kw, 99.5 mc (No. 258), 780-ft. antenna height.

**Ownership:** Central New York Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N. Y. Newhouse newspapers include *The Birmingham News* and *The Huntsville* (Ala.) *Times* (WHBS). For other interests, see WSYR-TV.

**Began Operation:** July 1, 1949. Sold to The Birmingham News Co. July 1953 (see *Television Digest,* Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (*Television Digest,* Vol. 11:48 & 12:4).

**Represented (sales)** Harrington, Righter & Parsons Inc.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
Charles F. Grisham, *v.p. & general manager.*
Albert J. Gillen, *v.p. & sales director.*
Thos. M. Percer, *sales manager.*
Ray A. Furr, *v.p. programming & program development.*
J. V. Sanderson, *chief engineer.*
J. B. Chenoweth, *promotion director.*
Nod Nelson, *producer-director.*
Johnny Johnson, *production manager.*

**DIGEST OF RATE CARD NO. 11**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $260.00 | $250.00 | $125.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 210.00 | 180.00 | 90.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun. | | | | | | |
| 488.00 | 293.00 | 195.00 | 171.00 | 145.00 | 98.00 | 49.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 9-2 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 325.00 | 195.00 | 130.00 | 114.00 | 98.00 | 65.00 | 33.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 50.00 | 25.00 |

## WBRC-TV
### Birmingham
**(Ch. 6)**

**Licensee:** WBRC Inc., Birmingham 9, Ala.

**Studio and Transmitter:** Atop Red Mt.

**Telephone:** Fairfax 2-4701. **TWX No.:** BH 260.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 880-ft. above av. terrain, 546-ft. above ground, 1580-ft. above sea level, lat. 33° 29′ 20″, long. 86° 47′ 59″. Requests change to 1116-ft. above av. terrain, 785-ft. above ground, 1798-ft. above sea level, lat. 33° 29′ 19″, long. 86° 47′ 57″.

**Network Service:** CBS.

**AM Affiliate:** WBRC, 5-kw, 960 kc (CBS).

**Ownership:** Radio Cincinnati Inc. (WKRC-TV), 67%; Hulbert Taft Jr., 15%; David G. Taft, 10%; Louise H. Ingalls, 8%.

**Began Operation:** July 1, 1949. Sale to present owners by Storer Bcstg. Co. approved May 8, 1957 (*Television Digest,* Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Koteen & Burt.

**Personnel:**
Hulbert Taft Jr., *president.*
David G. Taft, *exec. v.p. & TV operations supervisor.*
Robert Schlinkert, *general manager.*
Kenneth W. Church, *v.p. for national sales.*
Don Chapin, *national sales manager (New York).*
Oliver V. Naylor, *sales manager.*
Richard Stephen, *local sales manager.*
Robert L. DuPriest, *chief engineer.*
Keith E. Barze, *program director.*
Jerry Thompson, *sales promotion manager.*
Jim Atkins, *news director.*

**(Continued on next page)**

# Alabama

BIRMINGHAM: WBRC-TV—(Continued)

DIGEST OF RATE CARD NO. 9B
(Oct. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $850.00 | $510.00 | $340.00 | $300.00 | $270.00 | $250.00 | $125.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 210.00 | 180.00 | 90.00 |
| **Class B**—5:30-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 160.00 | 135.00 | 120.00 | 60.00 |
| **Class C**—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sun.; 10:30-11:30 p.m., daily. | | | | | | |
| 325.00 | 195.00 | 130.00 | 115.00 | 98.00 | 70.00 | 35.00 |
| **Class D**—Sign-on-9 a.m., Sun-Fri.; sign-on-1 p.m., Sat.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 75.00 | 50.00 | 25.00 |

Also has Class E rate (applying only to CBS Morning Show and Captain Kangaroo), at 50% of Class D rates.
*May not be combined with other announcements for frequency discounts.
Subject to frequency discounts.

## WBIQ
### Birmingham
**(Ch. 10)**

**Non-Commercial Educational Station**

**Licensee:** Alabama Educational Television Commission, Protective Life Bldg.

**Studios:** U. of Alabama, Tuscaloosa; Alabama Polytechnic Institute, Auburn; Birmingham Area ETV, Birmingham.

**Transmitter:** Red Mt.

**Telephone:** Fairfax 4-2741.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 30.8-kw visual, 18.5-kw aural. Antenna: 530-ft. above av. terrain, 187-ft. above ground, 1187-ft. above sea level, lat. 33° 29′ 20″, long. 86° 47′ 59″.

**Ownership:** State of Alabama. Commission members: Vincent Kilborn, Mrs. Bertha Roberts, Rex Sikes, Maynard Layman. Commission also operates WTIQ, Munford, and WAIQ, Andalusia, both Ala.

**Began Operation:** April 28, 1955.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Raymond Hurlbert, *general manager.*
Louis Peneguy, *director of coordination & information.*
Al Renfro, *chief engineer.*

## WMSL-TV
### Decatur
**(Ch. 23)**

**Licensee:** Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg.

**Studio and Transmitter:** Mutual Savings Life Bldg.

**Telephone:** 802.

**Technical Facilities:** Channel No. 23 (524-530 mc). Authorized power: 189.2-kw maximum and 117-kw horizontal visual, 102.2-kw maximum and 63.1-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level, lat. 34° 36′ 44.5″ long. 86° 59′ 08″.

**Network Service:** NBC, CBS.

**AM Affiliate:** WMSL, .25-kw, 1400 kc (MBS).

**Ownership:** Frank Whisenant, pres., 64.5%; William B. McAfee, v.p., 2.5%; Alice A. Whisenant, treas., 5%; Noble J. Russell, secy., .5%; following directors: James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

**Began Operation:** July 4, 1954.

**Represented (sales)** by Jack Masla & Co. Inc.

**Represented (legal)** by Harry J. Daly.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Frank Whisenant, *president & general manager.*
Alice A. Whisenant, *program director.*
Alvin Millwood, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(May 1, 1954)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $35.00 | $20.00 |
| **Class B**—5-6 p.m., Mon.-Sat. & after 10:30 p.m., daily. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 29.00 | 17.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 80.00 | 48.00 | 32.00 | 28.00 | 24.00 | 21.00 | 13.00 |

## WTVY
### Dothan
**(Ch. 9)**

**Grantee (STA):** WTVY, Inc., Box 798.

**Studio & Transmitter:** Cottonwood Rd.

**Telephone:** 5-2810.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 550-ft. above av. terrain, 457-ft. above ground, 835-ft. above sea level, lat. 31° 10′ 50″, long. 85° 22′ 13″.

**Network Service:** CBS, ABC.

**Ownership:** Charles Woods, pres., 20.95%; F. E. Busby, exec. v.p. & gen. mgr., 12.86%; Dr. Paul Flowers, treas., 14.76%; J. T. Thrower, v.p., 10.48%; Alto V. Lee III, secy., .95%; Huey D. McInnish, asst. secy., .95%; 20 other stockholders, each owns less than 3.33%.

**Began Operation:** Feb. 12, 1955.

**Represented (sales)** by Young Television Corp.; Clarke Brown Co.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
F. E. Busby, *executive v.p. and general manager.*
Art Creamer, *sales manager.*
Daryl Griffin, *program director & production manager.*
Ellis Anderson, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(June 1, 1955)

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. & Sun. | | | | | | | |
| $150.00 | $90.00 | $75.00 | $60.00 | $45.00 | $37.50 | $30.00 | $15.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. | | | | | | | |
| 120.00 | 72.00 | 60.00 | 48.00 | 36.00 | 30.00 | 24.00 | 12.00 |
| **Class C**—Sign on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily. | | | | | | | |
| 90.00 | 54.00 | 45.00 | 36.00 | 27.00 | 22.50 | 18.00 | 9.00 |

## WOWL-TV
### Florence
**(Ch. 15)**

**Grantee:** TV Muscle Shoals Inc. 840 Cypress Mill Rd., Box 634.

**Studio & Transmitter:** 840 Cypress Mill Rd.

**Telephone:** Atwater 2-7711. **TWX No.:** 77.

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 20.9-kw visual, 11.8-kw aural. Antenna: 400-ft. above av. terrain, 358-ft. above ground, 951-ft. above sea level, lat. 34° 49′ 07″, long. 87° 41′ 45″.

**Network Service:** CBS, NBC.

**AM Affiliate:** WOWL, .25-kw, 1240 kc (ABN).

**Ownership:** Richard B. Biddle, pres.-treas., 25%; O. B. Miley, secy., 12.5%; C. V. Green, 12.5%; James B. Gambill, 12.5%; George W. McBurney, 12.5%; Radio Muscle Shoals Inc. (WOWL), 25%. Richard Biddle owns 52.5% of WOWL. Radio Muscle Shoals Inc. also owns 53.33% of KBLO, Hot Springs, Ark.

**Began Operation:** Oct. 28, 1957.

**Represented (sales)** by Forjoe-TV Inc.

**Represented (engineering)** by Lynne C. Smeby.

**Personnel:**
Richard B. Biddle, *president & general manager.*
Jack Worley, *sales & program manager.*
John Utley, *production manager.*
Nellie Bigbee, *news editor.*
Larry Rohling, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Oct. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $50.00 | $25.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily; 2-6 p.m., Sun. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.00 | 53.50 | 45.00 | 22.50 |
| **Class B**—5-6 p.m., daily. | | | | | | |
| 122.00 | 73.00 | 50.00 | 43.00 | 37.50 | 25.00 | 12.50 |
| **Class C**—All other times. | | | | | | |
| 85.00 | 60.00 | 45.00 | 40.00 | 32.50 | 20.00 | 10.00 |

# WALA-TV
## Mobile
(Ch. 10)

**Licensee:** Pape Television Co. Inc., 210 Government St.
**Studio:** 210 Government St. **Transmitter:** 9-mi. East of Mobile.
**Telephone:** Hemlock 3-3754. **TWX No.:** MO 185.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 620-ft. above av. terrain, 573-ft. above ground, 732-ft. above sea level, lat. 30° 39′ 33″, long. 87° 53′ 22″.

**Network Service:** ABC, NBC.

**AM Affiliate:** WALA, 5-kw, 1410 kc (NBC).

**Ownership:** W. O. Pape, pres., 99.6%; W. B. Pape, exec. v.p. & gen. mgr., .2%; W. F. Joseph, treas., .2%.

**Began Operation:** Jan. 14, 1953.

**Represented (sales)** by H-R Television Inc.
**Represented (legal)** by Dow, Lohnes & Albertson.
**Represented (engineering)** by L. J. N. du Treil.

**Personnel:**
W. O. Pape, *president.*
W. B. Pape, *exec. v.p. & general manager.*
Jim McNamara, *national sales manager.*
Dick McMullen, *program director.*
C. C. Badger, *public relations director.*
Raymond Hurley, *chief engineer.*
Phil Forrest, *merchandise manager.*
Chuck Thompson, *publicist.*

**DIGEST OF RATE CARD NO. 5—(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. |
|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun. | | | | | |
| $450.00 | $270.00 | $180.00 | $157.50 | $112.50 | $90.00 |
| **Class A**—6:30-7 p.m., Mon.-Sat.; 6-6:30 p.m., Sat.; 9:30-10:30 p.m., daily. | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | |
| 200.00 | 120.00 | 80.00 | 56.00 | 40.00 | 35.00 |

Subject to frequency discounts.

# WKRG-TV
## Mobile
(Ch. 5)

**Licensee:** WKRG-TV Inc., Box 1184.

**Studio:** 162 St. Louis St. **Transmitter:** U. S. Hwy. 31, 5.1-mi. E of junction with U. S. Hwy. 90.

**Telephone:** Hemlock 2-6789. **TWX No.:** MO 97.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level, lat. 30° 40′ 55.2″, long. 87° 49′ 40.8″.

**Network Service:** CBS.

**AM Affiliate:** WKRG, 1-kw (500-watts night), 710 kc (CBS). **FM Affiliate:** 3-kw, 99.9 mc (No. 260), 310-ft. antenna height.

**Ownership:** Kenneth R. Giddens, pres., 20%; Joseph H. Little, v.p., 6.66%; Andrew C. Smith, treas.; Shirley R. Konrad, 10%; T. J. Rester Jr., 10%; Spring Hill College, 6.66%; Alfred F. Delchamps, 4.44%; Louie Brannan, 6.66% O. H. May, 4.44%; Wm. H. Armbrecht Jr., secy., 4%; T. K. Jackson Jr., 8.88%; 9 others, none owns more than 3.33%. Andrew Smith is pres. of Spring Hill College. Frank Conwell, 1.33% owner, is pres. & 29.5% owner of Ch. 11 applicant for Houma, La. Giddens also holds 75% of Ch. 10 applicant in Tampa, Fla. Note: Transfer to Giddens Television Inc. approved Feb. 20, 1958 by FCC (*Television Digest*, Vols. 13:46; 14:8).

**Began Operation:** Aug. 29, 1955.

**Represented (sales)** by Avery Knodel Inc.
**Represented (legal)** by McKenna & Wilkinson.
**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Kenneth R. Giddens, *president & general manager.*
George Layne, *production manager.*
James Evans, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun. | | | | | | |
| $450.00 | $270.00 | $180.00 | $157.50 | $112.50 | $90.00 | $45.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 56.00 | 40.00 | 35.00 | 20.00 |

# WCOV-TV
## Montgomery
(Ch. 20)

**Licensee:** Capitol Broadcasting Co., Box 2505.
**Studio and Transmitter:** Adrian Lane.
**Telephone:** 5-3561. **TWX No.:** MG 6039.

**Technical Facilities:** Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 440-ft. above av. terrain, 460-ft. above ground, 680-ft. above sea level, lat. 32° 20′ 27.5″, long. 86° 17′ 50″.

**AM Affiliate:** WCOV, 10-kw (1-kw night), 1170 kc (CBS).

**Network Service:** CBS.

**Ownership:** Oscar P. Covington, 26.29%; Clara R. Covington, v.p., 13.89%; Hugh M. Smith, secy.-treas., 15.18%; Margaret Covington Milwee, director, 6.94%; Ethel Covington, director, 13.89%; Peggy Milwee Carlton, director, 13.89%; W. I. Milwee, 6.94%; Margaret Covington, 2.79%; Henry Anderson, .2%. All stockholders have same proportionate interest in WGWC, Selma.

**Began Operation:** April 17, 1953.

**Represented (sales)** by Young Television Corp.; James S. Ayers Co. (Southeast).
**Represented (legal)** by Smith & Pepper.
**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
O. P. Covington, *president.*
Hugh M. Smith, *general manager.*
Morris South, *local sales manager.*
Henry Amerson, *operations manager.*
Caldwell Stewart, *program director.*
W. D. Weatherly, *chief engineer.*
Robert House, *film editor.*
Bob Underwood, *news editor.*

**DIGEST OF RATE CARD NO. 4—(Feb. 4, 1957)**

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

# WSFA-TV
## Montgomery
(Ch. 12)

**Licensee:** WKY Television System Inc., Box 2566.

**Studio:** Delano & Perry Sts. **Transmitter:** Mt. Carmel, 21 mi. S of city.

**Telephone:** Amherst 5-1251. **TWX No.:** MG 6033

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level, lat 32° 01′ 15″, long. 86° 20′ 56″.

**Network Service:** NBC, ABC.

**Ownership:** See WKY-TV, Oklahoma City.

**Began Operation:** Dec. 25, 1954. Sale to present owner by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of *Montgomery Advertiser* and *Journal*—approved by FCC Feb. 16, 1955 (*Television Digest*, Vol. 10:38 & 11:8).

**Represented (sales)** by The Katz Agency Inc.
**Represented (legal)** by Pierson, Ball & Dowd.
**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Carter Hardwick, *general manager.*
Gene R. Jacobsen, *program manager & film buyer.*
M. H. Yeoman, *sales promotion manager.*
Sam P. Spivey, *production manager.*
Crawford Rice, *news director.*
Robert M. Hayward, *chief engineer.*

**DIGEST OF RATE CARD NO. 3-A—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $144.00 | $112.50 | $100.00 | $50.00 |
| **Class B**—6-7 p.m., Mon.-Fri.; 5-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 96.00 | 75.00 | 70.00 | 35.00 |
| **Class C**—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-5 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 80.00 | 62.50 | 50.00 | 25.00 |
| **Class D**—Sign-on-10 a.m., daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 40.00 | 32.00 | 25.00 | 12.50 |

Subject to frequency discounts.

## WTIQ
### Munford
**(Ch. 7)**

**Non-Commercial Educational Station**

**Licensee:** Alabama Educational Television Commission Protective Life Bldg., Birmingham.

**Studios:** U. of Alabama studios, Tuscaloosa; Alabama Polytechnic Institute studios, Auburn; Birmingham Area ETV, Birmingham.

**Transmitter:** Mt. Cheaha, near Munford.

**Telephone:** Fairfax 4-2741, Birmingham.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level, lat. 33° 29′ 06″, long. 85° 48′ 32″.

**Began Operation:** Jan. 7, 1955.

**Ownership:** State of Alabama. Commission members: Vincent Kilborn, Maynard Layman, Mrs. Bertha Roberts, Rex Sikes. Commission also operates WBIQ, Birmingham, and WAIQ, Andalusia.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Raymond Hurlbert, *general manager.*
Louis Peneguy, *director of coordination & information.*
Al Renfro, *chief engineer.*

# ARIZONA

## KOOL-TV
### Phoenix
**(Ch. 10)**

**Licensee:** KOOL Radio-Television Inc., 511 W. Adams St.

**Studio:** 511 W. Adams St. **Transmitter:** Mt. Suappoa.

**Telephone:** Alpine 3-3121. **TWX No.:** PX 171.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw max. and 302-kw horizontal visual, 158-kw max. and 151-kw horizontal aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level, lat. 33° 20′ 02″, long. 112° 03′ 42″.

**Network Service:** CBS.

**AM Affiliate:** KOOL, 5-kw, 960 kc (CBS).

**Ownership:** Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 20.19%; Frank Beer, v.p., 4.96%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KMPC, Los Angeles, 48% of KOLD-TV & KOLD, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 20% of KOLD-TV & KOLD. Messrs. Autry and Kerney each own 12.5% of *Phoenix Republic* and *Gazette.*

**Began Operation:** Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV *(Television Digest,* Vol. 10:12, 19).

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Maurice Barnes.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Thomas Chauncey, *president & general manager.*
Kenneth Morton, *v.p. & station manager.*
Homer Lane, *v.p. & asst. general manager.*
Jack Murphy, *asst. station manager.*
Robert W. Miller, *sales manager.*
Jack Ware, *news director.*
Nelson Nichols, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA**—6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun. | | | | | |
| $550.00 | $300.00 | $200.00 | $150.00 | $100.00 | $50.00 |
| **Class A**—5:59-6:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., Sat.; 2:59-4:59 p.m., Sun.; 10-10:59 p.m., daily. | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 96.00 | 48.00 |
| **Class B**—All other times. | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 57.60 | 28.80 |

## KPHO-TV
### Phoenix
**(Ch. 5)**

**Licensee:** Meredith Engineering Co., 631 N. First Ave.

**Studio:** 631 N. First Ave. **Transmitter:** Westward Ho Hotel.

**Telephone:** Alpine 8-4511. **TWX No.:** PX 70.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 17.5-kw visual, 8.7-kw aural. **Antenna:** 400-ft. above av. terrain, 497-ft. above ground, 1585-ft. above sea level, lat. 33° 27′ 12″, long. 112° 04′ 30″.

**AM Affiliate:** KPHO, 5-kw, 910 kc.

**Ownership:** Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming.* Officers of Meredith Engineering Co.; E. T. Meredith Jr., pres.; F. O. Bohen, v. p.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV & KCMO, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.; radio KRMG, Tulsa, Okla.

**Began Operation:** Dec. 4, 1949; sold to present owner (Meredith Engineering Co.) in June 1952 (see *Television Digest,* Vol. 8:18 & 26).

**Represented (sales)** by Katz Agency Inc.

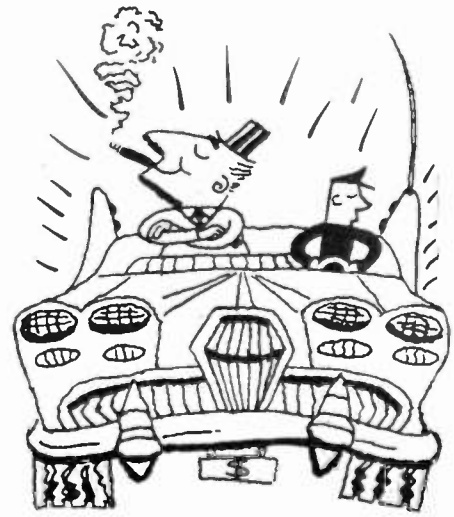
**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**
Richard B. Rawls, *general manager.*
Howard Stalnaker, *asst. station manager & film buyer.*
Les Lindvig, *local sales manager.*
Robert T. Martin, *program director.*
Stephen Q. Shannon, *publicity & promotion manager.*
John Green, *news director.*
Tom Sherlock, *film director.*
Al Rau, *operations manager.*
George L. McClanathan, *director of engineering.*

**DIGEST OF RATE CARD NO. 10—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $158.00 | $113.00 | $100.00 | $50.00 |
| **Class B**—6-7 p.m., daily; 10-10:30 p.m., Mon.-Fri.; 10 p.m.-sign-off, Sat. & Sun. | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 90.00 | 72.00 | 36.00 |
| **Class C**—4-6 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, Mon.-Fri. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class D**—Sign-on-4 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun. | | | | | | |
| 270.00 | 162.00 | 108.00 | 95.00 | 68.00 | 54.00 | 27.00 |

Subject to frequency discounts. Two or more announcements purchased within any 7 consecutive days earn these additional discounts from earned frequency: 2 per week, 10%; 3, 20%; 4, 30%; 5, 40%. Note: Above rates do not include M-G-M film rates.

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*like* WCPO-TV CINCINNATI, OHIO
SCRIPPS-HOWARD RADIO, INC.

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342 WEST 40 St., NEW YORK 18, N.Y. LO 4-0518

# KTVK
## Phoenix
**(Ch. 3)**

**Licensee:** Arizona Television Co., 3435 N. 16th St.

**Studio:** 3435 N. 16th St.

**Transmitter:** South Mt., 7-mi. south of Phoenix.

**Telephone:** Amhurst 6-5691. **TWX No.:** PX 353.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 3618-ft above sea level, lat. 33° 20′ 01″, long. 112° 03′ 45″.

**Network Service:** ABC.

**Ownership:** Ernest W. McFarland, pres., 40% (Arizona Governor); Leon M. Nowell, exec. v.p., 20%; Ralph Watkins, v.p.-treas., 20%; Henry Larson, secy., 5%; Edward Cooper, .2%; Lo Wright, .10%; Bassett Wright, .14%; Delbert Lewis, 12.56%; Roland Bibolet, 2%.

**Began Operation:** Feb. 28, 1955.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Leon M. Nowell, *executive v.p.*
Burton B. LaDow, *station & commercial manager.*
Don Tuckwood, *program director.*
Lloyd Steinkamp, *production manager.*
George McLouth, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class A**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | |
| $400.00 | $240.00 | $160.00 | $120.00 | $90.00 | $50.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 105.00 | 80.00 | 40.00 |
| **Class C**—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily. | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 60.00 | 30.00 |
| **Class D**—Sign-on-5 p.m., daily. | | | | | |
| 270.00 | 162.00 | 118.00 | 81.00 | 54.00 | 27.00 |

Subject to frequency discounts.

# KVAR
## Mesa-Phoenix
**(Ch. 12)**

**Licensee:** KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix.

**Studios:** 1101 N. Central Ave., Phoenix and Mesa-Phoenix Highway.

**Transmitter:** Top of Mt. Suappoa, Phoenix South Mt.

**Telephone:** Alpine 4-4161. **TWX No.:** PX 592.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 31.6-kw visual, 15.8-kw aural. Antenna: 1550-ft. above av. terrain, 97-ft. above ground, 2757-ft. above sea level, lat. 33° 19′ 54″, long. 112° 03′ 52″.

**Network Service:** NBC.

**AM Affiliate:** KTAR, 5-kw, 620 kc (NBC).

**Ownership:** John J. Louis, chairman, and family, 68.23%; Richard O. Lewis, pres., 17.47%; E. W. Harvey, v.p., 1.55%; B. R. Fulbright, secy-treas., 1.39%; Sam Kahan, 7.73%; 3 other stockholders, each holding under 2% interest. KTAR owns KYUM, Yuma, and KYCA, Prescott.

**Began Operation:** April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (*Television Digest*, 10:18, 25).

**Represented (sales)** by Avery-Knodel, Inc.

**Represented (legal)** by Smith & Hennessey.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Richard O. Lewis, *president and general manager.*
E. William Harvey, *commercial manager.*
Robert Vache, *program director.*
Woody Hartzog, *production manager.*
Charles Wallace, *special events director.*
Carol Ackerman, *continuity director.*
John Beck, *chief engineer.*

**DIGEST OF RATE CARD NO. 2-A**
**(Sept. 10, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat. & Sun. | | | | | | |
| $450.00 | $270.00 | $180.00 | $158.00 | $113.00 | $90.00 | $45.00 |
| **Class B**—All other times. | | | | | | |
| 270.00 | 162.00 | 108.00 | 95.00 | 68.00 | 54.00 | 27.00 |

Subject to frequency discounts.

# KGUN-TV
## Tucson
**(Ch. 9)**

**Licensee:** Tucson Television Co. Inc., Box 5147.

**Studio:** 2175 N. Sixth Ave. **Transmitter:** Mt. Bigelow.

**Telephone:** Main 3-3633. **TWX No.:** TS 5971.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 63.1-kw visual, 31.6-kw aural. Antenna: 3660-ft. above av. terrain, 237-ft. above ground, 8737-ft. above sea level, lat. 32° 24′ 25″, long. 110° 42′ 59.4″.

**Network Service:** ABC.

**Ownership:** H. U. Garrett, chairman, 40%; Tom E. Foster, pres., 10%; Tolbert Foster, v.p., 10%; Taylor Milton, 15%; W. E. Dyche Jr., secy., 11%; C. M. Peters, 8%; D. E. Whittenberg, 6%. Tom E. Foster and son Tolbert Foster also own East Texas (radio) Network and radio KDET, Center, Tex.

**Began Operation:** May 5, 1956. Sale to present owners by D. W. Ingram approved Dec. 19, 1956 by FCC (*Television Digest*, Vol. 12:51).

**Represented (sales)** by Headley-Reed TV; Clark Brown Co. (South).

**Represented (legal)** by Welch, Mott & Morgan.

**Personnel:**
Tolbert Foster, *v.p. & general manager.*
James W. Hays, *station manager & production director.*
Ben Slack, *commercial manager.*
James E. Cochrane, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., daily. | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $60.00 | $30.00 |
| **Class A**—6-6:30 p.m., 10-10:30 p.m., daily. | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 25.00 |
| **Class B**—4:30-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.-Sun.; 10:30-sign-off, daily. | | | | | |
| 150.00 | 90.00 | 60.00 | 40.00 | 30.00 | 15.00 |
| **Class C**—Sign-on-4:30 p.m., Mon.-Fri. | | | | | |
| 100.00 | 60.00 | 40.00 | 25.00 | 17.00 | 8.50 |

Subject to frequency discounts.

# KOLD-TV
## Tucson
**(Ch. 13)**

**Licensee:** Old Pueblo Broadcasting Co., 115 W. Drachman St.

**Studio and Transmitter:** 115 W. Drachman St.

**Telephone:** Main 4-2511. **TWX No.:** TS 3401.

**Technical Facilities:** Channel 13 (210-216 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 100-ft. above av. terrain, 205-ft. above ground, 2573-ft. above sea level, lat. 32° 14′ 22″, long. 110° 58′ 13″.

**Network Service:** CBS.

**AM Affiliate:** KOLD, .25-kw, 1450 kc (CBS).

**Ownership:** Gene Autry, chairman, 48%; Tom Chauncey, pres.-treas., 20%; E. S. Mittendorf, v.p. & secy., 2%; Tom Kerney, 20%; H. C. Tovrea, 10%. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry also chief stockholder in KMPC, Los Angeles and owns 50% of KSFO, San Francisco.

**Began Operation:** Jan. 13, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Maurice Barnes.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Tom Chauncey, *president & managing director.*
E. S. Mittendorf, *general manager.*
Paul Plunkett, *assistant general manager.*
Bernie Perlin, *sales manager.*
Budd Wiener, *program manager.*
Bob Shriner, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA**—6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun. | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $60.00 | $30.00 |
| **Class A**—5:59-6:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., Sat.; 2:59-4:59 p.m., Sun.; 10-10:59 p.m., daily. | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 25.00 |
| **Class B**—All other times. | | | | | |
| 162.50 | 97.50 | 65.00 | 48.75 | 32.50 | 16.25 |

## KVOA-TV
### Tucson
**(Ch. 4)**

**Licensee:** Arizona Bcstg. Co. Inc., 209 W. Elm St., Box 5188.

**Studio & Transmitter:** 209 W. Elm St. Box 5188.

**Telephone:** Main 3-2555. **TWX No.:** TS 1961.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 30-ft. above av. terrain, 263-ft. above ground, 2627-ft. above sea level, lat. 32° 14′ 32″, long. 110° 58′ 30″.

**Network Service:** NBC.

**AM Affiliate:** KVOA, 1-kw, 1290 kc (NBC).

**Ownership:** Clinton McKinnon, pres., 25%; Bernard Weinberg, v.p., 25%; Harold B. Garfield, treas., 25%; Arthur A. Desser, secy., 25%; Mr. McKinnon is former Congressman and controls California weeklies *San Diego North Shores Sentinel* and *Coronado Journal*. Clinton McKinnon also owns KOAT-TV, Albuquerque, N.M.

**Began Operation:** Sept. 27, 1953. Sale to present owners by John J. Louis group (Needham, Louis & Brorby, Chicago), approved June 29, 1955 (*Television Digest*, Vol. 11:11, 21, 27).

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Clinton D. McKinnon, *president and general manager.*
R. H. Rogers, *business manager.*
W. R. Duey DuBois, *sales manager.*
Henry M. Hubbard, *program director.*
James H. Maize, *news director.*
Raymond H. Holsclaw, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA—6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat. & Sun.** | | | | | |
| $300.00 | $180.00 | $120.00 | $75.00 | $60.00 | $30.00 |
| **Class A—5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 3-5:59 p.m., 10:01-11 p.m., Sat. & Sun.** | | | | | |
| 250.00 | 150.00 | 100.00 | 62.50 | 50.00 | 25.00 |
| **Class B—4-5:59 p.m., 11-11:29 p.m., Mon.-Fri.; all other times, Sat. & Sun.** | | | | | |
| 150.00 | 90.00 | 60.00 | 37.50 | 30.00 | 15.00 |
| **Class C—Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Fri.** | | | | | |
| 100.00 | 60.00 | 40.00 | 25.00 | 20.00 | 10.00 |

## KIVA
### Yuma
**(Ch. 11)**

**Licensee:** Valley Telecasting Co., P. O. Box 1671.

**Studio and Transmitter:** 8-mi. W. of Yuma on U.S. 80.

**Telephone:** State 6-8311.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 14.6-kw aural. Antenna: 440-ft. above av. terrain, 485-ft. above ground, 733-ft. above sea level, lat. 32° 44′ 42″, long. 114° 44′ 19″. Requests change to 316-kw visual, 158-kw aural, 496-ft. above av. terrain, 548-ft. above ground, 783-ft. above sea level.

**Network Service:** NBC, CBS, ABC.

**Ownership:** Harry C. Butcher, 100%.

**Began Operation:** Oct. 8, 1953. Sale to present owner by Donald Ellsworth founding group approved July 25, 1957 by FCC (*Television Digest*, Vol. 13:28, 30).

**Represented (sales)** by George P. Hollingbery Co.; Hugh Feltis & Assoc. (Seattle-Tacoma).

**Represented (legal)** by Arnold, Fortas & Porter.

**Personnel:**
Harry C. Butcher, *president.*
Ray C. Smucker, *v.p. & general manager.*
Leavenworth Wheeler, *station manager.*
Edward J. Marsett, *general sales manager.*
Blake Ramsey, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(Aug. 1, 1956)**

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

# ARKANSAS

## KRBB
### El Dorado
**(Ch. 10)**

**Grantee (STA):** South Arkansas Television Co. Inc., Box 791.

**Studio & Transmitter:** U.S. Hwy. 167, 5.3 mi. S of El Dorado.

**Telephone:** 2-3488.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 630-ft. above av. terrain, 637-ft. above ground, 855-ft. above sea level, lat. 33° 07′ 40″, long. 92° 38′ 28″. Holds CP for 316-kw visual, 158-kw aural, 1312-ft. above av. terrain, 1350-ft. above ground, 1478-ft. above sea level, lat. 33° 04′ 41″, long. 92° 13′ 39″; transmitter to .5-mi. S of Bolding, on Mo. Pacific RR spur.

**Network Service:** NBC, ABC.

**Ownership:** Dr. Joe F. Rushton, pres., 33.3%; W. C. Blewster Jr., v.p., 33.3%; Wm. M. Bigley, secy.-treas., 33.3%. Ownership interlocks with radio KVMA, Magnolia, Ark.

**Began Operation:** Nov. 18, 1955.

**Represented (sales)** by Richard O'Connell (New York); Wm. J. Reilly Inc. (Chicago & Detroit); Clarke Browne Co. (South & Southwest).

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
William Bigley, *general manager.*
John Turner, *studio manager.*
Pat Williams, *promotion manager.*
Larry Self, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10:30 p.m., daily.** | | | | | | |
| $200.00 | $120.00 | $80.00 | $60.00 | $50.00 | $40.00 | $20.00 |
| **Class B—5-6 p.m., Sat.; noon-5:59 p.m., Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 45.00 | 37.50 | 30.00 | 15.00 |
| **Class C—All other times.** | | | | | | |
| 100.00 | 60.00 | 40.00 | 30.00 | 25.00 | 20.00 | 10.00 |

## KFSA-TV
### Fort Smith
**(Ch. 22)**

**Grantee (STA):** Southwestern Radio & Television Co. Box 569.

**Studio and Transmitter:** Southwestern House, 920 Rogers Ave.

**Telephone:** Sunset 2-9125. **TWX No.:** FS 84.

**Technical Facilities:** Channel No. 22 (518-524 mc). Operating under special temporary authorization with 22-kw visual, 12-kw aural. Authorized power: 265-kw visual, 145-kw aural. Antenna: 270-ft. above av. terrain, 349-ft. above ground, 783-ft. above sea level, lat. 36° 23′ 02″, long. 94° 25′ 22″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KFSA, 1-kw (.5-kw night), 950 kc (ABN & MBS).

**Ownership:** Donald W. Reynolds, pres., 100%; C. W. Parkinson, secy. Mr. Reynolds owns KOLO-TV Reno (KOLO) & KLRJ-TV Henderson-Las Vegas (KORK); has controlling interest in KHBG, Okmulgee, Okla., and KBRS, Springdale, Ark.; holds CP for Ch. 10, Elko, Nev.; owns Southwestern Publishing Co., applicant for Ch. 9, Hot Springs, Ark. and publisher of *Fort Smith Southwest American* and *Times-Record*, *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada, Oklahoma & Mississippi.

**Began Operation:** July 9, 1953.

**Represented (sales)** by Venard, Rintoul & McConnell, Inc.; Clyde Melville (Southwest); James S. Ayers (Southern).

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
William Slates, *general manager.*
John D. Whitt, *administrative asst. & sales manager.*
Paschal Porta, *program director.*
Alma Duncan, *traffic manager.*
Robert W. Platt Jr., *chief engineer.*

**DIGEST OF RATE CARD NO 3-G**
**(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10:30 p.m., daily.** | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $50.00 | $40.00 | $20.00 |
| **Class B—All other times.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## KNAC-TV
### Fort Smith
(Ch. 5)

**Grantee (STA):** American Television Co. Inc., 200 Kelley Bldg.

**Studio & Transmitter:** Mount Vista, 5.3 mi. NNE of Fort Smith.

**Telephone:** Sunset 3-3131. **TWX No.:** FS 68.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 640-ft. above av. terrain, 448-ft. above ground, 1231-ft. above sea level, lat. 35° 27′ 11″, long. 94° 22′ 26″.

**Network Service:** CBS.

**Ownership:** George T. Hernreich, 50%; Harry Pollock, 33.33%; Harry Newton Co. (Harry Poliock family), 16.66%.

**Began Operation:** Dec. 3, 1956. Sale to present owners by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (*Television Digest*, Vol. 13:9, 26). Note: Sale of Hernreich's 50% to Pollock pends FCC approval (Vol. 14:6).

**Represented (sales)** by H. R. Television Inc.

**Represented (legal)** by Cottone & Scheiner.

**Represented (engineering)** by L. H. Carr & Assoc.

**Personnel:**
Glenn W. White, *general manager.*
Rex Hayes, *commercial manager.*
R. L. Masters, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Revised Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| Class A—7-10 p.m., daily. | | | | | |
| $250.00 | $150.00 | $100.00 | $60.00 | $50.00 | $25.00 |
| Class B—6-7 p.m., 10-10:30 p.m., daily. | | | | | |
| 187.50 | 112.50 | 75.00 | 45.00 | 37.50 | 18.75 |
| Class C—All other times. | | | | | |
| 125.00 | 75.00 | 50.00 | 30.00 | 25.00 | 12.50 |

## KARK-TV
### Little Rock
(Ch. 4)

**Licensee:** Arkansas Radio & Equipment Co., 10th & Springs Sts.

**Studio:** 10th & Spring Sts. **Transmitter:** Shinall Mt.

**Telephone:** Franklin 6-2481. **TWX No.:** LR 141.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level, lat. 34° 47′ 55″, long. 92° 29′ 58″.

**Network Service:** NBC.

**AM Affiliate:** KARK, 5-kw, 920 kc (NBC).

**Ownership:** T. H. Barton, pres., 80%; T. K. Barton, v.p., 20%.

**Began Operation:** March 24, 1954.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
T. K. Barton, *executive v.p.*
Douglas Romine, *v.p. & station manager.*
H. Lee Bryant, *commercial manager.*
Fred Schmutz, *program director.*
Bob Buice, *public relations & farm director.*
Shirley R. Kennedy, *promotion director.*
Champ Smith, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $110.00 | $100.00 | $55.00 |
| Class B—5:30-6:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.00 | 94.00 | 83.00 | 75.00 | 42.00 |
| Class C—Noon-5 p.m., Sun.; noon-5:30 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 55.00 | 50.00 | 28.00 |
| Class D—Midnight-noon, daily. | | | | | | | |
| 125.00 | 75.00 | 50.00 | 44.00 | 31.00 | 28.00 | 25.00 | 14.00 |

## KATV
### Pine Bluff-Little Rock
(Ch. 7)

**Licensee:** Central South Sales Co., 100 Williams Rd., Pine Bluff.

**Studios:** 100 Williams Rd., Pine Bluff; 320 W. 3rd St., Little Rock.

**Transmitter:** Jefferson Springs, Ark.

**Telephones:** Jefferson 4-2051, Pine Bluff; Franklin 4-1691, Little Rock. **TWX No.:** LR-572.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 91.2-kw aural. Antenna: 1010-ft. above av. terrain, 922-ft. above ground, 1322-ft. above sea level, lat. 34° 22′ 12″, long. 92° 10′ 07″.

**Network Service:** ABC.

**Ownership:** John T. Griffin, chairman, 45%; James C. Leake, pres., 45% Bryan Mathes, secy.-treas., 10%. Ownership interlocks with KWTV, Oklahoma City; KTUL-TV, Tulsa; radio stations KTUL, Tulsa, and KFPW, Fort Smith, Ark.

**Began Operation:** Dec. 18, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Paul Godley Co.

**Personnel:**
John T. Griffin, *chairman.*
James C. Leake, *president.*
John H. Fugate, *general manager.*
Joe Myers, *promotion manager.*
A. R. Garrett, *chief engineer.*

**DIGEST OF RATE CARD NO. 4-A—(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $150.00 | $112.50 | $90.00 | $45.00 |
| Class A—6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 | 35.00 |
| Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-4 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 80.00 | 60.00 | 50.00 | 25.00 |
| Class C—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## KTHV
### Little Rock
(Ch. 11)

**Licensee:** Arkansas Television Co., Box 269.

**Studio:** 8th & Izard Sts. **Transmitter:** Shinall Mt.

**Telephone:** Franklin 4-3764.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1760-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level, lat. 34° 47′ 55″, long. 92° 29′ 58″.

**Network Service:** CBS.

**AM Affiliate:** KTHS, 50-kw, 1090 kc (CBS).

**Ownership:** Radio Bcstg. Inc., operator of KTHS, 42%; *Arkansas Democrat*, 32%; National Equity Life Insurance Co., 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; K. August Engel, pres.; Henry B. Clay, exec. v.p.; B. G. Robertson, secy.; C. E. Lowry, treas. KTHS is subsidiary of *Shreveport Times*, also operator of Shreveport's KWKH. Mr. Clay owns 11% of KTRE-TV, Lufkin, Tex.

**Began Operation:** Nov. 27, 1955.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Henry B. Clay, *exec. v.p.*
B. G. Robertson, *general manager.*
W. V. Hutt, *sales manager.*
Jack Bomar, *program manager & film director.*
Douglas Wells, *production manager.*
Cecil Suitt, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $158.00 | $113.00 | $100.00 | $50.00 |
| Class B—5:30-6:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 338.00 | 203.00 | 135.00 | 118.00 | 85.00 | 75.00 | 38.00 |
| Class C—Noon-5:30 p.m., 10:30 p.m.-midnight, daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.00 | 50.00 | 25.00 |
| Class D—Midnight-noon, daily. | | | | | | |
| 113.00 | 68.00 | 45.00 | 40.00 | 28.00 | 25.00 | 13.00 |

## KCMC-TV
### Texarkana
(See Texarkana, Tex.)

# CALIFORNIA

## KBAK-TV
### Bakersfield
**(Ch. 29)**

**Licensee:** Bakersfield Broadcasting Co., Box 1448.

**Studio and Transmitter:** 6 mi. north of Bakersfield.

**Telephone:** Export 9-1761.

**Technical Facilities:** Channel No. 29 (560-566 mc). Authorized power: 19-kw visual, 10.5-kw aural. Antenna: 630-ft. above av. terrain, 396-ft. above ground, 1326-ft. above sea level, lat. 35° 27′ 55″, long. 119° 01′ 15″.

**Network Service:** CBS, ABC.

**Ownership:** Chronicle Publishing Co. (KRON-TV, San Francisco), 97½%. KBAK-TV officers: H. P. See, pres., 1% (KRON-TV general manager); Charles Thieriot, v.p., 1½% (pres. of *San Francisco Chronicle*).

**Began Operation:** Aug. 20, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Hearne & Spillane.

**Represented (engineering)** by Hammett & Edison.

**Personnel:**
Harold P. See, *president.*
A. H. Constant, *v.p. & general manager.*
Ed. Tabor, *general sales manager.*
James Garner, *chief engineer.*
Helen Smythe, *traffic.*

**DIGEST OF RATE CARD NO. 5—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class A**—6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 280.00 | 168.00 | 112.00 | 98.00 | 70.00 | 56.00 | 28.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 43.75 | 35.00 | 17.50 |
| **Class C**—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun. | | | | | | |
| 131.25 | 78.75 | 52.50 | 46.00 | 32.75 | 26.25 | 13.25 |
| **Class D**—Sign-on-noon, Mon.-Sat. | | | | | | |
| 87.50 | 52.50 | 35.00 | 30.75 | 22.00 | 17.50 | 8.75 |

Subject to frequency discounts.

## KERO-TV
### Bakersfield
**(Ch. 10)**

**Licensee:** Wrather-Alvarez Broadcasting Inc., Fifth & Ash Sts., San Diego, Cal.

**Studio:** 1420 Truxtun Ave. **Transmitter:** Breckenridge Mt., 22 mi. E. of Bakersfield.

**Telephone:** Fairview 7-1441. **TWX No.:** BK 47.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 110-kw max. and 39.8-kw horizontal visual, 56-kw max. and 21.9-kw horizontal aural. Antenna: Directional, 3710-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level. lat. 35° 27′ 11″, long. 118° 35′ 26″.

**Network Service:** NBC, ABC.

**Ownership:** Same as KFMB-TV, San Diego.

**Began Operation:** Sept. 26, 1953. Sale to present owners by Albert E. DeYoung and associates approved July 18, 1957 by FCC (*Television Digest*, Vol. 13:2, 11, 29).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Welch, Mott and Morgan.

**Represented (engineering)** by Hammett & Edison.

**Personnel:**
Jack Wrather, *president.*
George Whitney, *v.p. & general manager.*
Arthur M. Mortensen, *station manager.*
Roland Kay, *sales manager.*
Kenneth Croes, *program manager.*
Edwin A. Andress, *engineering director.*
Margaret Ireton, *promotion director.*

**DIGEST OF RATE CARD NO. 8—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $150.00 | $125.00* | $50.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-10:59 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| **Class C**—7 a.m.-5 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. | | | | | | |
| 187.50 | 112.50 | 75.00 | 66.00 | 47.00 | 37.50 | 19.00 |

* **Class AA**—20 Sec. $100.
Subject to frequency discounts.

## KHSL-TV
### Chico
**(Ch. 12)**

**Licensee:** Golden Empire Bcstg. Co., Box 1041.

**Studio:** 180 E. 4th St. **Transmitter:** Cohasset Road.

**Telephone:** Fireside 2-0141. **TWX No.:** CZ 71.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 234-kw horizontal visual, 158-kw maximum and 117-kw horizontal aural using 1° electrical beam tilt. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level, lat. 39° 57′ 30″, long. 121° 42′ 48″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KHSL, 5-kw, 1290 kc (CBS).

**Ownership:** Mrs. Hugh McClung, pres., 92.5%; Martha McClung Roberts, v.p., 2.5%; Hugh McClung Jr., treas., 5%; Dorothy Hawke, secy. Also operates KVCV, Redding, Cal. (AM).

**Began Operation:** Aug. 22, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
M. F. Woodling, *manager.*
George Ross, *national sales manager.*
Jerry Pero, *sales manager.*
Martin Jacobsen, *production manager.*
Russel Pope, *technical director.*

**DIGEST OF RATE CARD NO. 4**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | | |
| $250.00 | $150.00 | $100.00 | ..... | ..... | $55.00 | $42.50 | $25.00 |
| **Class A**—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | | | |
| 225.00 | 140.00 | 90.00 | ..... | $60.00 | 50.00 | 37.50 | 22.50 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 175.00 | 100.00 | 60.00 | $50.00 | 40.00 | 22.50 | 16.60 | 12.00 |
| **Class C**—All other times. | | | | | | | |
| 120.00 | 72.00 | 48.00 | 39.00 | 30.00 | 17.00 | 12.00 | 8.00 |

## XEM-TV
### Mexicali-El Centro, Cal.
**(Ch. 3)**

**Licensee:** 3 Valley Telecasting Co. Inc., Hotel Barbara Worth, El Centro, Cal. **Telephone:** Elgin 2-7321.

**General Offices:** Hotel Barbara Worth.

**Studio & Transmitter:** Mexicali, Mexico.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 678-ft. above av. terrain, 600-ft. above ground, 20-ft. above sea level, lat. 32° 37′ 21″, long. 115° 34′ 54″.

**Ownership:** Affiliated with Telesistema Mexicana, S.A. (Emilio Azcararga Sr.-Romulo O'Farrill interests. Frank Fouce, pres. XEM-TV. For other interests of Telesistema Mexicana, see Foreign Station Directory.

**Began Operation:** Oct. 6, 1957.

**Represented (sales)** by National Time Sales; Harlan G. Oakes & Assoc. (West Coast).

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Personnel:**
Frank Fouce, *president.*
Robert Kelley, *manager.*
Betty Shepard, *program manager.*
Henry Bezies, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | |
| $200.00 | $120.00 | $80.00 | $50.00 | $40.00 | $20.00 |
| **Class B**—6-7 p.m., 10:30-11 p.m., daily. | | | | | |
| 130.00 | 78.00 | 52.00 | 32.00 | 26.00 | 13.00 |
| **Class C**—7-6 p.m., 11 p.m.-midnight, daily. | | | | | |
| 85.00 | 50.50 | 34.00 | 21.00 | 16.00 | 8.00 |

## KVIQ-TV
### Eureka
(Ch. 6)

**(To be operated in affiliation with KVIP-TV, Redding, Cal.)**

### (Due to Begin Operation in Spring)

**Grantee:** California Northwest Broadcasting Co., Box 1015.

**Studio & Transmitter:** Humboldt Hill Rd.

**Telephone:** Hillside 3-3061. **TWX No.:** EK 70

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 460-ft. above av. terrain, 240-ft. above ground, 705-ft. above sea level, lat. 40° 42′ 58″, long. 124° 12′ 11″.

**Network Service:** NBC (in affiliation with KVIP-TV, Redding).

**Ownership:** Carroll R. Hauser, pres., 50%; Shasta Telecasting Corp. (KVIP-TV, Redding, Cal.), 50%. Mr. Hauser also owns 45.3% of KVEN, Ventura, Cal.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Lyon, Wilner, & Bergson.

**Represented (engineering)** by Hammet & Edison.

**Personnel:**
Carroll R. Hauser, *president & general manager.*
George C. Fleharty, *v.p. & national sales manager (KVIP-TV).*
Frank M. Brown, *program director.*
Otto Becker, *chief engineer.*

**Rates:** Base hour is $200.

ADDITIONAL DATA UNAVAILABLE

## KIEM-TV
### Eureka
(Ch. 3)

**Grantee (STA):** California-Oregon Television Inc., Box 1021.

**Studio:** Foot of Bay St.

**Transmitter:** Redwood Peak, 12-mi. SE of Eureka.

**Telephone:** Hillside 3-3123. **TWX No.:** EK 16.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 14.1-kw visual, 7.59-kw aural. Antenna: 1655-ft. above av. terrain, 249-ft. above ground, 3049-ft. above sea level, lat. 40° 43′ 52″, long. 123° 57′ 06″. CP for 100-kw visual, 50-kw aural, 1653-ft. above av. terrain; transmitter to 12-mi. E. of Eureka.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KIEM, 5-kw, 1480 kc (MBS). **FM Affiliate:** KRED, 4.6-kw, 96.3 mc (No. 242), 1520-ft. antenna height.

**Ownership:** Subsidiary of Redwood Bcstg. Co. Inc.; William B. Smullin, pres., 79%; Donald H. Telford, v.p. Redwood Bcstg. Co. owns 100% of radio KIEM & KRED (FM); 50% of KBES-TV, Medford, Ore., and KUIN & KGPO, AM & FM affiliates in Grants Pass, Ore. KBES-TV also owns 50% of KPIC, Roseburg, Ore.; 50% of KOTI, Klamath Falls, Ore.

**Began Operation:** Oct. 25, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
William B. Smullin, *president.*
Donald H. Telford, *v.p.*
W. Edwin Smith, *manager.*
Doug Pine, *farm director.*
Kenneth Baker, *research & development v.p.*

DIGEST OF RATE CARD NO. 3
(June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| Class B—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 36.00 | 18.00 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

**Combination Rates:** There is a 15% discount when KIEM-TV, KBES-TV, Medford, Ore. and KOTI, Klamath Falls, Ore. are ordered; 10% discount for any two station combination. Also a 10% discount on spot-sale for all three stations and 5% discount for any two station combination.

Subject to frequency discounts.

## KFRE-TV
### Fresno
(Ch. 12)

**Licensee:** California Inland Broadcasting Co., 733 L St.

**Studio:** 733 L St. **Transmitter:** Meadow Lake, Cal.

**Telephone:** Amherst 8-6444. **TWX No.:** FR 58.

**Technical Facilities** Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 219-kw horizontal visual, 160.2-kw maximum and 112-kw horizontal aural. Antenna: directional antenna 2000-ft. above av. terrain, 241-ft. above ground, 4720-ft. above sea level, lat. 37° 04′ 37.6″, long. 119° 26′ 0.482″.

**Network Service:** CBS.

**AM Affiliate:** KFRE, 50-kw, 940 kc (CBS). **FM Affiliate:** KRFM, 68-kw, 93.7 mc (No. 229), 1880-ft. antenna height.

**Ownership:** Paul R. Bartlett, pres., 55%; Wm. C. Crossland, secy.-treas., 38%; Keith L. Mealey, engineering v.p., 2.38%; Edward J. Frech, exec. v.p. 2.38%; Helen Johnson, treas., 2.24%.

**Began Operation:** May 10, 1956.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Paul R. Bartlett, *president.*
Edward J. Frech, *v.p. & manager.*
John E. Barrett, *sales manager.*
Keith L. Mealey, *engineering v.p.*

DIGEST OF RATE CARD NO. 1—(June 1, 1956)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|
| Class AA—7-10:30 p.m., daily. | | | | | |
| $650.00 | $390.00 | $260.00 | $195.00 | $150.00 | $75.00 |
| Class A—6-7 p.m. & 10:30-11 p.m., daily. | | | | | |
| 500.00 | 300.00 | 200.00 | 150.00 | 100.00 | 50.00 |
| Class B—Noon-6 p.m. & 11 p.m.-midnight, daily. | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 60.00 | 30.00 |
| Class C—All other times. | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 25.00 |

## KJEO
### Fresno
**(Ch. 47)**

**Grantee (STA):** O'Neill Bcstg. Co., Box 1708.

**Studio:** Shaw at Cedar. **Transmitter:** Bald Mt.

**Telephone:** Baldwin 2-2411. **TWX No.:** FR 271.

**Technical Facilities:** Channel No. 47 (668-674 mc). Authorized power: 1700-kw maximum visual with directional antenna and tilt, 550-kw maximum horizontal and 380-kw average horizontal visual, 273-kw maximum aural. Antenna: 1787-ft. above av. terrain, 156-ft. above ground, 4614-ft. above sea level, lat. 37° 04′ 13″, long. 119° 25′ 31″.

**Network Service:** ABC.

**Ownership:** J. E. O'Neill, pres. 100%. Also holds CP for Ch. 14, Modesto, to be operated as partial satellite (*Television Digest*, Vol. 13:23).

**Began Operation:** Sept. 20, 1953.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Joseph Brenner, Beverly Hills, Cal.

**Personnel:**

Joe Drilling, *v.p. & general manager.*
W. O. Edholm, *commercial manager.*
Ray Jacobs, *production manager.*
Francis Quinn, *traffic manager.*
Phil McPherson, *farm & news editor.*
Jack McElwain, *chief engineer.*
Jack Oakey, *promotion manager.*

**DIGEST OF RATE CARD NO. 6**
**(May 15, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | |
| $600.00 | $360.00 | $240.00 | $180.00 | $150.00 | $75.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 90.00 | 45.00 |
| **Class C**—4:30-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 11 p.m.-sign-off, daily. | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 25.00 |
| **Class D**—Sign-on-4:30 p.m., Mon.-Fri. | | | | | |
| 100.00 | 60.00 | 40.00 | 30.00 | 25.00 | 12.50 |

## KMJ-TV
### Fresno
**(Ch. 24)**

**Licensee:** McClatchy Newspapers, 1117 N St.

**Studio: 1117 N St. Transmitter:** Bear Mountain.

**Telephone:** Amherst 8-6666. **TWX No.: FR** 221.

**Technical Facilities:** Channel No. 24 (530-536 mc). Authorized power: 447-kw maximum visual with directional antenna and tilt, 282-kw maximum horizontal and 170-kw average horizontal visual, 240-kw maximum aural. Antenna: 3385-ft. above valley floor, 242-ft. above ground, 3638-ft. above sea level, lat. 36° 44′ 45.5″, long. 119° 16′ 52.″

**Network Service:** NBC.

**AM Affiliate:** KMJ, 5-kw, 580 kc (NBC). **FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.**

**Ownership:** Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; James B. McClatchy, secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. Also own KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish *Fresno Bee, Sacramento Bee, Modesto Bee.*

**Began Operation:** June 1, 1953.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

John Edwards, *manager.*
Wilson Lefler, *national sales & service manager.*
Orbie Sullivan, *sales manager.*
Tom Flynn, *production manager.*
Joe Tomes, *program manager.*
Dorothy Kramer, *traffic manager.*
William Curtis, *film editor.*
Edward C. Sturgeon, *farm editor.*
James B. Hancock, *chief engineer*
Dean Mell, *news editor.*

**DIGEST OF RATE CARD NO. 8**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $180.00 | $150.00 | $75.00* |
| **Class A**—6:30-7 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 50.00 |

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We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

**Class BB**—6-6:30 p.m., 10:30-11 p.m., daily.

| | | | | | |
|---|---|---|---|---|---|
| 375.00 | 225.00 | 150.00 | 131.25 | 112.50 | 75.00 | 37.50 |

**Class B**—Noon-6 p.m., 11-11:30 p.m., daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 250.00 | 150.00 | 100.00 | 87.50 | 75.00 | 60.00 | 30.00 |

**Class C**—7 a.m.-noon, 11:30 p.m.-sign-off, daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 30.00 | 15.00 |

* 7 p.m. spot takes Class A rate.
Subject to frequency discounts.

## KABC-TV
### Los Angeles
**(Ch. 7)**

**Licensee:** American Broadcasting-Paramount Theatres Inc., 7 West 66th St., New York 23, N.Y.

**Studio:** Prospect & Talmadge Sts., Hollywood 27, Cal. **Transmitter:** Mt. Wilson.

**Telephone:** Normandy 3-3311. **TWX No.:** LA 353.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 165-kw visual, 82.5-kw aural. Antenna: electrically titled 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level, lat. 34° 13′ 36″, long. 118° 03′ 59″.

**Network Service:** ABC.

**AM Affiliate:** KABC, 5-kw, 790 kc (ABN). **FM Affiliate:** KABC-FM, 3.8-kw, 95.5 mc (No. 238), 40-ft. antenna height.

**Ownership:** See WABC-TV, New York.

**Began Operation:** Sept. 16, 1949 as KECA-TV.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering) by Kear & Kennedy.**

**Personnel:**

Earl J. Hudson, *v.p., Western Division, ABC.*
Selig J. Seligman, *v.p. & general manager.*
Elton H. Rule, *general sales manager.*
Malcolm Klein, *asst. sales manager.*
Norman Sloane, *sales service manager.*
Peter Robinson, *program director.*
Norma Olsen, *director of program operations.*
Jack F. Brembeck, *promotion manager.*
Howard Lipstone, *film director.*
Theodore Grenier, *chief engineer, Western Division, ABC.*

**DIGEST OF RATE CARD NO. 8—(March 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $2300.00 | $1380.00 | $920.00 | ..... | ..... | $500.00 | $250.00 |
| **Class B**—5-7 p.m., 10:30-11 p.m., daily. | | | | | | |
| 1600.00 | 960.00 | 640.00 | $535.00 | $425.00 | 300.00 | 150.00 |
| **Class C**—All other times. | | | | | | |
| 800.00 | 480.00 | 320.00 | 265.00 | 215.00 | 125.00 | 65.00 |

* **Class AA** (7:29-10 p.m., daily) 20 Sec. $600, 10 Sec. $300 (not subject to frequency discounts). **Class A** (6:59-7:29 p.m., 10-10:30 p.m., daily) subject to frequency discounts.

## KCOP
### Los Angeles
**(Ch. 13)**

**Licensee:** KCOP Television, Inc., 1000 Cahuenga Blvd., Hollywood 38, Cal.

**Studio:** 1000 Cahuenga Blvd. **Transmitter:** Mt. Wilson.

**Telephone:** Hollywood 2-7311. **TWX No.:** LA 1479.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 83.2-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level, lat. 34° 13′ 42″, long. 118° 04′ 02″.

**Ownership:** Harry L. (Bing) Crosby Jr., chairman, 25%; Kenyon Brown, pres., 25%; George L. Coleman, v.p., 25%; Joseph A. Thomas, v.p., 25%. Brown, Crosby, Coleman & Thomas each own 17% of radio KFOX, Long Beach, Cal.; Brown also owns 49.99% of radio KANS, Wichita, Kan. In addition, Brown owns 21.15%, Coleman, 6.45%, Crosby 6.12% of radio KGLC, Miami, Okla.

**Began Operation:** Sept. 17, 1948. Sale to present owners by Copley Press approved Dec. 11, 1957 by FCC *(Television Digest,* Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 52).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**

Kenyon Brown, *president.*
A. G. Flanagan, *general manager.*
Amos T. Baron, *general sales manager.*
Alan Fischler, *asst. sales manager.*
Mary Warren, *program director.*
Al Browdy, *chief engineer.*
Helen McDermott, *business manager.*
O. Knudson, *production director.*

**DIGEST OF RATE CARD NO. 4—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | | |
| $1500.00 | $900.00 | $600.00 | ..... | ..... | $425.00 | $325.00 | $150.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; sign-on-6:30 p.m., Sat. & Sun.; 10:30 p.m.-12:30 a.m., daily. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | ..... | ..... | 250.00 | 150.00 | 100.00 |
| **Class C**—All other times. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 150.00 | 80.00 | 60.00 | 50.00 |

Subject to frequency discounts.

## KHJ-TV
### Los Angeles
**(Ch. 9)**

**Licensee:** RKO Teleradio Pictures Inc., 1313 N. Vine St. (Don Lee Div.).

**Studio:** 1313 N. Vine St. **Transmitter:** Mt. Wilson.

**Telephone:** Hollywood 2-2133. **TWX No.:** LA 64.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 81.3-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level, lat. 34° 13′ 38″, long. 118° 04′ 00″.

**AM Affiliate:** KHJ, 5-kw, 930 kc (MBS). **FM Affiliate:** KHJ-FM, 16.8-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

**Ownership:** RKO Teleradio Pictures Inc. Officers of Don Lee Div.: Willet H. Brown, pres.; C. J. Marshall, asst. treas.; A. M. Quinn, secy. & treas.; Norman Boggs, v.p.; John Reynolds, v.p. For other affiliates of RKO Teleradio see WOR-TV, New York.

**Began Operation:** Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (see *Television Digest,* Vol. 7:23, 32, 36).

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**

Thomas F. O'Neil, *president, RKO Teleradio Pictures Inc.*
Willet H. Brown, *president,* Don Lee Div.
John Reynolds, *v.p. & general manager, KHJ-TV.*
Howard Wheeler, *sales manager.*
Robert L. Nelson, *promotion manager.*
James D. Higson, *program manager.*
Bob Bullock, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | | |
| $1750.00 | $1050.00 | $700.00 | $580.00 | $435.00 | $400.00 | $350.00 | $200.00 |
| **Class B**—5-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 1200.00 | 720.00 | 480.00 | 400.00 | 300.00 | 265.00 | 230.00 | 130.00 |
| **Class C**—All other times. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 135.00 | 115.00 | 65.00 |

Subject to frequency discounts.

# California

## KNXT
## Los Angeles
**(Ch. 2)**

**Licensee:** Columbia Broadcasting System Inc., 1313 N. Vine.

**Studio:** 1313 N. Vine St. **Transmitter:** Mt. Wilson.

**Telephone:** Webster 8-3000. **TWX No.:** LA 7252.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level, lat. 34° 13′ 57″, long. 118° 04′ 18″.

**Network Service:** CBS.

**AM Affiliate:** KNX, 50-kw, 1070 kc (CBS). **FM Affiliate:** KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.

**Ownership:** See WCBS-TV, New York.

**Began Operation:** May 6, 1948 as KTSL. Sold to present owner December 1950 (see *Television Digest*, Vol. 6:46, 52).

**Represented (sales)** by CBS Television Spot Sales.

**Represented (engineering)** by CBS Engineering Dept., N. Y.

**Personnel:**
Clark George, *general manager.*
Robert D. Wood, *general sales manager.*
Van Rubenstein, *national spot sales representative.*
Rudy Wissler, *sales traffic manager.*
Austin Heywood, *promotion & publicity director.*
Larry Lazarus, *business manager.*
Donald M. Hine, *program manager.*
Donald B. Cook, *executive producer.*
Bill L. Alcine, *film director.*
Alberta Hackett, *production manager.*
Floren Thompson, *production coordinator.*
William Whitley, *public affairs director.*
Lester Bowman, *manager of technical operations.*
Sam Zelman, *director of news & special events.*
Henry J. Schaefer, *operations & traffic manager.*

**DIGEST OF RATE CARD NO. 7**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun. | | | | | | |
| $3500.00 | $2100.00 | $1400.00 | ..... | ..... | $600.00 | $300.00 |
| **Class B**—6-6:30 p.m., 10-11 p.m., Mon.-Sat. | | | | | | |
| 2200.00 | 1320.00 | 880.00 | $733.33 | $660.00 | 400.00 | 200.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 11 a.m.-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 1750.00 | 1050.00 | 700.00 | 583.33 | 525.00 | 210.00 | 105.00 |
| **Class D**—Sign-on-9 a.m., Mon.-Fri.; sign-on-11 a.m., Sat. & Sun.; midnight-sign-off, daily. | | | | | | |
| 875.00 | 525.00 | 350.00 | 291.67 | 262.50 | 125.00 | 62.50 |

* **Class AA** (7:29-10 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.) 20 Sec. $800, 10 Sec. $400. **Class A** (6:59-7:29 p.m., 10-10:30 p.m., Mon.-Sat.; 5:59-6:59 p.m., 10:30-11 p.m., Sun.). **Class B** (5:59-6:59 p.m., 10:30-11 p.m., Mon.-Sat.; 4:59-5:59 p.m., Sun.). **Class C** (7 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-5:59 p.m., Sat.; 10:59 a.m.-4:59 p.m., Sun; 11 p.m.-midnight, daily.) **Class D** (Sign-on-7 a.m., Mon.-Fri.; sign-on-8:59 a.m., Sat.; sign-on-10:59 a.m., Sun.; midnight-sign-off, daily.).
Subject to consecutive weeks discounts. Color—Rates on request.

## KRCA
## Los Angeles
**(Ch. 4)**

**Licensee:** National Broadcasting Co. Inc., Sunset & Vine.

**Studios:** Sunset & Vine. **Transmitter:** Mt. Wilson.

**Telephone:** Thornwall 5-7000. **TWX No.:** LA 790.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 21.4-kw aural. Antenna: Directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level, lat. 34° 13′ 33″, long. 118° 03′ 55″.

**Network Service:** NBC. **AM Affiliate:** None locally.

**Ownership:** See WRCA-TV, New York.

**Began Operation:** Jan. 16, 1949.

**Represented (sales)** by NBC Spot Sales.

**Personnel:**
Thomas C. McCray, *v.p. & general manager.*
James Parks, *sales manager.*
John M. Wehrheim, *business manager.*
Noyes Scott, *sales service manager.*
John C. Kenaston, *advertising & promotion manager.*
Frank Hovore, *sales promotion director.*
Robert Pelgram, *publicity manager.*
Harry Camp, *merchandising director.*
John Hinsey, *program director.*
Jim Patterson, *executive producer.*
George Burke, *film operations supervisor.*
John Knight, *station engineer.*
Bob Henry, *operations supervisor.*
Robert Livingston, *remote director.*
Norvell Gillespie, *farm director.*

**DIGEST OF RATE CARD NO. 12—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun. | | | | | | |
| $3600.00 | $2160.00 | $1440.00 | $1260.00 | $900.00 | $800.00 | $375.00 |
| **Class A**—10:30-11 p.m., daily. | | | | | | |
| 3200.00 | 1920.00 | 1280.00 | 1120.00 | 800.00 | 450.00 | 210.00 |
| **Class B**—6-7:30 p.m., Mon.-Sat. | | | | | | |
| 1700.00 | 1020.00 | 680.00 | 595.00 | 425.00 | 250.00 | 115.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun. | | | | | | |
| 1600.00 | 960.00 | 640.00 | 560.00 | 400.00 | 175.00 | 80.00 |
| **Class D**—All other times. | | | | | | |
| 825.00 | 495.00 | 330.00 | 288.75 | 206.25 | 125.00 | 55.00 |

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. Class B—6-6:59 p.m., Mon.-Sat.; 5-6 p.m., Sun. Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 am.-5 pm. Sun. Class D—all other times.
Subject to frequency discounts. Color—Rates on request.

## KTLA
## Los Angeles
**(Ch. 5)**

**Licensee:** Paramount Television Productions Inc., 5800 Sunset Blvd.

**Studio:** 5800 Sunset Blvd. **Transmitter:** Mt. Wilson.

**Telephone:** Hollywood 9-3181.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 2921-ft. above av. terrain, 250-ft. above ground, 5936-ft. above sea level, lat 34° 13′ 35″, long. 118° 03′ 56″.

**Ownership:** Paramount Pictures Inc., 100%.

**Began Operation:** Jan. 22, 1947.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Arnold, Fortas & Porter.

**Personnel:**
Paul Raibourn, *president* (New York)
Lew Arnold, *v.p. & general manager.*
Henry Flynn, *asst. general manager.*
James J. Rue, *advertising & promotion manager.*
Dick Jolliffe, *eastern sales rep. (N. Y.)*
Ray Lukshis, *program director.*
Hal Dasbach, *production supervisor.*
Jerry Rogers, *film program director.*
Gil Martyn, *public affairs & public service director.*
Harry P. Warner, *legal director.*
John Silva, *chief engineer.*
Dick Robbins, *publicity director.*

**DIGEST OF RATE CARD NO. 7—(Oct. 15, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | | |
| $1500.00 | $900.00 | $600.00 | $450.00 | $375.00 | $300.00 | $270.00 | $150.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Thur.; 10:30 p.m.-midnight, Fri. & Sat. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 300.00 | 250.00 | 200.00 | 175.00 | 100.00 |
| **Class C**—Noon-6 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 9 a.m.-5 p.m. Sun.; midnight-2 a.m., Fri. & Sat.; 11 p.m.-2 a.m, Mon.-Thur. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 150.00 | 120.00 | 108.00 | 60.00 |
| **Class D**—2 a.m.-noon, Mon.-Fri., 2 a.m.-9 a.m. Sat. & Sun. | | | | | | | |
| 500.00 | 300.00 | 200.00 | 150.00 | 125.00 | 100.00 | 90.00 | 50.00 |

Color—Add to regular time & facility rates: Hour, $750; 30 min. or less, $500; commercial rates on request.

## KTTV
## Los Angeles
**(Ch. 11)**

**Licensee:** KTTV Inc., 5746 Sunset Blvd.

**Studio:** 5746 Sunset Blvd. **Transmitter:** Mt. Wilson.

**Telephone:** Hollywood 2-7111. **TWX No.:** LA 228.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 165-kw visual, 85-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level, lat. 34° 13′ 29″, long. 118° 03′ 47.1″.

**Ownership:** The Times-Mirror Co., 75%, publisher of *Los Angeles Times* and *Mirror*. Norman Chandler, chairman; Richard A. Moore, pres.; Harrison Chandler, exec. v.p.; Omar F. Johnson, v.p.-asst. secy.; Harry W. Bowers, treas.; Richard G. Adams, secy. Loew's Inc. (MGM) owns 25%. It also owns 25% of KMGM-TV, Minneapolis, and 100% of radio KMGM, New York.

**Began Operation:** Jan. 1, 1949.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Richard A. Moore, *president.*
Robert Breckner, *v.p., programming.*
John R. Vrba, *v.p., sales.*
H. Bruce Baumeister, *resident counsel.*
**Edward Benham, *chief engineer.***
Joe Bluth, *technical operations supervisor.*
Alvin Bowen, *production manager.*
Val Conte, *sales service manager.*
Ernest Lee, *personnel manager.*
Jack O'Mara, *director merchandising & promotion.*
**George T. Ruby, *controller.***
Irmi Sofroniew, *traffic manager.*
Bill Welsh, *director of special events.*
**Reavis Winckler, *publicity director.***
Dick Woollen, *film & asst. program director.*

**DIGEST OF RATE CARD NO. 9**
**(Oct. 15, 1956)**

| Hour | 30 Min. | 15 Min. or Less | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | |
| $2000.00 | $1200.00 | $800.00 | $600.00* | $500.00* | $290.00* |
| **Class A—6-7 p.m., 10-11:15 p.m., daily.** | | | | | |
| 1500.00 | 900.00 | 600.00 | 400.00** | 325.00** | 200.00** |
| **Class B—5-5:59 p.m., 11:15 p.m.-midnight, daily.** | | | | | |
| 1000.00 | 600.00 | 400.00 | 300.00*** | 250.00*** | 125.00*** |
| **Class C—All other times.** | | | | | |
| 600.00 | 360.00 | 240.00 | 200.00 | 150.00 | 75.00 |

* Class AA—(7-10:15 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.). ** Class A—(6-7 p.m., daily; 10:15-11:45 p.m., Mon.-Fri.; 10-11:15 p.m., Sat. & Sun.). *** Class B—(5-5:59 p.m., daily; 11:45 p.m.-1 a.m., Mon-Fri.; 11:15 p.m.-midnight, Sat. & Sun.).
Subject to frequency discounts.

## KTVU
### Oakland
(See San Francisco, Cal.)

## KVIP-TV
### Redding
**(Ch. 7)**
**(Special affiliation with KVIQ-TV, Eureka, Cal.)**

**Grantee (STA):** Shasta Telecasting Corp., 2770 Pioneer Dr.

**Studio:** Pioneer Dr. **Transmitter:** Mt. Shasta-Bally, 13 mi. W of Redding.

**Telephone:** Chestnut 1-1414. **TWX No.:** RG 75.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 117-kw visual, 58.9-kw aural. Antenna: 3600-ft. above av. terrain, 97-ft. above ground, 6306-ft. above sea level, lat. 40° 36′ 10″, long. 122° 39′ 00″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KVIP, 1-kw, 540 kc.

**Ownership:** George C. Fleharty (mayor of Redding), pres., 19⅜%; Laurence W. Carr, 19⅜%; Wm. B. Nystrom, 14⅜%; Morris K. Cohen, 9⅜%; Robert L. Hammett, 13¾%; Carl R. McConnell, 9⅜%; C. T. Ross, 9⅜%; Russell K. Olsen, 5%. Note: Shasta Telecasting owns 50% of CP for KVIQ-TV, Eureka, Cal.

**Began Operation:** Aug. 1, 1956.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Hammett & Edison.

**Personnel:**
George C. Fleharty, *president & general manager.*
Russell K. Olsen, *asst. manager & chief engineer.*
John Dadiw, *local sales manager.*
Lee Arnold, *program director.*

**DIGEST OF RATE CARD NO. 2**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class A—7-10 p.m., daily.** | | | | | |
| $250.00 | $140.00 | $90.00 | $70.00 | $42.50 | $22.50 |
| **Class B—5-7 p.m., 10:00-11 p.m., daily.** | | | | | |
| 180.00 | 110.00 | 75.00 | 45.00 | 25.00* | 12.50 |
| **Class C—All other times.** | | | | | |
| 125.00 | 75.00 | 55.00 | 35.00 | 17.50* | 9.00 |

* Class B 20 Sec., $18.00; Class C 20 Sec., $12.50.
Subject to frequency discounts.

# California

## KBET-TV
### Sacramento
**(Ch. 10)**

**Grantee (STA):** Sacramento Telecasters Inc., 601 7th Ave.

**Studio:** 601 7th Ave. **Transmitter:** 3.5 mi. S of El Dorado, Cal.

**Telephone:** Gilbert 1-4041.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1120-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37′ 39″, long. 120° 51′ 20″.

**Network Service:** CBS.

**Ownership:** Wm. P. Wright, pres., 6.85%; John H. Schacht, v.p., 15.48%; Henry Teichert, secy., 4.7%; Charles C. Inks, treas., 3.66%; Edward M. Wright, 6.85%; W. C. Wright, 6.85%; Alan Pollock, 5.48%; Thomas H. Richards Jr., 5.48%; Andrew M. Henderson Jr., 5.48%; Nelson B. Morse, 5.48%; Robert A. Breuner, 3.39%; Clarence H. Breuner, 3.39%; 17 other stockholders, none owns more than 2.75%.

**Began Operation:** March 20, 1955.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
John H. Schacht, *v.p., & general manager.*
George Greaves, *station manager.*
George J. Kapel, *sales manager.*
Harvey A. Tepfer, *promotion manager.*
Hank Thornley, *news director.*
Ralph Herbert, *public service director.*
Peter K. Onnigian, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.** | | | | | | |
| $850.00 | $510.00 | $340.00 | $297.50 | $255.00 | $200.00 | $100.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 4-5:30 p.m., Sun.; 10:30-11 p.m., Sun.-Fri.; 10:30 p.m.-midnight, Sat.** | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 150.00 | 75.00 |
| **Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, Sun.-Fri.; midnight-sign-off, Sat.** | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 82.50 | 55.00 | 27.50 |

## KCRA-TV
### Sacramento
**(Ch. 3)**

**Licensee:** KCRA Inc., 310 10th St.

**Studio and Transmitter:** 310 10th St.

**Telephone:** Gilbert 1-4631. **TWX No.:** SC 111.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 490-ft. above av. terrain, 553-ft. above ground, 573-ft. above sea level, lat. 38° 35′ 16″, long. 121° 29′ 22″.

**Network Service:** NBC.

**AM Affiliate:** KCRA, 5-kw (1-kw night), 1320 kc (NBC). **FM Affiliate:** KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft.

**Ownership:** Ewing C. Kelly, pres., 50%; C. Vernon Hansen, v.p., 16.68%; Gerald Hansen, secy., 16.66%; K. W. Hansen, treas., 16.66%.

**Began Operation:** Sept. 2, 1955.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Ewing C. Kelly, *president & general manager.*
Howard J. Smiley, *assistant general manager.*
Robert E. Kelly, *station manager.*
W. Herbert Hartman, *director of engineering.*
Tom Breen, *program manager & film buyer.*
John Kuhlman, *educational director.*
Fred Wade, *operations manager.*
Ted Hardy, *promotion manager.*
Stu Nahan, *sports director.*
Charles Fredericks, *news director.*
Charley Marshall, *farm director.*

**DIGEST OF RATE CARD NO. 5—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.** | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $270.00 | $225.00* | $110.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 10:30-sign-off, daily.** | | | | | | |
| 750.00 | 450.00 | 300.00 | 270.00 | 200.00 | 150.00 | 75.00 |
| **Class C—Sign-on-6 p.m., daily.** | | | | | | |
| 400.00 | 240.00 | 180.00 | 160.00 | 100.00 | 75.00 | 40.00 |

* 20 Sec. rate: $200.00. Subject to frequency discounts.

# California

## KSBW-TV
### Salinas-Monterey
**(Ch. 8)**

**(Also operates semi-satellite KSBY-TV, San Luis Obispo)**

**Licensee:** Salinas Valley Bcstg. Corp., Box 1651, Salinas.

**Studio:** 238 John St. **Transmitter:** Fremont Peak, 10-mi. NE of Salinas.

**Telephone:** Harrison 2-6422. **TWX No.:** ZL89.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 2330-ft. above av. terrain, 219-ft. above ground, 3296-ft. above sea level using .5° electrical beam tilt, lat. 36° 45′ 20″, long. 121° 30′ 00″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KSBW, 5-kw, 1380 kc (MBS).

**Ownership:** John C. Cohan, pres., 37.5%; William M. Oats, secy.-treas., 25.63%; Jerome Kantro, 5%; Bruce Church, 5%; Eugene E. Harden, 5%; L. Michael Tynan, 5%; 12 other stockholders, none owns more than 2.5%. Also owns semi-satellite KSBY-TV, San Luis Obispo, Cal. John Cohan owns radio KVEC, San Luis Obispo.

**Began Operation:** Sept. 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it bought and merged KMBY-TV (*Television Digest*, Vol. 10:45 & 11:6).

**Represented (sales)** by H-R Television, Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Robert L. Hammett, San Francisco

**Personnel:**
John Cohan, *president and general manager.*
William M. Oates, *secy.-treas. and asst. manager.*
Clarke Bradley, *promotion & sales development director.*
Gary Ferlisi, *program director.*
Graham Moore, *sales manager.*
Bill Hargan, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $425.00 | $260.00 | $170.00 | $150.00 | $128.00 | $90.00 | $45.00 |
| **Class A**—6:30-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 80.00 | 40.00 |
| **Class B**—5:30-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |
| **Combination Rates**—KSBW-TV & KSBY-TV, San Luis Obispo. | | | | | | |
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $170.00 | $130.00 | $104.00 | $52.00 |
| **Class A**—6:30-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 425.00 | 260.00 | 170.00 | 150.00 | 128.00 | 90.00 | 45.00 |
| **Class B**—5:30-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 132.00 | 98.00 | 78.00 | 39.00 |
| **Class C**—All other times. | | | | | | |
| 250.00 | 150.00 | 100.00 | 85.00 | 65.00 | 52.00 | 26.00 |

Subject to frequency discounts.

## KFSD-TV
### San Diego
**(Ch. 10)**

**Licensee:** KFSD Inc., 47th St. & Federal Freeway.

**Studio:** 47th St. & Federal Freeway.

**Transmitter:** Mt. Soledad.

**Telephone:** Congress 2-2421. **TWX No.:** SD 6309.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural, 750-ft. above av. terrain, 252-ft. above ground, lat. 32° 50′ 20.5″ long. 117° 14′ 56.5″.

**Network Service:** NBC.

**AM Affiliate:** KFSD, 5-kw, 600 kc (NBC). **FM Affiliate:** KFSD-FM, 33-kw, 94.1 mc (No. 231), 425-ft. antenna height.

**Ownership:** Newsweek, 46.22%; Fox, Wells & Rogers, 34.15% (Fox, Wells holds control through stock pooling agreement with minority stockholders, who own 19.63%). KFSD Inc. officers: James G. Rogers, pres., 15%; Glen McDaniel, exec. secy., 3% William E. Goetze, exec. v.p. & director; E. Eloise Mills, treas.; William Lane, director, 1.5%; Tom Sharp, director.

**Began Operation:** Sept. 9, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (*Television Digest*, Vol. 13: 31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Lundgren, Lincoln, Peterson & McDaniel.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
William E. Goetze, *exec. v.p. & general manager.*
Jay Grill, *v.p. & general sales manager.*
Leroy Bellwood, *chief engineer.*
Les Bobby, *chief accountant & office manager.*
Burke Ormsby, *program director.*
Bill Sunday, *advertising & promotion manager.*
Earl Rast, *local sales manager.*
Ed Sanchez, *production manager.*
Mildred Fenton, *public service director.*
Harold Boone, *director of merchandising.*
John Carson, *director of operations & traffic.*

**DIGEST OF RATE CARD NO. 7**
**(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | |
| $850.00 | $500.00 | $340.00 | $300.00 | $260.00 | $200.00 | $90.00 |
| **Class A**—7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-10:30 p.m., Sat. & Sun. | | | | | | |
| 650.00 | 390.00 | 260.00 | 230.00 | 200.00 | 130.00 | 70.00 |
| **Class B**—6-7 p.m., 10:30-11 p.m., Mon.-Fri.; 5-6 p.m., 10:30-11 p.m., Sat. & Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 160.00 | 140.00 | 90.00 | 50.00 |
| **Class C**—Noon-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-5 p.m., 11 p.m.-midnight, Sat. & Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 80.00 | 40.00 |
| **Class D**—Sign-on-noon, midnight-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 80.00 | 50.00 | 30.00 |

Subject to frequency discounts.

## KFMB-TV
### San Diego
**(Ch. 8)**

**Licensee:** Wrather-Alvarez Broadcasting, Inc., Fifth and Ash St.

**Studio:** Fifth and Ash St. **Transmitter:** Mt. Soledad.

**Telephone:** Belmont 2-2114. **TWX No.:** SD 6277.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 158-kw maximum and 123-kw horizontal aural. Antenna: Directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level, lat. 32° 50′ 17″, long. 117° 14′ 56″.

**Network Service:** CBS.

**AM Affiliate:** KFMB, 5-kw, 540-kc (CBS).

**Ownership:** Maria Helen Alvarez, 38.89%; Jack D. Wrather, 38.89%; Edward Petry & Co., 22.22%. Mrs. Alvarez owns 25% of application for Corpus Christi. Mr. Wrather holds CP for WJDW, Boston (TV). Wrather-Alvarez Bcstg. also owns KERO-TV, Bakersfield, Cal. and holds CP for Ch. 13, Yuma, Ariz.

**Began Operation:** May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (*Television Digest*, Vol. 7:18); sold to present owners March 25, 1953 (*Television Digest*, Vol. 9:5, 13).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by Robert L. Hammett.

**Personnel:**
J. D. Wrather, *president.*
George Whitney, *v.p & general manager.*
Bill Fox, *station manager.*
John Cummins, *asst. sales manager.*
George Stantis, *program supervisor.*
Dan Bellus, *sales development & promotion director.*
Shirley Dixon, *traffic supervisor.*
Charles Abel, *chief engineer.*

**DIGEST OF RATE CARD NO. 12A**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $270.00 | $230.00 | $200.00 | $100.00 |
| **Class A**—6-7 p.m., Sat.; 10-10:30 p.m., daily. | | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 240.00 | 200.00 | 160.00 | 80.00 |
| **Class B**—6-7 p.m., Mon.-Fri.; 5-6 p.m., Sun. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 140.00 | 120.00 | 60.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 80.00 | 40.00 |

Subject to frequency discounts.

## XETV
### Tijuana-San Diego
(Ch. 6)

**Licensee:** Radio-Television, S.A.

**Business Address:** 4229 Park Blvd., San Diego 3, Cal.

**Studio and Transmitter:** Mount San Antonio, Tijuana, B.C. Mexico.

**Telephone:** Cypress 8-7191. **TWX No.:** SD 6234.

**Technical Facilities:** Channel 6 (82-88 mc). Authorized power: 38-kw visual, 17-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level, lat. 32° 30′ 49″, long. 117° 01′ 08″.

**Network Service:** ABC.

**Ownership:** Emilio Azcarraga, principal stockholder. For other interests, see Foreign Station Directory.

**Began Operation:** Feb. 18, 1953.

**Represented (sales)** by Weed Television Corp.

**Personnel:**
Julian M. Kaufman, *v.p. & general manager.*
Alejandro Nervo, *manager of operations.*
William G. Mueller, *business manager.*
Patricia Carey, *traffic manager.*
Harrison W. H. Eagles, *merchandising & promotion manager.*
Jose Marquez, *engineer in charge of operations.*

**DIGEST OF RATE CARD NO. 6**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $200.00 | $180.00 | $160.00 | $80.00 |
| **Class A**—7-8 p.m., 10-10:30 p.m., daily. | | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 175.00 | 160.00 | 140.00 | 70.00 |
| **Class B**—5-7 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 100.00 | 50.00 |
| **Class C**—All other times. | | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 80.00 | 40.00 |

Subject to frequency discounts.

## KSAN-TV
### San Francisco
(Ch. 32)

**Grantee (STA):** S. H. Patterson, 1111 Market St.

**Studio:** 1111 Market St. **Transmitter:** Claradon Heights, between Mt. Sutro & Twin Peaks.

**Telephone:** Market 1-8171.

**Technical Facilities:** Channel No. 32 (578-584 mc). Authorized power: 16.2-kw visual, 9.12-kw aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level, lat. 37° 45′ 20″, long. 122° 27′ 05″. Note: Requests change to Ch. 13.

**AM Affiliate:** KSAN, .25-kw, 1450 kc.

**Ownership:** S. H. Patterson, 100%.

**Began Operation:** March 1, 1954.

**Represented (sales)** by Stars National Inc.; Tracy Moore & Assoc., Inc. (West Coast).

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Radio Engineering Co., San Francisco.

**Personnel:**
Norwood J. Patterson, *executive director.*
Richard P. Bott, *general manager.*
Ron Schafer, *merchandising & publicity manager.*

**DIGEST OF RATE CARD NO. 6**
**(Oct. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 50 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:01 p.m., daily. | | | | | | |
| $115.00 | $65.00 | $40.00 | $30.00 | $23.00 | $12.00 | $7.20 |
| **Class B**—All other times. | | | | | | |
| 108.00 | 60.00 | 37.00 | 27.00 | 20.00 | 9.50 | 5.50 |

Subject to frequency discounts.


Still **FIRST** in America's Fastest-Growing Billion-Dollar-Market!...

*You must buy KFMB-TV....*
*to reach all of San Diego County*

**KFMB-TV** CBS

SAN DIEGO, California

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
*Represented by* EDWARD PETRY & CO., INC.

# California

## KGO-TV
### San Francisco
(Ch. 7)

**Licensee:** American Broadcasting Co., 277 Golden Gate Ave.

**Studio:** 277 Golden Gate Ave. **Transmitter:** Mt. Sutro.

**Telephone:** Underhill 3-0077. **TWX No.:** SF 147.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level, lat. 37° 45′ 20″, long. 122° 27′ 05″.

**Network Service:** ABC.

**AM Affiliate:** KGO, 50-kw, 810 kc (ABN). **FM Affiliate:** KGO-FM, 3.8-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

**Ownership:** See WABC-TV, New York.

**Began Operation:** May 5, 1949.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
John H. Mitchell, *v.p. & general manager.*
David Sacks, *local sales manager.*
Yale Roe, *national sales manager.*
George Rodman, *manager, promotion-publicity.*
George Rice, *program manager.*
Robert Mitchell, *film manager.*
Edith Kirby, *traffic manager.*
Chandler R. Meloy, *sales operations manager.*
Harry Jacobs, *chief engineer.*
Edward Smith, *production manager.*

**DIGEST OF RATE CARD NO. 14—(Jan. 15, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:01 p.m., daily. | | | | | | |
| $1700.00 | $1020.00 | $680.00 | $595.00 | $510.00 | $450.00 | $225.00 |
| **Class A**—6-7:30 p.m., Mon.-Fri.; 6-7:29 p.m., Sat.; 4-7:30 p.m., Sun.; 10:01-11 p.m., daily. | | | | | | |
| 1250.00 | 750.00 | 500.00 | 417.00 | 334.00 | 300.00 | 150.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:31 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 264.00 | 216.00 | 160.00 | 80.00 |
| **Class C**—5-6 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 167.00 | 134.00 | 100.00 | 50.00 |

## KPIX
### San Francisco
(Ch. 5)

**Licensee:** Westinghouse Broadcasting Co. Inc. (Cal.), 2655 Van Ness Ave.

**Studio:** 2655 Van Ness. **Transmitter:** Mt. Sutro Television Center.

**Telephone:** Prospect 6-5100. **TWX No.** SF 168.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level, lat. 37° 45′ 20″, long. 122° 27′ 05″.

**Network Service:** CBS.

**Ownership:** Subsidiary of Westinghouse Electric Corp. Officers E. V. Huggins, chairman; Donald H. McGannon, pres.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); WJZ-TV, Baltimore; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago, and CP for WIND-TV (Ch. 20).

**Began Operation:** Dec. 25, 1948. Sold to present owner by Associated Bcstrs. Inc. (*Television Digest*, Vol. 9:45, 10:11, 15, 19, 27).

**Represented (sales)** by the Katz Agency Inc.

**Personnel:**
Donald H. McGannon, *president.*
Philip G. Lasky, *general manager.*
George Mathiesen, *asst. general manager.*
Louis Simon, *sales manager.*
George Goldman, *advertising & sales promotion manager.*
Al Baccari, Jr., *publicity director.*
William Dempsey, *program manager & film buyer.*
John P. Highlander, *asst. program manager.*
Thomas T. Ely, *director of engineering.*
Wm. Burgess, *asst. chief engineer.*

**DIGEST OF RATE CARD NO. 12**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1700.00 | $1020.00 | $680.00 | $595.00 | $510.00 | $500.00 | $250.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 4-7 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 1250.00 | 750.00 | 500.00 | 438.00 | 375.00 | 300.00 | 150.00 |
| **Class B**—6-6:30 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 298.00 | 255.00 | 180.00 | 90.00 |
| **Class C**—11 a.m.-6 p.m., Mon.-Fri.; sign-on-4 p.m., Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 130.00 | 65.00 |
| **Class D**—Sign-on-11 a.m., Mon.-Fri. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 95.00 | 48.00 |

Subject to frequency discounts.

## KQED
### San Francisco
(Ch. 9)

**Non-Commercial Educational Station**

**Grantee (STA):** Bay Area Educational Television Assn., 525 Fourth St.

**Studio:** 525 Fourth St. **Transmitter:** Crocker Estate Radio Center, San Bruno Peak.

**Telephone:** Sutter 1-8861.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 1262-ft. above av. terrain, 187-ft. above ground, 1412-ft. above sea level, lat. 37° 41′ 21″, long. 122° 26′ 11.6″.

**Ownership:** Following are officers: W. P. Fuller Brawner, chairman; Mortimer Fleishhacker Jr., pres.; Roland Pierotti, treas.; George A. Pettitt, v.p.; Gerald Trautman, secy.

**Began Operation:** April 2, 1954.

**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by R. A. Isberg.

**Personnel:**
James Day, *general manager.*
Jonathan C. Rice, *program manager.*
Gerald Marens, *production manager.*
Richard Barnett, *public relations manager.*
Marianne Goldman, *publicity director.*
Robert Katz, *film director.*

# KRON-TV
## San Francisco
(Ch. 4)

**Licensee:** Chronicle Publishing Co., 901 Mission St.

Studio: 929 Mission St. Transmitter: TV Peak, San Bruno Mt.

Telephone: Garfield 1-1100. TWX No.: SF 283.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1441-ft. above sea level, lat. 37° 41′ 12″, long. 122° 26′ 03″. Requests change to 1818-ft. above av. terrain, 734-ft. above ground, 2049-ft. above sea level, lat. 37° 41′ 19″, long. 122° 26′ 07″.

**Network Service:** NBC.

FM Affiliate: KRON-FM (CP), 13-kw, 96.5 mc (No. 243).

**Ownership:** Chronicle Publishing Co., publisher of *San Francisco Chronicle;* Charles deYoung Thieriot, pres. Also owns 97.3% of KBAK-TV, Bakersfield, Cal.

**Began Operation:** Nov. 15, 1949.

Represented (sales) by Peters, Griffin, Woodward, Inc.

Represented (legal) by John P. Hearne (San Francisco).

Represented (engineering) by Robert L. Hammett (San Francisco).

**Personnel:**

Charles Thieriot, *president.*
Harold P. See, *general manager.*
**Norman Louvau, *sales manager.***
Richard C. Block, *director sales promotion & merchandising.*
Thomas Mullahey, *public affairs director.*
**Roland D. Irving, *promotion manager.***
Douglas Elleson, *program manager.*
James Bentley, *asst. program manager & film buyer.*
J. L. Berryhill, *chief engineer.*

DIGEST OF RATE CARD NO. 13—(Aug. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $1700.00 | $1020.00 | $680.00 | $595.00 | $510.00 | $500.00 | $250.00 |
| Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 1250.00 | 750.00 | 500.00 | 437.50 | 375.00 | 275.00 | 137.50 |
| Class B—6-7 p.m., Mon.-Fri.; noon-4 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 297.50 | 255.00 | 180.00 | 90.00 |
| Class C—Noon-6 p.m., Mon.-Sat. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 120.00* | 60.00 |
| Class D—Midnight-noon, daily. | | | | | | |
| 425.00 | 255.00 | 170.00 | 148.75 | 127.50 | 85.00* | 42.50 |

* Class C—Min. $130. Class D—Min. $95.

# KTVU
## Oakland-San Francisco
(Ch. 2)
### (Due to Begin Operation in March)

Grantee: San Francisco-Oakland Television Inc., 1 Washington St., Jack London Square, Oakland.

Studio: Jack London Square. Transmitter: San Bruno Mt.

Telephone: Templebar 4-2000.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1174-ft. above av. terrain, 181-ft. above ground, 1406-ft. above sea level, lat. 37° 41′ 20″, long. 122° 26′ 07″.

Ownership: Ward D. Ingrim, pres.-treas., 31.17%; Wm. D. Pabst, exec. v.p. & secy., 31.17%; Harry R. Lubcke, v.p., .31%; Edwin W. Pauley, 31.17%; Stoddard P. Johnston, 6.17%. Note: Willet H. Brown holds option for 3958 shares and when this is issued, ownership percentages will be: Ingrim, 25.005%; Pabst, 25.005%; Lubcke, .25%; Pauley, 25.005%; Johnston, 4.945%; Brown, 19.79%.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Harry R. Lubcke.

**Personnel:**

William D. Pabst, *exec. v.p.-general manager.*
Ward D. Ingrim, *president & general sales manager.*
Richard Robertson, *promotion & publicity director.*
Ken Craig, *program director.*
Robert Arne, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(March 2, 1958)

| Hour | 30 Min. | 15 Min. | Min. | 20 Sec. | 10 Sec. | 2 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10:30 p.m., Mon.-Fri.; 7:30-10 p.m., Sat. & Sun. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $300.00 | $250.00 | $125.00 | $62.50 |
| Class A—6:30-7 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10-11 p.m., Sat.; 4-7:30 p.m., 10-11 p.m., Sun. | | | | | | |
| 750.00 | 450.00 | 300.00 | 210.00 | 180.00 | 90.00 | 45.00 |
| Class B—6-6:30 p.m., 11-11:30 p.m., Mon.-Fri.; 4-6 p.m., 11-11:30 p.m., Sat.; noon-4 p.m., 11-11:30 p.m., Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 120.00 | 100.00 | 50.00 | 25.00 |
| Class C—All other times. | | | | | | |
| 350.00 | 210.00 | 140.00 | 80.00 | 70.00 | 35.00 | 17.50 |

Note: Also has 10 min. rate in all time segments at 87½% of 15 min. rate, 5 min. rate at 75% of 15 min. rate.

# KNTV
## San Jose
(Ch. 11)

Licensee: Standard Radio & Television Co., 645 Park Ave.

Studio: 645 Park Ave. Transmitter: 4.6 mi. SSW of New Almaden, Peak Loma Prieta.

Telephone: Cypress 7-5577.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.3-kw visual, 15.8-kw aural. Antenna: 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level, lat. 37° 06′ 40″, long. 121° 50′ 34″.

Ownership: Sunlite Bakery, 100% owned by A. T. Gilliland.

Began Operation: July 21, 1955.

Represented (sales) by Weed Television Corp.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

**Personnel:**

A. T. Gilliland, *president.*
Roger Van Duzer, *general manager.*
Fran Conrad, *general sales manager.*
William D. Gibbs, *program director.*
Bruce Joyner, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $85.00 | $75.00 | $60.00 | $30.00 |
| Class B—All other times. | | | | | | |
| 175.00 | 105.00 | 70.00 | 60.00 | 55.00 | 40.00 | 20.00 |

Subject to frequency discounts.

# KSBY-TV
## San Luis Obispo
(Ch. 6)

(Semi-satellite of KSBW-TV, Salinas-Monterey)

Licensee: Salinas Valley Broadcasting Corp., Box 1615, Salinas, Cal.

Studio: Mt. View & Hill Sts. Transmitter: Los Padres Forest.

Telephone: Liberty 3-0920.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16-kw visual, 8.9-kw aural. Antenna: 1260-ft. above av. terrain, 140-ft. above ground, 2390-ft. above sea level, lat. 35° 21′ 37″, long. 120° 38′ 57″.

Network Service: Same as KSBW-TV.

AM Affiliate: KVEC, 1-kw (.5-kw night) 920 kc (MBS).

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Salinas Valley Bcstg. Corp. by co-owners John C. Cohan and Jerome Kantro approved July 18, 1957 by FCC. Cohan and Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 *(Television Digest,* Vol. 12:24; 13:22, 29).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Robert L. Hammett (San Francisco).

**Personnel:**

John C. Cohan, *general manager* (KSBW-TV).
Rowena Kimzey, *resident manager.*
Graham Moore, *executive sales manager.*
Ted Warner, *program director.*
Bill Hargan, *director of engineering.*
Lew Jones, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-9:30 p.m., daily. | | | | | | |
| $220.00 | $132.00 | $88.00 | $77.00 | $55.00 | $44.00 | $22.00 |
| Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| Class B—5:30-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.
For rate when sold in conbination with KSBW-TV, Salinas, see KSBW-TV listing.

## KEY-T
### Santa Barbara
(Ch. 3)

**Licensee:** Key Television Inc., 730 Miramonte Dr.

**Studio:** 730 Miramonte Dr.

**Transmitter:** TV Peak, Santa Ynez Mountains.

**Telephone:** Woodland 5-8533. **TWX No.:** ZB 8998.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level, lat. 34° 31′ 32″, long. 119° 57′ 08″.

**Network Services:** ABC, CBS, NBC.

**Ownership:** Richard C. D. Bell, pres., 16⅔%; Wm. Luton, v.p. & treas., 41⅔ %; Nancy Luton, 41⅔%.

**Began Operation:** July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (*Television Digest*, Vols. 12:52; 13:9, 13).

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Leo Resnick.

**Represented (engineering)** by A. E. Towne Associates Inc.

**Personnel:**
Richard C. D. Bell, *president and general manager.*
Mary Ann Casey, *program operations manager.*
Joe Costantino, *program production manager.*
Robert C. Burris, *sales manager.*
Bill Huddy, *news editor.*
Paul Williams, *director of engineering.*
Mary Colores, *comptroller.*
Richard Sinclair, *sales promotion & advertising manager.*

**DIGEST OF RATE CARD NO. 3—(Oct. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-9:59 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $225.00 | $157.50 | $112.50 | $90.00 | $45.00 |
| **Class A**—6:29-7:29 p.m., Mon.-Fri.; 5:59-7:29 p.m., Sat.-Sun.; 9:59-10:59 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—4:59-6:29 p.m., Mon.-Fri.; 10:59-midnight, daily; 12:59-5:59 p.m., Sat. & Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Sign-on-4:59 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-10 a.m., Sat. & Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KOVR
### Stockton
(Ch. 13)

**Licensee:** Television Diablo Inc., 225 E. Miner Ave.

**Studios:** 225 E. Miner Ave., Stockton; Garden State Hwy., Sacramento. **Transmitter:** Butte Mt., 3-mi. SE of Jackson, Cal.

**Telephone:** Howard 6-6981. **TWX No.:** SK 8.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power 316-kw visual, 158-kw aural. Antenna: 1180-ft. above av. terrain, 399-ft. above ground, 2699-ft. above sea level, lat. 38° 20′ 24″, long. 120° 43′ 13″.

**Network Service:** ABC.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see WHEC-TV, Rochester, N.Y.

**Began Operation:** Sept. 5, 1954. Sale to present owner by H. L. Hoffman and associates, approved Jan. 8, 1957 by FCC (*Television Digest*, Vol. 13:47, 14:2).

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
Terry Hamilton Lee, *general manager.*
Ned Smith, *general sales manager.*
Paul LeRew, *local sales manager.*
Bel Lange, *production supervisor.*
Richard Anderson, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | | |
| $800.00 | $480.00 | $320.00 | $275.00 | $225.00 | $190.00 | $175.00 | $88.00 |
| **Class B**—5-7 p.m.; 10:30-11 p.m., daily. | | | | | | | |
| 550.00 | 330.00 | 220.00 | 185.00 | 150.00 | 125.00 | 110.00 | 55.00 |
| **Class C**—Sign-on-5 p.m.; 11-p.m.-sign-off, daily. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 75.00 | 65.00 | 50.00 | 25.00 |

Subject to frequency discounts.

# COLORADO

## KKTV
### Colorado Springs
(Ch. 11)

**Licensee:** TV Colorado Inc., 512 S. Tejon.

**Studio:** Box 1078, 512 S. Tejon. **Transmitter,** Cheyenne Mt.

**Telephone:** Melrose 4-2844. **TWX No.:** COL SP 581.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 107.5-kw visual, 54-kw aural. Antenna: 1701-ft. above av. terrain, 197-ft. above ground, 9177-ft. above sea level using .5° electrical beam tilt, lat. 38° 45′ 42″, long. 104° 51′ 51″.

**Network Service:** ABC, CBS.

**Ownership:** James D. & Betty Z. Russell, 50%; Gifford Phillips, 50%. James D. Russell, pres.-treas.; Betty Z. Russell, v.p.; Robert D. Ellis, v.p.-secy. Phillips is licensee of radio KGHF, Pueblo.

**Began Operation:** Dec. 7, 1952.

**Represented (sales)** by The Bolling Co. Inc.; Clarke Brown Co. (Southern).

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
James D. Russell, *president and general manager.*
Robert D. Ellis, *v.p. and national sales manager.*
Hal Kennedy, *sales service director.*
Carl Pehlman, *program director and film editor.*
Jack East, *promotion manager.*
Robert Smith, *news director.*
H. Cozine Strang, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $80.00 | $70.00 | $60.00 | $30.00 |
| **Class A**—6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 1-6 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 50.00 | 25.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 37.50 | 20.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Sat. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 25.00 | 15.00 |

## KRDO-TV
### Colorado Springs
(Ch. 13)

**Licensee:** Pikes Peak Broadcasting Co., 399 S. 8th. St.

**Studio and Transmitter:** 399 S. 8th St.

**Telephone:** Melrose 2-1515.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 11.5-kw visual, 5.8-kw aural. Antenna: minus 630-ft. above av. terrain, 465-ft. above ground, 6415-ft. above sea level, lat. 38° 49′ 42″, long. 104° 50′ 15″.

**Network Service:** NBC.

**AM Affiliate:** KRDO, .25-kw, 1240 kc.

**Ownership:** Estate of William J. Gregory, 39.22%; Harry C. Hoth, 27.17%; Harry W. Hoth, Jr., pres., 22.94%.

**Began Operation:** Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

**Represented (sales)** by John E. Pearson Television Inc.; John L. McGuire & Co. (Denver)

**Represented (legal)** by McConnaughey, Sutton & L'Heureux.

**Represented (engineering)** by James C. McNary.

**Personnel:**
Harry W. Hoth Jr., *president & general manager.*
Darold Wilkinson, *business manager.*
Mac Snodgrass, *film director.*
Bob Fitzmorris, *technical production director.*
Herbert Schubarth, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun. | | | | | | |
| $175.00 | $105.00 | $70.00 | $61.25 | $43.75 | $35.00 | $17.50 |
| **Class B**—2-6 p.m., Mon.-Sat.; noon-3 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

* **Class C** (Sign-on-2 p.m., Mon.-Sat.) Min. or 20 Sec. $25, 10 Sec. $12.50. Subject to frequency discounts.
For rate when sold in combination with KSCJ-TV, Pueblo, Colo., see KSCJ-TV listing.

## KBTV
### Denver
**(Ch. 9)**

**Licensee:** TV Denver Inc., 1089 Bannock St.

**Studio:** 1089 Bannock St. **Transmitter:** Lookout Mountain.

**Telephone:** Tabor 5-6386. **TWX No.:** DN 463.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 144-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level, lat. 39° 43′ 46″, long. 105° 14′ 08″.

**Network Service:** ABC.

**Ownership:** John C. Mullins, pres., 50%; Webb & Knapp (Wm. Zeckendorf), 50%.

**Began Operation:** Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (*Television Digest*, Vol. 11:7,13,50&12:13).

**Represented (sales)** by Peters, Griffin, Woodward, Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
John C. Mullins, *president.*
Joseph Herold, *station manager.*
Gil Lee, *asst. to manager & general sales manager.*
Robert W. Dupree, *business manager.*
Thomas L. Young, *national sales manager.*
Marshall Faber, *operations manager.*
Mann Reed, *program manager & production manager.*
James Barker, *promotion & publicity manager.*
James H. Butts, *chief engineer.*
Ann Walker, *merchandising director.*

**DIGEST OF RATE CARD NO. 7**
**(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., daily. | | | | | | |
| $750.00 | $420.00 | $280.00 | ..... | ..... | $175.00* | $87.00* |
| **Class B**—5-6 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 420.00 | 250.00 | 170.00 | $145.00 | $125.00 | 110.00 | 55.00 |
| **Class C**—All other times. | | | | | | |
| 280.00 | 170.00 | 110.00 | 100.00 | 88.00 | 55.00 | 28.00 |

*Class AA (7:30-9:30 p.m., daily): 20 Sec. $200, 10 Sec. $100. Subject to frequency discounts.

## KLZ-TV
### Denver
**(Ch. 7)**

**Licensee:** Aladdin Bcstg. Corp., 131 Speer Blvd.

**Studio:** 131 Speer Blvd. **Transmitter:** Lookout Mt.

**Telephone:** Main 3-4271.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level, lat. 39° 43′ 46″, long. 105° 14′ 12″.

**Network Service:** CBS.

**AM Affiliate:** KLZ, 5-kw, 560 kc (CBS).

**Ownership:** TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

**Began Operation:** Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26).

**Represented (sales)** by The Katz Agency Inc.

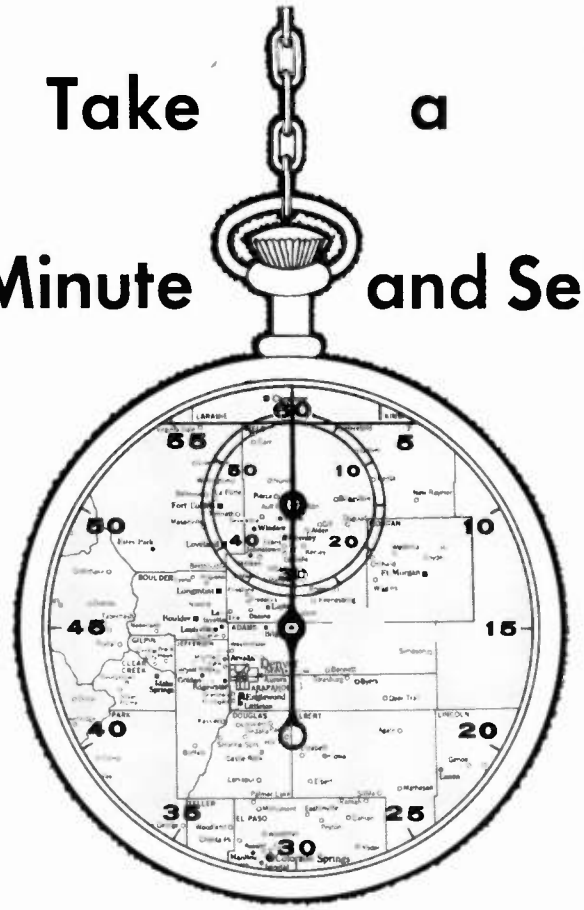
**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**
Hugh B. Terry, *president & general manager.*
Jack Tipton, *manager & director of sales.*
Bob Hart, *local sales manager.*
Paul Blue, *program manager.*
Al Shepard, *publicity director.*
John Connors, *promotion & advertising manager.*
Ruth Willhide, *traffic manager.*
Starr Yelland, *sports & special projects director.*
Eugene Jenkins, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $750.00 | $450.00 | $300.00 | $270.00 | $235.00 | $200.00 | $100.00 |
| **Class B**—10-11 p.m., daily; 3-5 p.m., Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 155.00 | 135.00 | 120.00 | 60.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 110.00 | 95.00 | 60.00 | 30.00 |


Take a Minute and Sell




The Denver Market

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

KBTV Denver's Family Station channel 9
DENVER, COLORADO
JOHN C. MULLINS, president — JOSEPH HEROLD, station manager

# Colorado

## KOA-TV
### Denver
**(Ch. 4)**

**Licensee:** Metropolitan Television Co., 1625 California.

**Studio:** 1625 California. **Transmitter:** Lookout Mt.

**Telephone:** Main 3-6211. **TWX No.:** DN 207.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level, lat. 39° 43′ 50″, long. 105° 14′ 07″.

**Network Service:** NBC.

**AM Affiliate:** KOA, 50-kw, 850-kc (NBC).

**Ownership:** William Grant, pres. & gen. mgr., 5.5%; Don Searle, 6%; Ralph Radetsky, station mgr., 1%; Richard M. Davis, treas., 1%; Hendrie & Bolthoff Co., 14%; Bob Hope (actor), 39%; James L. Saphier, 4.5%; Thomas P. Campbell, 3.6%; Quigg Newton, 3.2%; Arnold B. Gurtler Jr., 2.7%; Robert S. Kohn, 2.2%; 14 other stockholders, none with as much as 2%. Mr. Searle also is pres. of Town & Farm Inc., operator of KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; WFNF, Shenandoah, Ia. Note: Bob Hope also owns 50% of WREX-TV, Rockford, Ill.

**Began Operation:** Dec. 24, 1953.

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
William Grant, *pres. & general manager.*
Ralph Radetsky, *station manager.*
Dick Harris, *general sales manager.*
Dean Faulkner, *promotion manager.*
Heyward Siddons, *program director.*
Si Palmer, *program coordinator.*
Royce Nation, *business manager.*
Sid Davidson, *director of engineering.*
Sam Houston, *film director.*
John Henry, *news & special events director.*
Chuck Muller, *farm director.*

**DIGEST OF RATE CARD NO. 4—(Revised)**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $750.00 | $420.00 | $280.00 | ..... | ..... | $175.00 | $87.50 |
| **Class B**—10-11 p.m., daily; 3-5 p.m., Sun. | | | | | | |
| 420.00 | 250.00 | 170.00 | $145.00 | $125.00 | 110.00 | 55.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 280.00 | 170.00 | 110.00 | 100.00 | 88.00 | 55.00 | 27.50 |

## KRMA-TV
### Denver
**(Ch. 6)**
**Non-Commercial Educational Station**

**Licensee:** School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St.

**Studio:** Opportunity School, 13th & Glenarm.

**Transmitter:** 2.5 mi. NE of center of Golden, Colo. on Lookout Mt.

**Telephone:** Acoma 2-4561.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 15.5-kw visual, 8.51-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level, lat. 39° 43′ 47″, long. 105° 14′ 59″.

**Ownership:** Denver Public Schools; Kenneth E. Oberholtzer, supt.

**Began Operation:** Jan. 30, 1956.

**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**
Howard L. Johnson, *executive director.*
James Case, *program director.*
Gerald Willsea, *director of TV activities*
Don Allen, *art producer.*
John Cullen, *chief engineer.*
Robert Heskett, *studio technician.*
Richard Gottardi, *kinescope technician.*
Florence Bodka, *general secretary.*
Jack Schlaefle, *production assistant.*
Clellan C. Rains, *production assistant.*
Phyllida Porter, *traffic control.*
Jack Gardner, *camera technician.*
Howard Hansen, *art & scene technician.*
Rollins Brook, *audio-video technician.*
Willard Easterley, *transmitter technician.*

## KTVR
### Denver
**(Ch. 2)**

**Licensee:** KTVR Inc., 550 Lincoln St.

**Studio:** 550 Lincoln St.

**Transmitter:** Buffalo Bill Highway, Lookout Mountain.

**Telephone:** Keystone 4-8281. **TWX No.:** DN 367.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level, lat. 39° 43′ 59″, long. 105° 14′ 11″.

**Ownership:** Gotham Bcstg. Co., 50%; Radio Hawaii, 50%. Gotham Bcstg. is licensee of WINS, New York and is owned by J. Elroy McCaw and John Keating. McCaw also owns KTVW, Seattle-Tacoma and has interests in KONA, Honolulu; KDAY, Santa Monica, Cal.; KALE, Richmond, Wash.; KELA, Centralia, Wash. Radio Hawaii is owned by Founders Corp. and owns KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N.Y.; 50% of WSMB, New Orleans.

**Began Operation:** July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (*Television Digest*, Vol. 11:25, 28, 31, 39, 47).

**Began Operation:** July 18, 1952.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
J. Elroy McCaw, *president.*
Hugh Ben LaRue, *exec. v.p. & general manager.*
Ray Gallagher, *program director.*
Lynn Christian, *production superivsor.*
Robert G. Artman, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $80.00 | $50.00 |
| **Class B**—All other times. | | | | | | | |
| 375.00 | 225.00 | 150.00 | 130.25 | 93.75 | 75.00 | 60.00 | 37.50 |

Subject to frequency discounts.

## KREX-TV
### Grand Junction
**(Ch. 5)**
**(Also operates satellite KFXJ-TV, Montrose, Colo.)**

**Licensee:** Western Slope Bcstg. Co. Inc., Box 30.

**Studio & Transmitter:** Hillcrest Manor.

**Telephone:** 1300.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level, lat. 39° 05′ 15″, long. 108° 33′ 56″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KREX, 5-kw (.5-kw night), 920 kc (MBS).

**Ownership:** Rex. G. Howell, pres., 71%; Ruth G. Howell, v.p., 3%; Laura Howell, director, 24%; Marlene Jane Howell, 2%. Also owns satellite KFXJ-TV, Montrose, Colo. Rex Howell is co-owner of KGLN, Glenwood Springs, Colo.

**Began Operation:** May 22, 1954.

**Represented (sales)** by Hal Holman Co.; John L. McGuire & Co. (Denver).

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Rex Howell, *president & general manager.*
Roy Adamson, *secy. & treas.*
J. Robinson, *TV director of operations.*
Cecil Whitchurch, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(May 1, 1954)***

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $30.00 | $15.00 |
| **Class B**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

* This is combined rate card for KREX-TV and KFXJ-TV. Subject to frequency discounts.

## KFXJ-TV
### Montrose
**(Ch. 10)**
**(Satellite of KREX-TV, Grand Junction)**

**Grantee (STA):** Western Slope Bcstg. Co. Inc., Box 30, Grand Junction, Colo.

**Studio and Transmitter:** Flat Top Mesa.

**Telephone:** 2.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: .617-kw visual, .308-kw aural. Antenna: 80-ft. above av. terrain, 112-ft. above ground, 6392-ft. above sea level, lat. 38° 31′ 01.6″, long. 107° 51′ 11.8″.

**Network Service:** Same as KREX-TV, Grand Junction.

**Ownership:** See KREX-TV.

**Began Operation:** Aug. 18, 1956.

**Represented (sales)** by Hal Holman Co.; John L. McGuire & Co. (Denver).

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Rex Howell, *general manager.*
Carl Q. Anderson, *station director.*

**Rates:** Sold in combination with KREX-TV, Grand Junction.

## KCSJ-TV
### Pueblo
**(Ch. 5)**

**Licensee:** Star Broadcasting Co. Inc., 2226 Television Lane.

**Studio and Transmitter:** Television Center, 2226 Television Lane.

**Telephone:** Lincoln 4-5782.

**Technical Facilities:** Channel 5 (76-82 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 400-ft. above av. terrain, 470-ft. above ground, 5330-ft. above sea level, lat. 38° 17′ 19″, long. 104° 37′ 20″.

**Network Service:** NBC.

**AM Affiliate:** KCSJ, 1-kw, 590-kc (MBS).

**Ownership:** Bankers Life & Casualty Co. (Chicago), 100%. Bankers Life also owns KGA, Spokane, Wash.

**Began Operation:** June 29, 1953; sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to present owners approved by FCC Sept. 29, 1954 (Vol. 10:35, 40).

**Represented (sales)** by John E. Pearson Television Inc.; John L. McGuire & Co. (Denver).

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Cliff Hendricks, *executive director.*
Jim Croll, *director of sales & programming.*
Marion Cunningham, *director of engineering & production.*
Dick Kearney, *business manager.*

**DIGEST OF RATE CARD NO. 11—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $225.00 | $135.00 | $90.00 | $79.00 | $56.50 | $45.00 | $22.50 |
| **Class A**—3-5 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 135.00 | 81.00 | 54.50 | 47.50 | 34.00 | 27.00 | 13.50 |
| **Class B**—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 90.00 | 54.00 | 36.00 | 31.50 | 22.50 | 18.00 | 9.00 |

**Combination Rates—KCSJ-TV & KRDO-TV, Colorado Springs.**
**(Silver Dollar Stations)**

| | | | | | | |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., daily. | | | | | | |
| $225.00 | $150.00 | $100.00 | $88.00 | $63.00 | $52.00 | $27.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10 p.m.-sign-off, daily. | | | | | | |
| 180.00 | 113.00 | 75.00 | 66.00 | 47.00 | 39.00 | 21.00 |
| **Class C**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 44.00 | 31.00 | 27.00 | 15.00 |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# CONNECTICUT

## WICC-TV
### Bridgeport
**(Ch. 43)**

**Grantee (STA):** The Bridgeport Broadcasting Co., P.O. Box 9140, Bridgeport.

**Studio and Transmitter:** Booth Hill Rd., Trumbull, Conn.

**Telephone:** Amherst 8-1601. **TWX No.:** BPT 366.

**Technical Facilities:** Channel No. 43 (644-650 mc). Authorized power: 18.3-kw visual, 9.15-kw aural. Antenna: 700-ft. above av. terrain, 470-ft. above ground, 1000-ft. above sea level, lat. 41° 16′ 46″, long. 73° 11′ 09″.

**Network Service:** ABC.

**AM Affiliate:** WICC, 1-kw (.5-kw night) 600-kc.

**Began Operation:** March 29, 1953.

**Ownership:** Philip Merryman, pres., 39.9%; Manning Slater, v.p.-treas., 19.75%; Norwich R. G. Goodspeed, secy.; G. Gresham Griggs estate, 10%; Benjamin Leipner, director, 1.25%; Stephen Machcinski Sr., director, 5.35%; Stephen Machcinski Jr., director, .02%; Theodore Steiber, director, 5%; J. Kenneth Gradley, director, 5%; Adam J. Young, director, .02%. There are 12 other stockholders, none owns as much as 1%. Note: Mr. Merryman has proxy agreement by which he votes stock of Manning Slater, giving him 58% control.

**Represented (sales)** by Young Representatives, Inc.

**Represented (legal) by McKenna & Wilkinson.**

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Philip Merryman, *president and general manager.*
Manning Slater, *sales manager.*
Harry Downie, *program director.*
Irving Magilnick, *film editor.*
Bill Whalen, *news director.*
Alvin Andrus, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(June 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **All Times**—Sign-on-sign-off, daily. | | | | | | |
| $100.00 | $60.00 | $40.00 | $33.00 | $26.50 | $20.00 | $10.00 |

## WHCT
### Hartford
**(Ch. 18)**

**Licensee:** Columbia Broadcasting System, Inc., 555 Asylum St.

**Studio:** 555 Asylum St., Hartford. **Transmitter:** 3.85 mi. SE of Avon Village, Deercliff Rd.

**Telephone:** Jackson 5-2611.

**Technical Facilities:** Channel No. 18 (494-500 mc). Authorized power: 186-kw maximum and 158-kw horizontal visual, 100-kw maximum and 87-kw horizontal aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level, lat. 41° 45′ 39″, long. 72° 48′ 08″.

**Network Service:** CBS.

**Ownership:** See WCBS-TV, New York City.

**Began Operation:** Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's *Hartford Times.* Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest *(Television Digest,* Vols. 11:28, 12:8, 17, 37).

**Represented (sales)** by CBS Television Spot Sales.

**Personnel:**
Harvey J. Struthers, *general manager.*
Lamont Thompson, *sales manager.*
Joseph Dowling, *sales promotion manager.*
John O. Downey, *program manager.*
Harold Dorschug, *director of operations.*
Charles Norwood, *news director.*

**DIGEST OF RATE CARD NO. 1—(Dec. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—7:15-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. | | | | | | |
| $700.00 | $420.00 | $280.00 | ..... | ..... | $100.00 | $50.00 |
| **Class B**—6-7:15 p.m., Mon.-Sat.; 5-6 p.m., Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 166.67 | 150.00 | 90.00 | 45.00 |
| **Class C**—9 a.m.-6 p.m. Mon.-Sat.; 9 a.m., 5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 116.67 | 105.00 | 60.00 | 30.00 |
| **Class D**—Midnight-9 a.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 67.50 | 40.00 | 20.00 |

*Class AA (7:59-10:30 pm., daily); 20 Sec. $130; 10 Sec. $65. **Class A** (7:29-7:59 p.m., Mon.-Sat.; 5:59-7:59 p.m., Sun; 10:30-11 p.m., daily). **Class B** (5:59-7:29 p.m., Mon.-Sat.). **Class C** (10 a.m.-5:59 p.m., 11 p.m.-sign-off, daily). **Class D** (sign-on-10 a.m., daily.)

# Connecticut

## WTIC-TV
### Hartford
**(Channel 3)**

**Grantee:** Travelers Broadcasting Service Corp., 26 Grove St.

**Studio:** 26 Grove St. **Transmitter:** Talcott Mt., Avon, Conn.

**Telephone:** Jackson 5-0801. **TWX No.:** HFD 372.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 911-ft. above av. terrain, 452-ft. above ground, 1249-ft. above sea level, lat. 41° 46′ 30″, long. 72° 48′ 20″.

**AM affiliate:** WTIC, 50-kw, 1080 kc (NBC). **FM Affiliate:** WTIC-FM, 8-kw, 96.5 mc (No. 243), 705-ft. antenna height.

**Ownership:** Travelers Insurance Co., 100%. Note: Owners of WDRC, Hartford, have option to purchase 23.076% of stock, if they dispose of WDRC.

**Began Operation:** Sept. 23, 1957.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Paul W. Morency, *president.*
Walter C. Johnson, *v.p., & general manager.*
Leonard J. Patricelli, *v.p., programs.*
Bernard L. Mullins, *v.p., public relations.*
Irwin C. Cowper, *v.p., sales.*
Eugene J. Muriaty, *promotion manager.*
John H. Hanna, *business manager.*
Herman D. Taylor, *chief engineer.*
George Bowe, *production manager.*
Eugene J. Muriaty, *promotion manager.*
Ernest N. Olivieri, *chief film editor.*
Mrs. Jeannine V. Dash, *acting traffic manager.*

**DIGEST OF RATE CARD NO. 2—(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $250.00 | $170.00 | $146.00 | $73.00 |
| **Class A**—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-11 p.m., daily. | | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 200.00 | 140.00 | 120.00 | 60.00 |
| **Class B**—4:30-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 102.00 | 88.00 | 44.00 |
| **Class C**—Sign-on-4:30 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun. | | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 85.00 | 74.00 | 37.00 |

## WNBC
### New Britain-Hartford
**(Ch. 30)**

**Grantee (STA):** New Britain Broadcasting Co., 1422 New Britain Ave., W. Hartford.

**Studios:** 1422 New Britain Ave., W. Hartford.

**Transmitter:** U.S. Route 6, Farmington, Conn.

**Telephone:** Adams 3-8551, Hartford; Baldwin 3-3603, New Britain. **TWX No.:** HF 560.

**Technical Facilities:** Channel No. 30 (566-572 mc). Authorized power: 210.4-kw maximum and 189.2-kw horizontal visual, 113.5-kw maximum and 102.1-kw horizontal aural. Antenna: 971-ft. above av. terrain, 545-ft. above ground, 1285-ft. above sea level, lat. 41° 42′ 00″, long. 72° 49′ 59″. Holds CP for 1000-kw maximum and 453-kw horizontal visual, 113.5-kw maximum and 102.1-kw horizontal aural, 750-ft. above av. terrain, 274-ft. above ground, 1049-ft. above sea level, lat. 41° 32′ 57″, long. 72° 44′ 22″.

**Network Service:** NBC.

**AM Affiliate:** WKNB, 1-kw, 840 kc.

**Ownership:** New Britain Broadcasting Co., wholly owned subsidiary of NBC, see WRCA-TV, New York, N.Y.

**Began Operation:** Feb. 11, 1953. Sale to present owner by Julian Gross interests approved Dec. 12, 1956 by FCC (*Television Digest*, Vol. 11:2, 22, 26 & 12:50).

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by Cahill, Gordon, Reindel & Ohl.

**Personnel:**
Thomas B. McFadden, *president.*
Peter B. Kenney, *v.p. & general manager.*
Robert J. Reardon, *director of sales.*
Gustave Nathan, *manager, sales development.*
Frank A. Wooding, *manager, advertising, promotion & publicity*
Robert W. Bray, *program manager.*
Philip B. Hale, *film supervisor.*
John Palmer, *production manager.*
Barry Barents, *manager, news and special events.*
John Shipley, *operations manager.*
John McHale, *business manager.*

**DIGEST OF RATE CARD NO. 7**
**(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6:59-7:29 p.m., Mon.-Sat.; 4:59-7:59 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $204.00 | $165.00 | $120.00 | $60.00 |
| **Class B**—4:59-6:59 p.m., Mon.-Sat.; 11:59 a.m.-4:59 p.m., Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 153.00 | 123.75 | 90.00 | 45.00 |
| **Class C**—11:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 102.00 | 82.50 | 60.00 | 30.00 |
| **Class D**—7-11:59 a.m., Mon.-Sat. | | | | | | |
| 200.00 | 120.00 | 80.00 | 68.00 | 55.00 | 40.00 | 20.00 |

* **Class AA** (7:29-10:30 p.m., daily) Min. or 20 Sec. $140, 10 Sec. $70. Subject to frequency discounts.

## WNHC-TV
### New Haven-Hartford
**(Ch. 8)**

**Licensee:** Triangle Publications Inc. (Radio & TV Div.), 46th and Market Sts., Philadelphia, Pa.

**Studio:** 1110 Chapel St. **Transmitter:** Gaylord Mt., Hamden, Conn

**Telephone:** Spruce 7-3611. **TWX No.:** NH 87.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level, lat. 41° 26′ 05″, long. 72° 56′ 42″. Holds CP for 770-ft. above av. terrain, 509-ft. above ground, 1049-ft. above sea level, lat. 41° 33′ 16″, long. 72° 43′ 49″; transmitter to 3.7-mi. NE of Meriden. **Note:** CP held up pending outcome of evidentiary hearing.

**Network Service:** ABC.

**AM Affiliate:** WNHC, .25-kw, 1340 kc (ABN). **FM Affiliate:** WNHC-FM, 10-kw, 99.1 mc (No. 256), 630-ft. antenna height.

**Ownership:** Triangle Publications Inc.—see WFIL-TV Philadelphia.

**Began Operation:** June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (*Television Digest*, Vol. 12:21, 22, 25, 34).

**Represented (sales)** by Katz Agency Inc.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Edward D. Taddei, *general manager.*
John F. Cundiff, *sales manager.*
Chester R. Cooper, *program manager.*
Howard W. Wessenberg, *chief engineer.*
Sam P. Mastro, *office manager.*

**DIGEST OF RATE CARD NO. 9**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | | |
| $1200.00 | $720.00 | ..... | ..... | ..... | $270.00 | $240.00 | $120.00 |
| **Class A**—6:30-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 1020.00 | 612.00 | $408.00 | $306.00 | $280.00 | 230.00 | 204.00 | 102.00 |
| **Class B**—2:30-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., daily. | | | | | | | |
| 720.00 | 432.00 | 288.00 | 216.00 | 198.00 | 162.00 | 144.00 | 72.00 |
| **Class C**—9 a.m.-2:30 p.m., Mon.-Fri.; 9 a.m.-noon Sat.-Sun.; 11:45 p.m.-sign-off, daily. | | | | | | | |
| 420.00 | 252.00 | 168.00 | 126.00 | 115.00 | 95.00 | 85.00 | 42.50 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | | |
| 240.00 | 144.00 | 96.00 | 72.00 | 66.00 | 54.00 | 48.00 | 24.00 |


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## WATR-TV
### Waterbury
**(Ch. 53)**

**Grantee (STA):** WATR Inc., 440 Meadow St.

**Studio & Transmitter:** West Peak, Meriden Mt., Meriden, Conn.

**Telephone:** Plaza 5-1121. **TWX No.:** WBY 195.

**Technical Facilities:** Channel No. 53 (704-710 mc). Authorized power: 24.5-kw visual, 13.2-kw aural. Antenna: 770-ft. above av. terrain, 120-ft. above ground, 1020-ft. above sea level, lat 41° 33' 42", long. 72° 50' 41".

**Network Service:** ABC.

**AM Affiliate:** WATR. 1-kw, 1320 kc (ABN).

**Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%. Mr. Thomas has interest in** WNAB, Bridgeport.

**Began Operation:** Sept. 4, 1953.

**Represented (sales)** by Burke Stuart Co. Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Garo W. Ray (Stratford, Conn.)

**Personnel:**
Harold Thomas, *president.*
Sam Elman, *general manager.*
Astrid Curtis, *promotion manager.*

**DIGEST OF RATE CARD NO. 2—(Jan. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.** | | | | | | |
| $200.00 | $150.00 | $100.00 | $80.00 | $70.00 | $60.00 | $30.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.** | | | | | | |
| 180.00 | 135.00 | 90.00 | 74.00 | 64.00 | 54.00 | 28.00 |
| **Class C—All other times.** | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.00 | 31.00 | 22.50 | 10.00 |

# DELAWARE

## WVUE
### Wilmington-Philadelphia
**(Ch. 12)**

**Licensee:** Storer Bcstg. Co., 1117 Kane Concourse, Miami Beach, Fla.

**Executive Offices & Auxiliary Studios:** Suburban Station Bldg., Philadelphia.

**Main Studio:** 2809 Baynard Blvd., Wilmington, Del.

**Transmitter:** Hurfville-Cross Keys Rd., near Pittman, N. J.

**Telephones:** Locust 8-2262, Philadelphia; Olympia 6-8171, Wilmington.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 194-kw aural. Antenna: 900-ft. above av. terrain, 896-ft. above ground, 1046-ft. above sea level, lat. 39° 44' 02", long. 75° 04' 10".

**AM Affiliate:** WIBG (Philadelphia), 10-kw, 990 kc. **FM Affiliate:** WIBG-FM, 20-kw, 94.1 mc (No. 231), 355-ft. antenna height.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** June 30, 1949; Sale to present owner by controlling stockholder Paul F. Harron approved March 27, 1957 by FCC; Harron's purchase of station from Steinman brothers was approved March 23, 1955 (*Television Digest,* Vol. 11:4; 13; 12:51; 13:9, 13).

**Represented (sales)** by The Katz Agency, Inc.

**Represented (legal)** by Robert F. Jones.

**Personnel:**
George B. Storer, *president.*
J. Robert Kerns, *v.p. and managing director.*
James S. McMurry, *station manager.*
Theodore Weber, *director of sales development.*
Lewis P. Johnson, *general sales manager.*
Glenn B. Lau, *local sales manager.*
M. Schwartz, *promotion manager.*
William J. Jackson, *chief engineer.*

**DIGEST OF RATE CARD NO. 11—(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—9-11 p.m., daily.** | | | | | | |
| $1600.00 | $960.00 | $640.00 | $560.00 | $420.00 | $375.00 | $187.50 |
| **Class B—6-9 p.m., daily.** | | | | | | |
| 1200.00 | 720.00 | 480.00 | 420.00 | 320.00 | 150.00 | 75.00 |
| **Class C—All other times.** | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 210.00 | ..... | ..... |

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# DISTRICT OF COLUMBIA

## WMAL-TV
### Washington
**(Ch. 7)**

**Licensee:** Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave.

**Studio:** 4461 Connecticut Ave. **Transmitter:** American University.

**Telephone:** Kellogg 7-1100. **TWX No.:** WA 50

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level, lat. 38° 56′ 09.4″, long. 77° 05′ 33.4″.

**Network Service:** ABC.

**AM Affiliate:** WMAL, 5-kw, 630 kc (ABN). **FM Affiliate:** WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.

**Ownership:** Evening Star Newspaper Co., 100%, publisher of *Washington Evening Star*. Officers of Evening Star Bcstg. Co. Inc.; John W. Thompson Jr., pres.; B. M. McKelway, v.p.; W. R. Little, secy.-treas.

**Began Operation:** Oct. 3, 1947.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Hogan & Hartson.

**Personnel:**
Frederick S. Houwink, *general manager.*
Neal J. Edwards, *TV sales manager.*
Allan T. Powley, *chief engineer.*
Theodore N. McDowell, *program manager.*
E. H. Meeks, *director of promotion & publicity.*
James H. Christenat, *production manager.*

**DIGEST OF RATE CARD NO. 10**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | |
| $1500.00 | $900.00 | $600.00 | $450.00 | $375.00 | $300.00 | $150.00 |
| **Class A**—7:30-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| 1200.00 | 720.00 | 480.00 | 360.00 | 300.00 | 240.00 | 120.00 |
| **Class B**—6-7:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 240.00 | 200.00 | 160.00 | 80.00 |
| **Class C**—5-7:30 p.m., Mon.-Sat.; 3-6 p.m., Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 150.00 | 120.00 | 60.00 |
| **Class D**—3-5 p.m., Mon.-Sat.; 11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 120.00 | 100.00 | 80.00 | 40.00 |
| **Class E**—11:45 p.m.-sign-off, Mon.-Fri.; 11:30 p.m.-sign-off, Sat. & Sun.; sign-on-3 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 75.00 | 60.00 | 30.00 |

* 1 Min. where available. Subject to frequency discounts.

## WRC-TV
### Washington
**(Ch. 4)**

**Licensee:** National Broadcasting Co. Inc., 4001 Nebraska Avenue N.W.

**Studio & Transmitter:** 4001 Nebraska Avenue, N.W.

**Telephone:** Emerson 2-4000. **TWX No.:** WA 89.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level, lat. 38° 55′ 29″, long. 77° 03′ 22″. Holds CP for 573-ft. above av. terrain, 459-ft. above ground, 849-ft. above sea level, lat. 38° 56′ 19″, long. 77° 04′ 53″; transmitter to 4001 Nebraska Ave. N. W.

**Network Service:** NBC.

**AM Affiliate:** WRC, 5-kw, 980 kc (NBC). **FM Affiliate:** WRC-FM, 20-kw, 93.9 mc (No. 230), 410-ft. antenna height.

**Ownership:** See WRCA-TV, New York.

**Began Operation:** June 27, 1947.

**Represented (sales)** by NBC Spot Sales.

**Personnel:**
Carleton D. Smith, *v.p. and general manager.*
William E. Coyle, *director of TV sales, advertising, promotion, and public relations.*
Peter B. James, *sales manager.*
Lefferts A. McClelland, *operations director.*
Weston J. Harris, *program director.*
John A. Lavan, *business manager.*
John Rogers, *engineer in charge.*
Edwin H. Peterson, *publicity manager.*
Ralph R. McCawley, *advertising & promotion manager.*
Burton Bridgens, *public service programs manager.*

**DIGEST OF RATE CARD NO. 12A**
**(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10. Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—10:30-11 p.m., daily; 6-7:30 p.m., Sun. | | | | | | |
| $1250.00 | $750.00 | $500.00 | $437.50 | $412.50 | $425.00 | $200.00 |
| **Class A**—7-7:30 p.m., Mon.-Sat. | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 200.00 | 250.00 | 120.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 1-3 p.m., Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 110.00 | 50.00 |
| **Class C**—Sign-on-10 a.m., Sun.; 11 p.m.-midnight, daily; 5:30-6 p.m., Mon.-Fri. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 80.00 | 40.00 |
| **Class D**—Sign-on-10 a.m., Mon.-Sat.; 1-2:30 p.m., Mon.-Fri.; 1-3 p.m., Sat.; midnight-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | ..... | ..... |

* Class AA 7:29-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class A (7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class B (5:45-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 1-6 p.m., Sun.). Class C (Sign-on-5:45 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11:15 p.m.-sign-off, daily).

Subject to frequency discounts (except in Class AA).

**Time reserved for network:** Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-5:30 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 2:30-5 p.m., Mon.-Fri.).

## WTOP-TV
### Washington
**(Ch. 9)**

**Licensee:** Washington Post Co., Broadcast House, 40th & Brandywine N.W.

**Studio and Transmitter:** Broadcast House.

**Telephone:** Emerson 2-9300. **TWX No.:** WA 63.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 175-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level, lat. 38° 57′ 00″, long. 77° 04′ 45″.

**Network Service:** CBS.

**AM Affiliate:** WTOP, 50-kw, 1500 kc (CBS). **FM Affiliate:** WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna height.

**Ownership:** Washington Post Co., 100%, publisher of *Washington Post*. Also owns WMBR-TV & WMBR, Jacksonville, Fla.

**Began Operation:** Jan. 16, 1949 as WOIC. Sold to CBS (45%) and *Washington Post* (55%) August 1950 (*Television Digest*, Vol. 6:25). *Washington Post* acquired 100% in October 1954 (*Television Digest*, Vol. 10:42).

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Covington & Burling.

**Personnel:**
John S. Hayes, *president.*
George F. Hartford, *v.p. & general manager.*
Robert Bordley, *general sales manager.*
Robert Adams, *promotion director.*
Edward F. Ryan, *news & public affairs director.*
Thomas B. Jones, *program director.*
Stanley Reid, *production director.*
William Hedgpeth, *film director.*
Twila F. Walker, *sales promotion director.*
Clyde M. Hunt, *v.p., engineering.*
Lawrence A. Wilkinson, *technical operations manager.*
Donald H. Cooper, *chief TV engineer.*

**DIGEST OF RATE CARD NO. 8**
**(Sept. 1, 1956)**

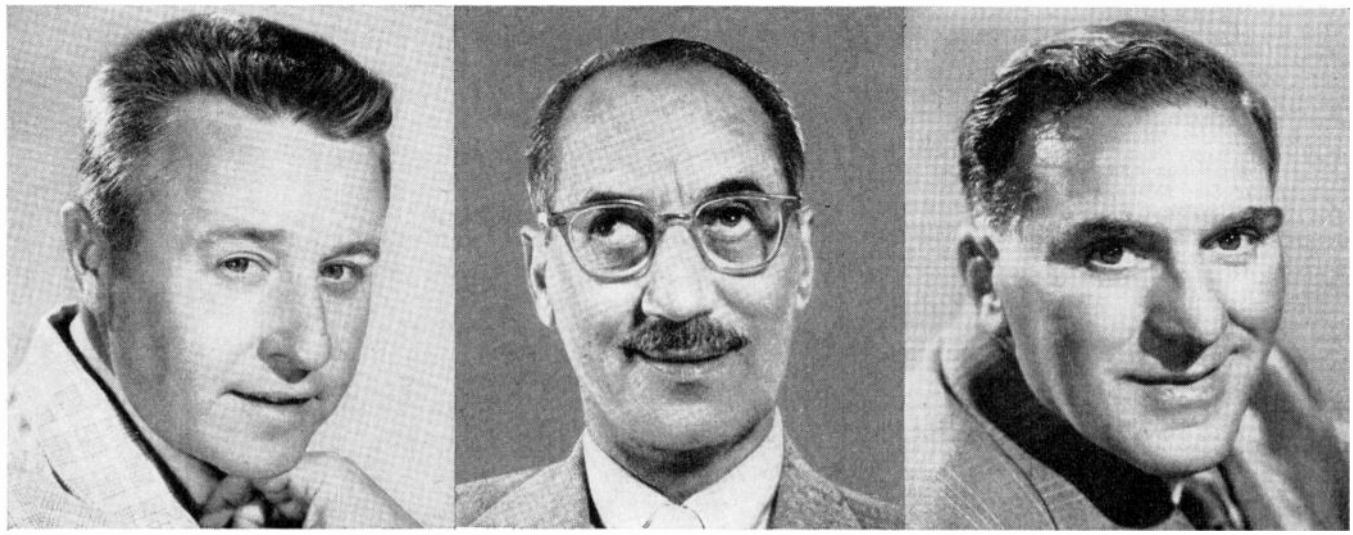
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. | | | | | | |
| $1800.00 | $1080.00 | $720.00 | ..... | ..... | $400.00 | $200.00 |
| **Class A**—7-8 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 1000.00 | 600.00 | 400.00 | ..... | ..... | 250.00 | 125.00 |
| **Class B**—6-7:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11 p.m.-12:30 a.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | $262.50 | $225.00 | 150.00* | 75.00* |
| **Class C**—9 a.m.-6 p.m., Mon.-Sat.; sign-on-noon, Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 100.00 | 50.00 |
| **Class D**—sign-on-9 a.m., Mon.-Sat.; 12:30 a.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 105.00 | 70.00 | 35.00 |

* Class B announcements from 5:59-6:59 p.m. only.

Color—Service charge for 20 Sec. and 8 Sec. announcements, commissionable, $25.00.

Subject to frequency discounts.

# PICK YOUR SPOT



## AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a *43% greater share of audience** than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or *the new thirty-second spots* in this prime evening time adjacent to the greatest stars and shows in television.

If you figure lovely ladies attract the customers, set your sights on availabilities flanking programs such as "The Dinah Shore Show" and "The Gisele MacKenzie Show." Or go Western with a fast-action show like "The Restless Gun." Or use comedy to gladden the hearts of your stubbornest prospects. Pick your spot before or after shows like "The George Gobel Show," "Groucho Marx—You Bet Your Life" and "The Life of Riley." A choice few of these spots among the stars are available *now*. Call WRC-TV or your nearest NBC Spot Sales representative.

# WRC-TV 4

SOLD BY NBC SPOT SALES

WASHINGTON, D. C.

* *ARB—Washington, D. C., Metropolitan Area Report—October 1957.*

# District of Columbia - Florida

## WTTG
### Washington
**(Ch. 5)**

**Licensee:** DuMont Broadcasting Corp., Raleigh Hotel.

**Studio:** Raleigh Hotel. **Transmitter:** 5217 19th Rd. N, Arlington, Va.

**Telephone:** Sterling 3-5300. **TWX No.:** WA496.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 587-ft. above av. terrain, 465-ft. above ground, 835-ft. above sea level, lat. 38° 53′ 30″, long. 77° 07′ 55″. Requests change to 100-kw visual, 50-kw aural, 499-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level. lat. 38° 55′ 29″, long. 77° 03′ 22″; transmitter to Sheraton Park Hotel.

**Ownership:** See WABD, New York.

**Began Operation:** January 1947.

**Represented (sales)** by Weed Television Corp.

**Personnel:**

Bernard Goodwin, *president.*
Richard D. Buckley, *v.p., program & sales.*
James Bonfils, *station manager WTTG.*
Martin E. Calle Jr., *local sales manager.*
Coral Long, *sales service & correspondence coordinator.*
Charles Heaton, *promotion director.*
Edward Scherer, *production supervisor.*
William Dodson, *program director.*
Malcolm M. Burleson, *chief engineer.*
Louis Lorenzetti, *film manager.*

**DIGEST OF RATE CARD NO. A—(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—6-11 p.m., Mon.-Fri.; noon-11 p.m, Sat.-Sun. | | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $250.00 | $120.00 | $72.00 | $48.00 |
| **Class B**—Noon-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily. | | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 60.00* | 36.00* | 24.00* |
| **Class C**—Sign-on-noon, daily. | | | | | | | |
| 333.00 | 200.00 | 133.00 | 117.00 | 83.00 | .... | .... | .... |

* **Class B**—(midnight-6 p.m., Mon.-Fri.; midnight-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.)

# FLORIDA

## WESH-TV
### Daytona Beach
**(Ch. 2)**

**Licensee:** Telrad, Inc., P.O. Box 1712, Daytona Beach.

**Studio:** 6th & Center Sts. **Transmitter:** 5.5-mi. S of Deland, Fla., 1-mi. W of U.S. Hwy. 17.

**Telephone:** Clinton 3-6591. **TWX No.:** 361-X.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1034-ft. above sea level, lat. 28° 56′ 25″, long. 81° 18′ 33″.

**Network Service:** ABC, NBC.

**Ownership:** Telrad, Inc., subsidiary of *Jacksonville Journal* (Perry Newspapers). Perry interests own 40% of radio WNDB, Daytona Beach and 100% of off-air WJHP-TV, Jacksonville (Ch. 36). For other Perry Newpapers, see *Jacksonville Journal* in Newspaper Ownership section.

**Began Operation:** May 29, 1956.

**Represented** (sales) by Avery Knodel.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

T. S. Gilchrist Jr., *general manager.*
Walter Strouse, *station manager.*
Thomas B. (Jack) Newsom, *general sales manager.*
James B. Smith, *program director.*
Beecher Hayford, *technical director.*
Al Peck, *chief studio engineer.*
Charles Carter Jr., *transmitter chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $90.00 | $80.00 | $40.00 |
| **Class A**—6:30-7:30 p.m, 10:30-11 p.m., daily. | | | | | | | |
| 325.00 | 195.00 | 130.00 | 113.75 | 81.25 | 70.00 | 65.00 | 32.50 |
| **Class B**—5-7:30 p.m., 11-11:15 p.m., daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 45.00 | 40.00 | 20.00 |
| **Class C**—All other times. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 35.00 | 30.00 | 15.00 |

## WITV
### Fort Lauderdale-Miami
**(Ch. 17)**

**Licensee:** Gerico Investment Co., 300 E. Las Olas Blvd., Fort Lauderdale.

**Studio & Transmitter:** 5500 W. Hallandale Beach Blvd., Hollywood.

**National Sales Office:** 228 N. E. 3rd St., Miami, Fla.

**Telephone:** 3-1566, 2-6650, Hollywood; Franklin 4-3108, Miami. **TWX No.:** 493.

**Technical Facilities:** Channel No. 17 (488-494 mc). Authorized power: 465-kw maximum and 204-kw horizontal visual, 252-kw maximum and 112-kw horizontal aural, using directional antenna. Antenna: 730-ft. above av. terrain, 752-ft. above ground, 762-ft. above sea level, lat. 25° 58′ 46″, long. 80″ 11′ 50″. Requests change to Ch. 6, Miami; 100-kw max. and 64-kw horizontal visual, 50-kw max. and 32-kw horizontal aural, 500-ft. above av. terrain, 752-ft. above ground, 762-ft. above sea level. Also requests authority to operate Ch. 6 experimental station at site of and simultaneously with present WITV transmitter.

**Network Service:** ABC.

**Ownership:** Mortimer W. Loewi, pres., 15.5%; Russell E. Lowell, director, 17.3%; George W. English, secy., 14%; L.C. Judd, director, 8.6%; E. J. Richardson, v.p., 11.3%; 18 others hold remaining 33.3%.

**Began Operation:** Nov. 25, 1953.

**Represented (sales)** by Forjoe-TV Inc.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by Jansky & Bailey, Inc.

**Personnel:**

Mortimer W. Loewi, *president & general manager.*
William Latham, *asst. general manager & chief engineer.*
Charles Azevedo, *station manager.*
Lee Phillips, *national sales manager & news director.*
Glenn Carpenter, *operations manager.*
Howard Wingren, *comptroller.*
Eleanor Walker, *director publicity & promotion.*
Jean Sceurman, *traffic & program director.*
Henry Johnson, *film director.*
Joe Stewart, *sports director.*
Ted Clark, *public service & special events director.*

**DIGEST OF RATE CARD NO. 6—(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $150.00 | $125.00 | $100.00 | $50.00 |
| **Class B**—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 112.50 | 93.75 | 75.00 | 37.50 |
| **Class C**—All other times. | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 68.75 | 55.00 | 27.50 |

## WINK-TV
### Fort Myers
**(Ch. 11)**

**Licensee:** Fort Myers Bcstg. Co., 54 Palm Beach Blvd.

**Studio & Transmitter:** 54 Palm Beach Blvd.

**Telephone:** Edison 4-1331. **TWX No.:** 482.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level, lat. 26° 39′ 03″, long. 81° 51′ 20″.

**Network Service:** ABC, CBS.

**AM Affiliate:** WINK, .25-kw, 1240 kc (CBS).

**Ownership:** United Garage & Service Corp. (Cleveland), 100%. United G & S Owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

**Began Operation:** March 6, 1954.

**Represented (sales)** by Joseph Hershey McGillvra Inc.; James S. Ayers Co. (Southeast).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Russell P. May.

**Personnel:**

A. J. Bauer, *general manager & sales manager.*
Bob Bachman, *technical director.*
Frank Nodine, *program director.*
David W. Howell, *production director.*
Vernon Lundquist, *news director.*

**DIGEST OF RATE CARD NO. 2—(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. |
|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., daily. | | | | | |
| $180.00 | $108.00 | $72.00 | $62.40 | $45.60 | $30.00 |
| **Class A**—6-7:30 p.m., daily. | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 38.00 | 26.00 |
| **Class B**—2-6 p.m., Sat.-Sun.; 4:30-6 p.m., Mon.-Fri.; 10 p.m.-sign-off, daily. | | | | | |
| 112.00 | 68.00 | 45.00 | 40.00 | 28.00 | 22.00 |
| **Class C**—Sign-on-4:30 p.m., Mon.-Fri. | | | | | |
| 60.00 | 36.00 | 24.00 | 20.80 | 15.20 | 10.00 |

## WFGA-TV
### Jacksonville
**(Ch. 12)**

**Licensee:** Florida-Georgia Television Co. Inc., 1070 E. Adams St., Box 414.

**Studio & Transmitter:** 1070 E. Adams St.

**Telephone:** Elgin 6-3381. **TWX No. JK 362.**

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level, lat. 30° 19′ 22″, long. 81° 38′ 34″.

**Network Service:** NBC, ABC.

**Ownership:** George H. Hodges, pres., 26%; Alexander Brest, secy.-treas., 26%; Harold S. Cohn, v.p., 19%; Mitchell Wolfson, v.p., 5%; Sidney Meyer, 5%; Wometco Television & Theatre Co., 10%; 7 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. Wometco Television & Theatre Co. controls WTVJ, Miami; WTVJ owners also hold 50% of WMTV, Madison, Wis. and 36.8% of WLOS-TV, Asheville, N.C. WTVJ Inc. also is Ch. 11 applicant for Houma, La.

**Began Operation:** Sept. 1, 1957.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**

George H. Hodges, *president.*
Alexander Brest, *secretary-treasurer.*
Mitchell Wolfson, *v.p. & director.*
Jesse H. Cripe, *v.p. & general manager.*
Ralph W. Nimmons, *general sales manager.*
Willard Fraker, *local sales manager.*
Carl Bruton, *production manager & acting program mgr.*
Harold S. Cohn, *v.p. for news, sports & public affairs.*
Harold Baker, *director for news & special events.*
Bill Walker, *promotion manager.*
James P. Reidenbach, *film editor.*
Sherwood H. Smith, *public service director.*
Mrs. John W. Donahoo, *women's and children's director.*
H. L. Wingfield, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $200.00 | $180.00 | $150.00 | $75.00 |
| **Class A**—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat.; 6-8 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 510.00 | 306.00 | 204.00 | 170.00 | 153.00 | 128.00 | 64.00 |
| **Class B**—6-7:30 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 390.00 | 234.00 | 156.00 | 130.00 | 117.00 | 70.00 | 35.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-6 p.m., Sat.; 1-5 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 270.00 | 162.00 | 108.00 | 90.00 | 81.00 | 48.00 | 24.00 |
| **Class D**—Sign-on-9 a.m., Mon.-Fri.; sign-on-10 a.m., Sat.; sign-on-1 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 60.00 | 54.00 | 34.00 | 17.00 |

## WJCT
### Jacksonville
**(Ch. 7)**
**Non-Commercial Educational Station**
### (Due to Begin Operation in 1958)

**Grantee:** Educational Television Inc., 605 Ocean St.

**Studio:** WMBR-TV, 605 S. Main St. **Transmitter:** WFGA-TV, 1070 E. Adams St.

**Television:** Elgin 5-8871.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 840-ft. above av. terrain, 859-ft. above ground, 1000-ft. above sea level, lat. 30° 19′ 21.6″, long. 81° 38′ 34.1″.

**Ownership:** Non-profit corp. Heywood A. Dowling, pres.

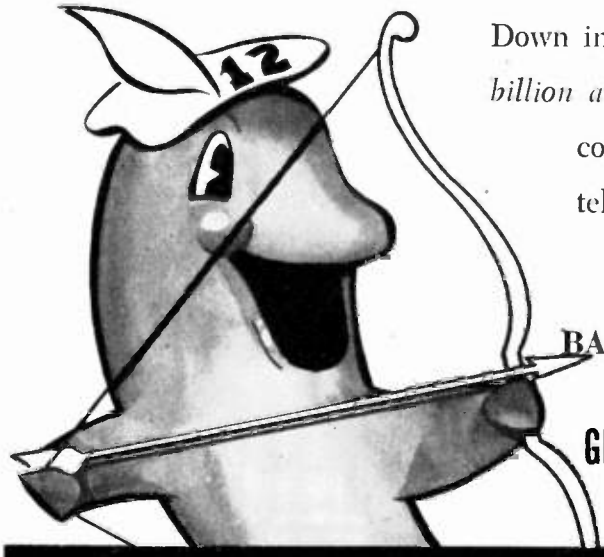
**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by George P. Adair Engineering Co. and Vandivere & Cohen.

**Personnel:**

Dr. William Kenneth Cumming, *general manager.*


*JAXIE HITS THEM WHERE THEY LIVE... IN THEIR HOMES !*




Down in the Jacksonville area, *a million and a half bought a billion and a half* last year in 64 prosperous Florida-Georgia counties. This is the rich market area that tunes its television sets every day . . . every night to WFGA-TV, Jacksonville's basic NBC station.

**BASIC NBC-TV FOR A SERVICE AREA THAT'S GROWING, GROWING, GROWING!**

Represented by Peters, Griffin, Woodward, Inc.

**WFGA-TV Channel 12 - VHF**
**FLORIDA'S COLORFUL STATION**

# NOW...

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## WMBR-TV
### Jacksonville
**(Ch. 4)**

**Licensee:** Washington Post Co., 605 S. Main St.

**Studio:** 605 S. Main St. **Transmitter:** Colorado at S. Hampton.

**Telephone:** Exbrook 8-0501. **TWX No.:** JK 97.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 931-ft. above av. terrain, 994-ft. above ground, 995-ft. above sea level, lat. 30° 18′ 47″, long. 81° 39′ 00″.

**Network Service:** ABC, CBS.

**AM Affiliate:** WMBR, 5-kw, 1460 kc (CBS). **FM Affiliate:** WMBR-FM, 63-kw, 96.1 mc (No. 241), 380-ft. antenna height.

**Ownership:** Washington Post Co., 100% owner, publisher of *Washington Post* and owner of WTOP-TV, Washington. Officers: Philip L. Graham, pres.; John S. Hayes, v.p.; Glenn Marshall Jr., pres., WMBR div.

**Began Operation:** Oct. 16, 1949. Sold to present owner Jan., 1953 (*Television Digest*, Vol. 8:51 & 9:1, 5).

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Covington & Burling.

**Personnel:**
Glenn Marshall Jr., *president.*
Charlie Stone, *v.p. for television.*
Dave Booher, *sales manager.*
Harry Kalkines, *program director.*
Jerry White, *sales service manager.*
Leonard Mosby, *production manager.*
Ernest Vordermark, *chief engineer.*
Charles Sears, *chief transmitter engineer.*
Joe Rizk, *chief studio engineer.*
Ken McClure, *promotion director.*
Waldo Norris, *women's editor.*
Aliette Register, *traffic manager.*
Bill Grove, *news editor.*

**DIGEST OF RATE CARD NO. 7**
**(Nov. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | |
| $850.00 | $510.00 | $340.00 | $283.33 | $255.00 | $200.00* | $90.00* |
| **Class A**—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 250.00 | 225.00 | 160.00* | 70.00* |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sun.; 5-6 p.m., Sat. | | | | | | |
| 625.00 | 375.00 | 250.00 | 208.33 | 187.50 | 90.00* | 35.00* |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 425.00 | 255.00 | 170.00 | 141.67 | 127.50 | 65.00* | 25.00* |
| **Class D**—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 83.33 | 75.00 | 45.00* | 20.00* |

* **Class AA** (7:59-10:01 p.m., daily). **Class A** (6:59-7:59 p.m., Mon.-Fri.; 5:59-7:59 p.m., Sat. & Sun.; 10:01-10:59 p.m., daily). **Class B** (4:59-6:59 p.m., Mon.-Fri.; 12:59-5:59 p.m., Sun.; 4:59-5:59 p.m., Sat.; 10:59-11:16 p.m., daily). **Class C** (8:59 a.m.-4:59 p.m., Mon.-Sat.; 11:16 p.m-sign-off, daily). **Class D** (Sign-on-8:59 a.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.).

Subject to frequency discounts.

## WTHS-TV
### Miami
**(Ch. 2)**

**Non-Commercial Educational Station**

**Licensee:** The Board of Public Instruction of Dade County, Dept. of Radio & Television Education, 275 N.W. 2d St.

**Studio:** 1410 N. E. 2nd Ave.

**Transmitter:** Everglades Hotel.

**Telephone:** Franklin 4-7281.

**Technical Facilities:** Channel No. 2 (54-60 mc.). Authorized power: 9.55-kw visual, 5.75-kw aural. Antenna: 280-ft. above av. terrain, 300-ft. above ground, 309-ft. above sea level, lat. 25° 46′ 35.5″, long. 80° 11′ 20.5″.

**FM Affiliate:** WTHS, 5-kw, 91.7 mc (No. 219), 215-ft. antenna height.

**Ownership:** Dade County Board of Public Instruction (Joe Hall, supt.), supported by Community Television Foundation of South Florida, Inc.

**Began Operation:** Aug. 12, 1955.

**Represented (legal)** by Krieger & Jorgenson.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**
Vernon Bronson, *director.*
Herb Evans, *chief engineer.*

## WCKT
### Miami
(Ch. 7)

**Grantee (STA):** Biscayne Television Corp., Box M, Little River Station, Miami 38, Fla.

**Studios & Business Office:** North Bay Causeway. **Transmitter:** Antenna farm, North Dade County, Fla.

**Telephone:** Plaza 1-6692. **TWX No.:** 177.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level, lat. 25° 57′ 49″, long. 80° 12′ 44″.

**Network Service:** NBC.

**AM Affiliate:** WCKR, 5-kw, 610 kc (NBC). **FM Affiliate:** WCKR-FM, 15.5-kw, 97.3-mc (No. 247), 285-ft. antenna height.

**Ownership:** Niles Trammell, pres., 15%; James M. Cox Jr., 30.5%; John S. Knight, 17.5%; James L. Knight, treas., 10%; J. Leonard Reinsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Uridge, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%. John S. Knight is publisher of *Miami Herald*, which owns weekly *Coral Gables Times;* for other Knight interests, see WAKR-TV, Akron, O. For other Cox interests, see WHIO-TV, Dayton, O.

**Began Operation:** July 29, 1956.

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**

Niles Trammell, *president & general manager.*
James M. LeGate, *station manager.*
Charles Kelly, *operations manager.*
Charles H. Philips, *national sales manager.*
Robert L. Fidlar, *general sales manager.*
Jon Arden, *promotion manager.*
Frank Struzzieri, *film booker.*
Gene Strul, *director of news.*
M. C. Scott Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $950.00 | $570.00 | $380.00 | $313.00 | $271.00 | $237.00 | $119.00 |
| Class A—7-7:30 p.m., daily; 10:30-11 p.m., Sat. & Sun. | | | | | | |
| 836.00 | 502.00 | 334.00 | 251.00 | 214.00 | 176.00 | 88.00 |
| Class B—5:30-7 p.m., daily; 10:30-11 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun. | | | | | | |
| 618.00 | 371.00 | 247.00 | 219.00 | 185.00 | 157.00 | 79.00 |
| Class C—All other times. | | | | | | |
| 423.00 | 257.00 | 171.00 | 152.00 | 126.00 | 108.00 | 54.00 |

## WPST-TV
### Miami
(Ch. 10)

**Licensee:** Public Service Television Inc., Biscayne Blvd. & 21st St.

**Studio:** Biscayne Blvd. & 21st St. **Transmitter:** Honey Hill Rd., TV Antenna Farm.

**Telephone:** Franklin 1-6501. **TWX No.:** MM 289.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 195-kw aural. Antenna: 930-ft. above av. terrain, 973-ft. above ground. 940-ft. above sea level, lat. 25° 57′ 27″, long. 80° 12′ 43″.

**Network Service:** ABC.

**Ownership:** National Airlines Inc., 100%. G. T. Baker, pres.

**Began Operation:** Aug. 2, 1957.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**

Walter Koessler, *general manager.*
Bob Hanna, *national sales manager.*
Jack Barry, *operations manager.*
George Bovhen, *production manager.*
Nat Tashman, *promotion & merchandising director.*
William R. Needs, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $825.00 | $495.00 | $330.00 | $275.00 | $245.00 | $210.00 | $105.00 |
| Class A—6:30-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun. | | | | | | |
| 660.00 | 400.00 | 265.00 | 200.00 | 170.00 | 140.00 | 70.00 |
| Class B—6-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 5-6 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 490.00 | 295.00 | 200.00 | 175.00 | 150.00 | 125.00* | 65.00 |
| Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; sign-on-5 p.m., Sun.; 11:30 p.m.,-sign-off, daily. | | | | | | |
| 340.00 | 205.00 | 135.00 | 120.00 | 100.00 | 85.00* | 43.00 |

* Min. or 20 Sec. Subject to frequency discounts.

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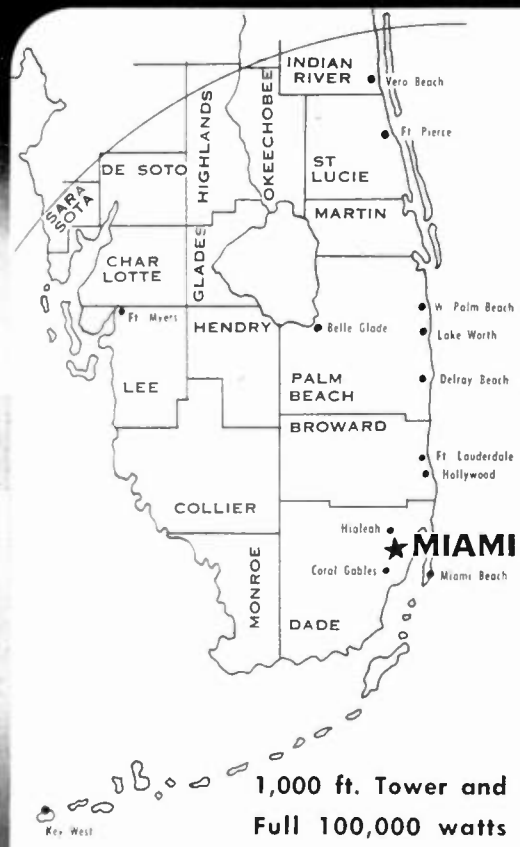


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CBS TELEVISION NETWORK

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI


## WTVJ
### Miami
**(Ch. 4)**

**Licensee:** WTVJ Inc., 316 N. Miami Ave.

**Studio:** 316 N. Miami Ave. **Transmitter:** N.E. 6th Ave. & Hallandale Beach Blvd.

**Telephone:** Franklin 4-6262. **TWX No.:** MM 92.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level, lat. 25° 59′ 08.5″, long. 80° 11′ 34.5″.

**Network Service:** CBS.

**Ownership:** Wometco Television & Theatre Co. 99.1%. Mitchell Wolfson, pres.; Sidney Meyer, secy. Principals also have 20% interest in WFGA-TV, Ch. 12, Jacksonville, Fla. WTVJ owners also hold 50% of WMTV, Madison, Wis. and 36.8% of WLOS-TV, Asheville, N.C. WTVJ Inc. also is Ch. 11 applicant for Houma, La.

**Began Operation: March 21, 1949.**

**Represented (sales) by** Peters, Griffin, Woodward Inc.

**Represented (legal) by** Cohn & Marks.

**Represented (engineering) by** Jansky & Bailey Inc.

**Personnel:**

Mitchell Wolfson, *president.*
Lee Ruwitch, *executive v.p. & general manager.*
Jack Shay, *v.p. in charge of operations.*
William Brazzil, *national sales director.*
Ken Bagwell, *asst. national sales director.*
Ted Eiland, *local sales manager.*
Lee Waller, *program director.*
Louis Wolfson, *film buyer & office manager.*
Robert J. Ross, *business manager.*
Richard Wolfson, *legal director.*
Burt Toppan, *public relations & promotion director.*
Earl Lewis, *chief transmitter engineer.*
Joseph H. Kline, *director of engineering operations.*
Ash Dawes, *director of production operations.*
George Vickery, *merchandising & publicity director.*
Mel Kampe, *public service director.*
Ralph Renick, *v.p. for news.*
Jack Cummins, *sports director.*

**DIGEST OF RATE CARD NO. 14**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AAA**—8-10 p.m., daily. | | | | | | |
| $1100.00 | $660.00 | $440.00 | $365.00 | $330.00 | $280.00 | $140.00 |
| **Class AA**—7:30-8 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 7-8 p.m., Sun. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 330.00 | 285.00 | 250.00 | 125.00 |
| **Class A**—6:30-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 880.00 | 528.00 | 352.00 | 264.00 | 225.00 | 185.00 | 93.00 |
| **Class B**—6-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 5-6 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 230.00 | 195.00 | 165.00 | 83.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.; 1-5 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 160.00 | 133.00 | 114.00 | 57.00 |
| **Class D**—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 90.00 | 75.00 | 38.00 |

Subject to frequency discounts. Color—Rates on request.

## WITV-TV
### Fort Lauderdale-Miami
(See Fort Lauderdale)

## WDBO-TV
### Orlando
**(Ch. 6)**

**Licensee:** Cherry Broadcasting Co. Inc., Box 1833, Orlando, Fla.

**Studio:** 30 S. Ivanhoe Blvd. **Transmitter:** 950 N. Texas Ave.

**Telephone:** Cherry 1-1491. **TWX No.:** ORL 7088.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 540-ft. above av. terrain, 540-ft. above ground, 687-ft. above sea level, lat. 28° 33′ 17″ long. 81° 24′ 42″. Requests change to 900-ft. above av. terrain, 942-ft. above ground, 1045-ft. above sea level.

**Network Service:** CBS.

**AM affiliate:** WDBO, 5-kw, 580 kc (CBS). **FM Affiliate:** WDBO-FM, 25-kw 92.3 mc (No. 222), 460-ft. antenna height.

**Ownership:** William S. Cherry Jr., pres., 85%; Arnold F. Schoen Jr., v.p. & secy., 5%; Wm. H. Goodman, 10%. Cherry is pres. of WPRO-TV, Providence, R.I.

**Began Operation:** June 5, 1954. Sale to present owners by group headed by Harold P. Danforth approved May 8, 1957 by FCC (*Television Digest*, Vol. 13:14, 19).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Harold P. Danforth, *general manager.*
Walter Sickles, *program director & film buyer.*
Agnes Carlson, *sales coordinator.*
Mark V. Barker Jr., *production director.*
Harold P. Danforth, Jr., *film director.*
James E. Yarbrough, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7:29-10 p.m., daily.** | | | | | | |
| $450.00 | $270.00 | $180.00 | $150.00 | $112.00 | $90.00 | $45.00 |
| **Class A—5:59-7:29 p.m., 10:01-11 p.m., daily.** | | | | | | |
| 375.00 | 225.00 | 150.00 | 125.00 | 95.00 | 75.00 | 37.50 |
| **Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |
| **Class C—11:59 a.m.-4:59 p.m., Mon.-Fri.; sign-on-12:59 p.m., Sat. & Sun.** | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 55.00 | 45.00 | 22.50 |
| **Class D—Sign-on-11:49 a.m., daily.** | | | | | | |
| 170.00 | 102.00 | 68.00 | 56.00 | 42.00 | 34.00 | 17.00 |

Subject to frequency discounts.

## WLOF-TV
### Orlando
**(Ch. 9)**

**Grantee:** Mid-Florida TV Corp., Box 5795.

**Studio:** 639 West Central. **Transmitter:** Broadcast Park, near Orlovista, Fla.

**Telephone:** Garden 4-3688.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 610-ft. above av. terrain, 651-ft. above ground, 749-ft. above sea level, lat. 28° 32′ 10″, long. 81° 27′ 00″.

**Network Service:** ABC.

**AM Affiliate:** WLOF, 5-kw, 950 kc.

**Ownership:** Joseph L. Brechner, pres., 17.33%; Donn R. Colee, v.p., 1.66%; John W. Kluge, treas., 19.33%; Hyman N. Roth, secy., 5%; Vasil Polyzois, asst. secy. & treas., 13.33%; Harris H. Thomson, 10%; Mrs. John W. Kluge, 6.66%; 17 other stockholders, none owns more than 3.33%. Kluge also controls radio stations WGAY, Silver Spring, Md.; WKDA, Nashville; WILY, Pittsburgh; KNOK, Fort Worth; KOME, Tulsa; WXRA, Kenmore-Buffalo, N.Y. Brechner owns 55% of radio WERC, Erie, Pa. and 100% of WGKV, Charleston, W. Va.

**Began Operation:** Feb. 1, 1958.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

Joseph L. Brechner, *president.*
Donn R. Colee, *v.p. & general manager.*
Lee Hall, *sales manager.*
Walter Baker, *production director.*
Lucy Conroy, *traffic director.*
Ben Acrigg, *news editor.*
Raymond B. Smith, *sports editor.*
W. Dodd Daniel, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7:30-10:30 p.m., daily.** | | | | | | |
| $400.00 | $240.00 | $160.00 | $133.00 | $100.00 | $80.00 | $40.00 |
| **Class B—6-7:30 p.m., daily.** | | | | | | |
| 325.00 | 195.00 | 130.00 | 108.00 | 81.00 | 65.00 | 32.50 |
| **Class C—5-6 p.m., 10:30 p.m.-sign off, daily.** | | | | | | |
| 250.00 | 150.00 | 100.00 | 83.00 | 62.50 | 50.00 | 25.00 |
| **Class D—All other times.** | | | | | | |
| 175.00 | 105.00 | 70.00 | 58.00 | 43.75 | 35.00 | 17.50 |

Subject to frequency discounts.


Miami WTVJ

is Florida's First Television Station

First ...with VIEWERS

November 1957 ARB shows WTVJ leading in 364 out of 524 quarter-hours surveyed.

First ...with ADVERTISERS

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

First ...in COMMUNITY SERVICE

Over 1000 Awards and Citations for Community service makes WTVJ your prestige station.

WTVJ Channel 4 MIAMI

# Florida

## WPTV
### Palm Beach
(Ch. 5)

**Licensee:** John H. Phipps, Box 3166, Tallahassee, Fla.

**Studio:** 5 Cocoanut Row, Palm Beach. **Transmitter:** Prosperity Farms Rd., .75 mi. N of Lake Park.

**Telephone:** Temple 3-2471. **TWX No.:** WP 75.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 545 ft. above av. terrain, 544-ft. above ground, 549-ft. above sea level, lat. 26° 49′ 07″, long. 80° 04′ 30″.

**Network Service:** NBC, CBS.

**Ownership:** John H. Phipps, 100%. Also owns WCTV, Thomasville, Ga. For other interests see WCTV.

**Began Operation:** Aug. 22, 1954 as WJNO-TV. Sale to present owner by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (*Television Digest*, Vol. 12:37, 40).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
L. Herschel Graves, *managing director, Phipps stations.*
Chester E. Pike Jr., *station manager.*
Bill Woods, *commercial manager.*
Robert Murphy, *director of operations.*
Lewis Evenden, *chief engineer.*
W. A. Snowden, *director of engineering.*

**DIGEST OF RATE CARD NO. 5-N—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $275.00 | $165.00 | $110.00 | $82.50 | $64.00 | $50.00 | $25.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

* **Class AA** (7:59-10 p.m., daily) Min. or 20 Sec., $60, 8 Sec. $30.

## WJDM
### Panama City
(Ch. 7)

**Grantee (STA):** WJDM-TV Inc., Box 428, Panama City, Fla.

**Studio & Transmitter:** U. S. Hwy. 98, W. of Panama City.

**Telephone:** Adams 4-2251

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 10.7-kw visual, 5.36-kw aural. Antenna: 480-ft. above av. terrain, 487-ft. above ground, 502-ft. above sea level, lat. 30° 10′ 58.7″ long. 85° 46′ 37.8″.

**Network Service:** ABC, NBC, CBS.

**Ownership:** Mel Wheeler, 98%; Mrs. Wheeler, 2%. For other interests, see WEAR-TV, Pensacola, Fla.

**Began Operation:** Dec. 1, 1953. Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (*Television Digest*, Vol. 13:43, 47).

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Welch, Mott & Morgan.

**Personnel:**
Mel Wheeler, *general manager.*
Milt de Reyna, *asst. manager & national sales manager.*
Harry C. Babb Jr., *station manager.*
Jerry Christopher, *program director.*
Claude Maenza, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Dec. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $175.00 | $105.00 | $70.00 | $61.25 | $52.50 | $35.00 | $17.00 |
| **Class A**—1-6 p.m., Sun.; 6-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 140.00 | 84.00 | 56.00 | 49.00 | 42.00 | 28.00 | 14.00 |
| **Class B**—1-6 p.m., Sat.; sign-on-1 p.m., Sun.; 5-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily. | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.00 | 30.00 | 21.00 | 10.50 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; midnight-sign-off, daily. | | | | | | |
| 70.00 | 42.00 | 28.00 | 24.00 | 21.00 | 14.00 | 7.00 |

## WCTV
### Tallahassee
(See Thomasville, Ga.)

## WEAR-TV
### Pensacola
(Ch. 3)

**Grantee (STA):** Gulfport Bcstg. Corp., Box 431, Pensacola, Fla.

**Studio & Transmitter:** U. S. Hwy. 90, W. of Pensacola.

**Telephone:** Glendale 5-7311. **TWX No.:** PS 82.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 55.4-kw visual, 33.2-kw aural. Antenna: 577-ft. above av. terrain, 613-ft. above ground, 677-ft. above sea level, lat. 30° 26′ 42.7″, long. 87° 17′ 01.4″. Holds CP for 100-kw visual, 50-kw aural, 1001-ft. above av. terrain, 992-ft. above ground, 1182-ft. above sea level, lat. 30° 43′ 39″, long. 87° 26′ 07″; transmitter to State Hwy. 99, about 2.2-mi. N of Barrineau Park.

**Network Service:** ABC, CBS.

**Ownership:** Charles W. Smith, chairman, 51%; Mel Wheeler, pres.-secy.-treas., 25%; F. M. Turner, 12%; A. C. Johnson, 12%. Mr. Wheeler also owns 98% and is gen. mgr. of WJDM, Panama City, Fla., and owns radio station WFNM, DeFuniak Springs, Fla., and WSCM (CP) Panama City Beach, Fla.

**Began Operation:** Jan. 13, 1954.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Mel Wheeler, *general manager.*
Milt de Reyna, *asst. general manager & national sales manager.*
Irving Welch, *commercial manager.*
Gene Sudduth, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $105.00 | $70.00 | $35.00 |
| **Class A**—6-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 9:30-10:30 p.m., daily. | | | | | | |
| 280.00 | 168.00 | 112.00 | 98.00 | 84.00 | 56.00 | 28.00 |
| **Class B**—1-6 p.m., Sat.; sign-on-1 p.m., Sun.; 5-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily. | | | | | | |
| 210.00 | 126.00 | 84.00 | 73.50 | 63.00 | 42.00 | 21.00 |
| **Class C**—Noon-5 p.m., Mon.-Fri. | | | | | | |
| 140.00 | 84.00 | 56.00 | 49.00 | 42.00 | 28.00 | 14.00 |
| **Class D**—Sign-on-noon, Mon.-Fri. | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.00 | 30.00 | 21.00 | 10.50 |

Subject to frequency discounts.

## WSUN-TV
### St. Petersburg-Tampa
(Ch. 38)

**Licensee:** City of St. Petersburg, Million Dollar Pier.

**Studio:** Million Dollar Pier. **Transmitter:** W. end of Gandy Bridge.

**Telephone:** 5-4121. **TWX No.:** ST PBG 8-082.

**Technical Facilities:** Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft, above sea level using .5° electrical beam tilt, lat. 27° 52′ 40″, long. 82° 35′ 25″. Requests change to Ch. 10, 316-kw visual, 1042-ft. antenna, near Elfers, Fla.

**Network Service:** ABC.

**AM Affiliate:** WSUN, 5-kw, 620 kc (ABN).

**Ownership:** City of St. Petersburg.

**Began Operation:** May 15, 1953.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; James S. Ayres (Southeast).

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by James C. McNary.

**Personnel:**
Fred P. Shawn, *general manager.*
Barney Kobres, *sales manager.*
Charles W. Mason, *TV program director.*
Jerome Baker, *sales promotion & advertising manager.*
Jean Miller, *publicity director.*
Louis J. Link, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Nov. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $135.00 | $100.00 | $80.00 | $40.00 |
| **Class B**—6-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 2-6 p.m. Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; sign-on-2 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

## WFLA-TV
### Tampa-St. Petersburg
(Ch. 8)

**Licensee:** The Tribune Co., 905 Jackson St.

**Studio:** 905 Jackson St. **Transmitter:** 14-mi. SE of Tampa.

**Phone:** 2-0131. **TWX No.:** TP 8060.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 151-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level, lat. 27° 50′ 26″, long. 82° 15′ 47″.

**Network Service:** NBC.

**AM Affiliate:** WFLA, 5-kw, 970 kc (NBC). **FM Affiliate:** WFLA-FM, 46-kw, 93.3 mc (No. 227), 960-ft. antenna height.

**Ownership:** Same as *Tampa Tribune*. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Bryan family holds approximately 50% interest in *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL).

**Began Operation:** Feb. 14, 1955.

**Represented (sales)** by Blair-TV; Harry E. Cummings (Southeast).

**Represented (legal)** by Smith & Hennessey.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmidt.

**Personnel:**

George W. Harvey, *v.p. & general manager.*
William B. Faber, *sales manager.*
J. E. Faraghan, *program director.*
Carl P. Bergquist, *program operations manager.*
L. George Geiger, *production manager.*
Byron Taggart, *promotion manager.*
Peter Holst, *film editor.*
Mardi Liles, *farm director.*
Joe H. Mitchell, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
(June 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class A**—7-11 p.m., daily. | | | | | | |
| $850.00 | $510.00 | $340.00 | $298.00 | $213.00 | $160.00* | $80.00* |
| **Class B**—6:30-7 p.m., daily; 3-7 p.m., Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 100.00 | 50.00 |
| **Class C**—Noon-6:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |
| **Class D**—Sign-on-noon, Mon.-Sat.; sign-on-3 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 40.00 | 20.00 |

* **Class AA** (7:30-10:30 p.m., daily) Min. or 20 Sec. $210, ID $10[illegible]

## WTVT
### Tampa-St. Petersburg
(Ch. 13)

**Licensee:** WKY Television System Inc., Box 1198, Tampa.

**Studio:** 3213 Grand Central Ave. **Transmitter:** Limona, 6-mi. SE of Tampa.

**Telephone:** Redwood 6-1313. **TWX No.:** TP 8116.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 790-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level, lat. 27° 53′ 55″, long. 82° 19′ 16″.

**Network Service:** CBS.

**Ownership:** See WKY-TV, Oklahoma City, Okla.

**Began Operation:** April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (*Television Digest*, Vol. 12:26, 29).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

Eugene B. Dodson, *exec. v.p. & manager.*
Norman Bagwell, *business manager & admin. asst.*
Robert Olson, *operations manager.*
John Haberlan, *commercial manager.*
Donald Menard, *local sales manager.*
Edwin Jay, *promotion manager.*
William Witt, *chief engineer.*
Robert Doty, *program manager.*
Dick John, *news director.*

**DIGEST OF RATE CARD NO. 6**
(June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-11 p.m., daily. | | | | | | |
| $850.00 | $510.00 | $340.00 | $305.00 | $255.00 | $160.00* | $80.00* |
| **Class B**—6-7 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 200.00 | 150.00 | 120.00 | 60.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |
| **Class D**—Sign-on-9 a.m., Mon.-Sat.; sign-on-noon, Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 40.00 | 20.00 |

* **Class A** (7-7:30 p.m., 10:30-11 p.m., daily). Also has **Class AA** (7:30-10:30 p.m., daily): Min. or 20 Sec. $220, 10 Sec. $110.


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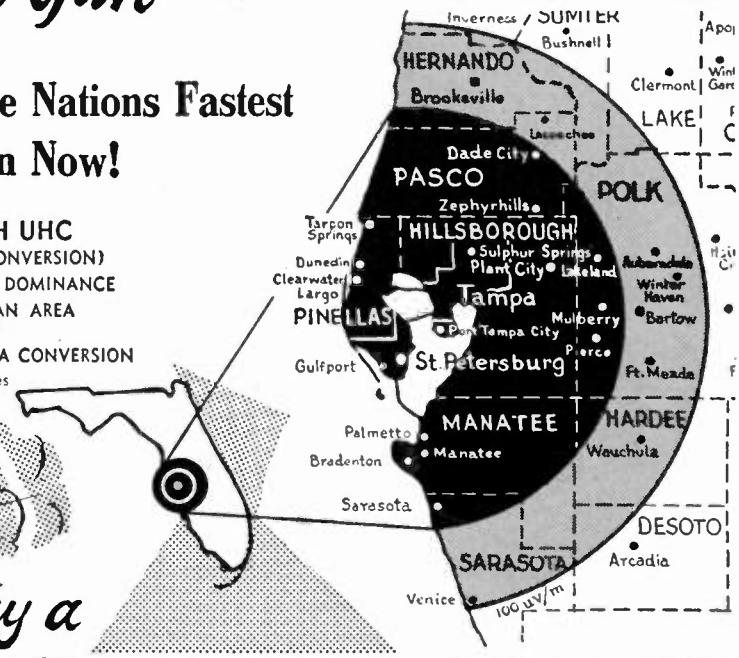


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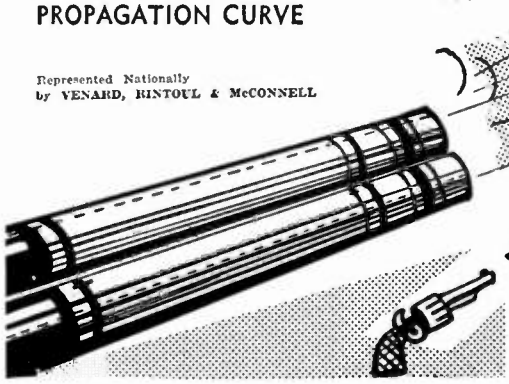

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## WEAT-TV
### West Palm Beach
(Ch. 12)

**Licensee:** WEAT-TV Inc., Box 70.

**General Offices:** Hotel Pennsylvania, West Palm Beach.

**Studio & Transmitter:** Congress Ave. & Lark Rd., West Palm Beach.

**Telephone:** Temple 3-9668. **TWX No.:** WP 35.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 112-kw visual, 60-kw aural. Antenna: 320-ft. above av. terrain, 352-ft. above ground, 362-ft. above sea level, lat. 26° 38′ 26.5″, long. 80° 05′ 13.5″.

**Network Service:** ABC.

**AM Affiliate:** WEAT, 1-kw, 850 kc, (NBC).

**Ownership:** Palm Beach TV Co. Inc., 100%. Its owners are Rand Broadcasting (Rex Rand, pres.), 80%, and Bertram Lebhar, 20%. Rand Broadcasting is licensee of WINZ, Miami.

**Began Operation:** Jan. 1, 1956. Sale to present owners by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (*Television Digest*, Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).

**Represented (legal)** by Cohn & Marks.

**Personnel:**
Rex Rand, *president.*
Bertram Lebhar Jr., *exec. v.p. & general manager.*
Edward J. Hennessy, *general sales manager.*
C. C. Levis, *local sales manager.*
J. Ross McPherson, *chief engineer.*
Barbara Hegler, *program director.*
Jack Poole, *production manager.*

**DIGEST OF RATE CARD NO. 5—(January 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:59-11 p.m.., Mon.-Sat.; 5:59-11 p.m.. Sun. | | | | | | |
| $300.00 | $180.00 | $120.00 | $96.00 | $78.00 | $60.00 | $30.00 |
| Class A—5-7:58 p.m., Mon.-Sat.; 1-5:58 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 80.00 | 65.00 | 50.00 | 25.00 |
| Class B—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 64.00 | 52.00 | 40.00 | 20.00 |

# GEORGIA

## WALB-TV
### Albany
(Ch. 10)

**Grantee (STA):** Herald Publishing Co., 138 Pine Ave.

**Studio:** Stuart Ave. **Transmitter:** Greenwood Dr. & Stuart Ave.

**Telephone:** Hemlock 5-8386.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 91.2-kw visual, 45.7-kw aural. Antenna: 390-ft. above av. terrain, 423-ft. above ground, 640-ft. above sea level, lat. 31° 36′ 46″, long. 84° 11′ 19″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WALB, 1-kw 1590 kc (ABN).

**Ownership:** James H. Gray, pres., 79.4%; Mrs. Martha M. Nall, secy.-treas., .2%; Mrs. W. B. Haley, 9.3% (as executrix, estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B Wilson, 2.6%; 10 others, none owns as much as 2%. Also publishes *Albany Herald.*

**Began Operation:** April 7, 1954.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; James S. Ayers (Southeast).

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
James H. Gray, *president.*
Raymond E. Carow, *general manager.*
Hugh Barclay, *sales manager.*
Reba Hill, *traffic manager.*
Bruce E. Singleton, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Feb. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $75.00 | $50.00 | $25.00 |
| Class B—5-6 p.m., Mon.-Sat.; 1-5 p.m., Sun. | | | | | | |
| 187.50 | 112.50 | 75.00 | 62.50 | 50.00 | 37.50 | 18.75 |
| Class C—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

# Florida - Georgia

## WAGA-TV
### Atlanta
(Ch. 5)

**Licensee:** Storer Broadcasting Co., Box 4207, Atlanta 1, Ga.

**Studio:** 1018 W. Peachtree St., N.W. **Transmitter:** Briarcliff Rd.

**Telephone:** Trinity 2-3553.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level, lat. 33° 47′ 49″, long. 84° 20′ 00″.

**Network Service:** CBS.

**AM Affiliate: WAGA, 5-kw, 590 kc (CBS). FM Affiliate: WAGA-FM,** 36-kw, 103.3 mc (No. 277), 960-ft. antenna height.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** March 8, 1949.

**Represented (sales) by Katz Agency Inc.**

**Represented (legal)** by Robert F. Jones.

**Represented (engineering) by A. Earl Cullum Jr. (Dallas).**

**Personnel:**
George B. Storer, *president.*
Glenn Jackson, *v.p. & managing director.*
Jack Collins, *asst. managing director for sales.*
Donald P. Campbell, *sales manager (N. Y.).*
Louis O. Hertz Jr., *promotion manager.*
Don Naylor, *program director and film buyer.*
Percy Hearle, *community projects director.*
Dale Clark, *news & farm director.*
Hugo Bondy, *chief engineer.*

**DIGEST OF RATE CARD NO. 11—(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $250.00* | $125.00 |
| Class B—6:30-7 p.m., 10:30-11 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 225.00 | 150.00 | 75.00 |
| Class C—10 a.m.-6:30 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 105.00* | 53.00 |
| Class D—Sign-on-10 a.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 53.00* | 27.00 |

* Class AA—(8-10 p.m., daily). Min. or 20 Sec. $275. 10 Sec. $138. Class C 20 Sec. $85. Class D 20 Sec. $43. Subject to frequency discounts.

## WLW-A
### Atlanta
(Ch. 11)

**Licensee:** Crosley Bcstg. of Atlanta Inc., 1611 W. Peachtree St. N.E.

**Studio and Transmitter:** 1611 W. Peachtree St. N.E.

**Telephone:** Trinity 2-1141. **TWX No.:** AT 197.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 540-ft. above av. terrain, 585-ft. above ground, 1527-ft. above sea level, lat. 33° 47′ 58″, long. 84° 23′ 12″.

**Network Service:** ABC.

**Ownership:** Crosley Bcstg. Corp., 100%. See WLW-T, Cincinnati.

**Began Operation:** Sept. 30, 1951 as WLTV. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 8:51 & 9:5, 7).

**Represented** (sales) by Crosley Broadcasting Corp.

**Represented (legal) by Hogan & Hartson.**

**Personnel:**
Robert E. Dunville, *president.*
Harry Le Brun, *v.p. & general manager.*
J. P. Dwyer, *v.p. & business manager.*
James H. Burgess, *sales manager.*
Harvey J. Aderhold, *chief engineer.*
Wilbur L. Fattig, *asst. chief engineer.*
Howard M. Rowe, *client service director.*
Bob Hendrickson, *program & news director.*
Nelle Harris, *national traffic co-ordinator.*
James Sharp, *production manager.*
Thomas L. Hitchcock, *film director.*

**DIGEST OF RATE CARD NO. 4—(Aug. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $225.00 | $175.00 | $175.00 | $90.00 |
| Class B—6-7 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 675.00 | 405.00 | 270.00 | 236.25 | 202.50 | 110.00* | 95.00* | 55.00* |
| Class C—8:30 a.m.-6 p.m., daily. | | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 80.00 | 70.00 | 40.00 |
| Class D—Sign-on-8:30 a.m., daily. | | | | | | | |
| 295.00 | 165.00 | 110.00 | 96.25 | 90.00 | 50.00 | 40.00 | 25.00 |

* Class B—(5-7 p.m., 10:30-11 p.m., daily) Class C—(8:30 a.m.-5 p.m., 11 p.m.-sign-off daily). Subject to frequency discounts.

# Georgia

## WSB-TV
### Atlanta
**(Ch. 2)**

**Licensee:** Atlanta Newspapers Inc., 10 Forsyth St. N.W.

**Studio:** 1601 W. Peachtree St.

**Transmitter:** 780 Willoughby Way.

**Telephone:** Trinity 5-7221. **TWX No.:** AT 381.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 932-ft. above av. terrain, 1059-ft. above ground, 2032-ft. above sea level, lat. 33° 45′ 51″, long. 84° 21′ 42″. Holds CP for 1010-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

**Network Service:** NBC.

**AM Affiliate:** WSB, 50-kw, 750 kc (NBC). **FM Affiliate:** WSB-FM, 48-kw, 98.5 mc (No. 253), 770-ft. antenna height.

**Ownership:** Atlanta Newspapers Inc., 100%, publisher of *Atlanta Journal* and *Constitution*. For other Cox TV-radio-newspaper interests, see WHIO-TV, Dayton.

**Began Operation:** Sept. 29, 1948.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
J. Leonard Reinsch, *executive director.*
Marcus Bartlett, *general manager.*
Don E. Heald, *sales manager.*
**M. K. Toalson,** *production manager.*
C. F. Daugherty, *facilities division manager.*
Robert A. Holbrook, *chief engineer.*
**Jean Hendrix,** *film director.*

**DIGEST OF RATE CARD NO. 10**
**(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $250.00 | $125.00 |
| **Class B**—6:30-7 p.m., 10:30-11 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 225.00 | 140.00* | 70.00 |
| **Class C**—Noon-6:30 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00** | 50.00 |
| **Class D**—Sign-on-noon, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00*** | 35.00 |

*20 Sec., $125. **20 Sec., $80. ***20 Sec., $50.
Subject to frequency discounts.
Color rates to be determined.

## WETV
### Atlanta
**(Ch. 30)**

**Non-commercial Education Station**

**Grantee:** Board of Education of City of Atlanta, 68 Mitchell St. S.W.

**Studio & Transmitter:** 740 Bismarck Rd. N.E.

**Telephone:** Trinity 5-9206

**Technical Facilities:** Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 120-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level, lat. 33° 43′ 40″, long. 84° 21′ 50″.

**FM Affiliate:** WABE, 4.3-kw, 90.1 mc (No. 211), 360-ft. antenna height.

**Ownership:** City Board of Education. Officers: Devereaux F. McClatchey, pres.; J. Austin Dilbeck, v.p.

**Began Operation:** Feb. 17, 1958.

**Represented (legal)** by Krieger & Jorgensen.

**Personnel:**
Haskell Boyter, *director, radio & television education.*
T. W. Cowen Jr., *chief engineer.*

## WJBF
### Augusta
**(Ch. 6)**

**Licensee:** Georgia-Carolina Bcstg. Co., Box 490.

**Studio:** 10th & Reynolds Sts., Augusta. **Transmitter:** Pine Log Rd., near Beach Island, S. C.

**Telephone:** 2-6664. **TWX No.:** AU 8057.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level, lat. 33° 24′ 15″, long. 81° 50′ 19″.

**Network Service:** NBC, ABC.

**Ownership:** J. B. Fuqua, pres., 100%.

**Began Operation:** Sept. 22, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
J. B. Fuqua, *president & general manager.*
Donald M. Kelly Jr., *v.p.*
Thomas J. Hennesy, *sales manager.*
Donald MacDonald, *business manager.*
John Radek, *program manager.*
John P. Jopling, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-10:29 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $75.00 | $37.50 |
| **Class A**—6:29-7:29 p.m., 10:29-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6:29 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class C**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |

## WRDW-TV
### Augusta
**(Ch. 12)**

**Licensee:** Radio Augusta, Inc., News Building.

**Studio & Transmitter:** Georgia & Observatory Aves., N. Augusta.

**Telephone:** 7-5432.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 102-kw visual, 61.7-kw aural. Antenna: 650-ft. above av. terrain, 498-ft. above ground, 968-ft. above sea level, lat. 33° 30′ 21″, long. 81° 57′ 43″.

**Network Service:** CBS.

**AM Affiliate:** WRDW, 5-kw, 1480 kc (CBS).

**Ownership:** Southeastern Newspapers Inc., *Augusta Chronicle* and *Herald.*

**Began operation:** Feb. 9, 1954. Sale to present owners by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (*Television Digest,* Vol. 11:48; 12:7).

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Pat H. Rice Jr., *president & treasurer.*
James W. Hicks, *general manager.*
Lou Stratton, *sales manager.*
Joseph P. Gill, *chief engineer.*
Richard E. Fennel, *director of operations.*
Jeff Evans, *production manager.*

**DIGEST OF RATE CARD NO. 4—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-10:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $75.00 | $37.50 |
| **Class A**—6:29-7:29 p.m., 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6:29 p.m., 11-11:05 p.m., Mon.-Sat.; 1-6:29 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class C**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |

Subject to frequency discounts.

# FIRST

**–in audience** *In the 3-station Atlanta market WSB-TV has a 42.6% share of the total tune-in, sign-on to sign-off Sunday through Saturday—(ARB 8 months average, May through December, 1957).*

**–in coverage** *In the 50% or better penetration areas WSB-TV covers 100 counties; 25% more than station B; 72% more than station C. (NCS No. 2.).*

**–in retail sales** *In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than station B and $456,271,000 more than station C. (SRDS Consumer Markets.)*

**–in facilities** *Full power on low Channel 2, local programming of nationally recognized professional caliber, Southern leader in telecasting in the public interest. Affiliated with The Atlanta Journal and Constitution, South's largest newspapers. NBC affiliate. Represented by Petry.*

your FIRST buy

**WSB-TV**

Atlanta's first station

*"White Columns" is the home of WSB-TV and WSB Radio*

The Metro Area

COLUMBUS, GEORGIA

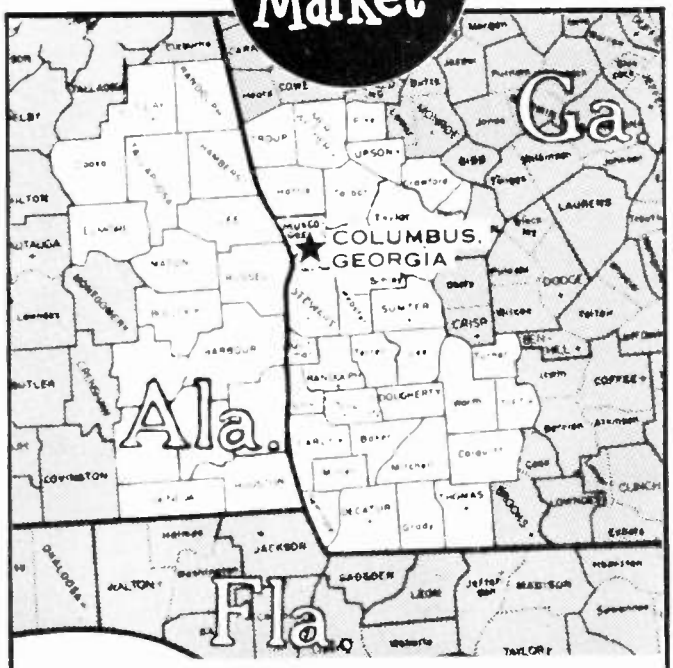
in the

TOP 50

● OF ALL 262 METRO AREAS IN PERCENTAGE OF GROWTH IN POPULATION, E.B.I., RETAIL SALES

Source: Sales Management Marketing on the Move, November 10, 1957

The TV Market




53 COUNTY NIELSEN COVERAGE AREA

| | | | |
|---|---|---|---|
| Population | 1,200,800 | Furn & House Appliances | $ 43,074,000 |
| Families | 295,600 | Automotive Dealer & Store Sales | $167,213,000 |
| Total Retail Sales | $828,726,000 | Gas Service Station | $ 72,211,000 |
| Food Store Sales | $205,410,000 | Lumber Hdwe | $ 56,958,000 |
| Eating & Drinking | $ 31,592,000 | Drug Store Sales | $ 27,531,000 |
| Gen'l Mdse Store Sales | $ 93,637,000 | Total Net Effective Buying Income | $1,316,192,000.00 |
| Apparel Store Sales | $ 50,311,000 | | |

Source: Sales Management Survey of Buying Power May 10, 1957

The Station

Channel 4 WRBL-TV

CBS abc

COLUMBUS, GEORGIA

FIRST IN 97.3% OF ALL QUARTER HOURS

Source: Area Pulse May, 1957

CALL HOLLINGBERY CO.


## WRBL-TV
### Columbus
(Ch. 4)

**Licensee:** Columbus Bcstg. Co. Inc., Box 270.

**Studio & Offices:** 1350 13th Ave. **Transmitter:** Crawford Rd., 3.5 mi. from Phenix City, Ala.

**Telephone:** 2-0601. **TWX No.:** CM 04.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 630-ft. above av. terrain, 429-ft. above ground, 1049-ft. above sea level, lat. 32° 27′ 57″, long. 85° 03′ 23″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WRBL, 5-kw, 1420 kc (CBS). **FM Affiliate:** WRBL-FM. 48-kw, 93.3 mc (No. 227), 980-ft. antenna height.

**Ownership:** R. W. Page Corp., publisher of *Columbus Enquirer* and *Ledger*. 51%; J. W. Woodruff, 19%; J. W. Woodruff Jr., 30%. WRBL-TV officers: J. W. Woodruff Jr., pres.; A. H. Chapman, v-p.; M. R. Ashworth Sr., secy.; J. W. Woodruff, director; W. E. Page, director. J. W. Woodruff controls Georgia radio WGPC, Albany. Page Corp. also publishes *Bradenton* (Fla.) *Herald*.

**Began Operation:** Nov. 8, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
J. W. Woodruff Jr., *president & general manager.*
Ridley Bell, *station manager & film buyer.*
George A. Gingell, *program director.*
George (Red) Jenkins, *commercial manager.*
Joe A. Gamble, *chief engineer.*
Frank Hardman, *TV technical director.*
Glen Broughman, *news director.*

**DIGEST OF RATE CARD NO. 5—(March 10, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $80.00 | $40.00 |
| **Class A**—6:30-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| **Class B**—4-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 75.00 | 50.00 | 25.00 |
| **Class C**—Noon-4 p.m., Mon.-Sat.; noon-2 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |
| **Class D**—Before noon, daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

Subject to frequency discounts.

## WTVM
### Columbus
(Ch. 28)

**Licensee:** Martin Theatres of Georgia Inc., Martin Bldg.

**Studio:** Martin Bldg. **Transmitter:** 2.6-mi. W of Columbus.

**Telephone:** Fairfax 2-8828. **TWX No.:** CM 99.

**Technical Facilities:** Channel No. 28 (554-560 mc). Authorized power: 204-kw visual, 120-kw aural. Antenna: 650-ft. above av. terrain, 449-ft. above ground, 1049-ft. above sea level, lat. 32° 27′ 48″, long. 85° 02′ 27″.

**Network Service:** NBC, ABC.

**Ownership:** Martin Theatres of Georgia Inc. E. D. Martin, pres.; Roy E. Martin Jr., v.p.; C. L. Patrick, secy.-treas. Also owns WTVC, Chattanooga, Tenn.

**Began Operation:** Oct. 6, 1953.

**Represented (sales)** by Headley-Reed TV; James S. Ayers Co. (Southeast).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Guy Tiller, *general manager.*
Joe Windsor, *national sales.*
Jack Rathbun, *promotion & advertising manager.*
Charlie Parrott, *chief engineer.*
Clyde Allen, *program director.*
Jo Ann Chancellor, *sales service.*
Ronnie Otwell, *director of film.*
Rae Carroll, *traffic-copy director.*
Patsy Avery, *women's activities.*
Bobby Mott, *sports director.*

DIGEST OF RATE CARD NO. 2—(June 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $60.00 | $30.00 |
| Class A—6:30-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 67.50 | 45.00 | 22.50 |
| Class B—5-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun. | | | | | | |
| 190.00 | 114.00 | 76.00 | 66.00 | 57.00 | 38.00 | 19.00 |
| Class C—Noon-5 p.m., 11 p.m.-sign-off, Mon.-Sat.; noon-2 p.m., Sun. | | | | | | |
| 110.00 | 66.00 | 44.00 | 38.00 | 33.00 | 22.00 | 11.00 |
| Class D—7 a.m.-noon, daily. | | | | | | |
| 75.00 | 45.00 | 30.00 | 26.00 | 22.50 | 15.00 | 7.50 |

Subject to frequency discounts.

## WMAZ-TV
### Macon
(Ch. 13)

**Licensee:** Southeastern Bcstg. Co., 682 Cherry St., Macon.

**Studio & Transmitter:** U.S. 129, 7 mi. SE of Macon.

**Telephone:** 2-7373. **TWX No.:** MC 5137.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 440-ft. above av. terrain, 514-ft. above ground, 848-ft. above sea level, lat. 32° 45′ 09″, long. 83° 33′ 33″.

**Network Service:** CBS, ABC, NBC.

**AM affiliate:** WMAZ, 10-kw, 940 kc (CBS). **FM Affiliate:** WMAZ-FM, 3-kw, 99.1 mc (No. 256), 170-ft. antenna height .

**Ownership:** George P. Rankin Jr., pres., 71.4%; Wallace Miller, v.p., 3%; Wilton E. Cobb, secy.-treas., 22.6%; Mary S. Miller, 3%.

**Began Operation:** Sept. 27, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

George P. Rankin Jr., *president & chief engineer.*
Wilton E. Cobb, *secy.-treas. & general manager.*
Frank Crowther, *commercial manager.*
Albert Sanders, *executive sales manager.*
Elmo Simmons, *national sales manager.*
Tommy Snellgrove, *local sales manager.*
Harriet Moore, *comptroller.*
Bob Savage, *director of operations.*
Ed Pendleton, *film & promotion director.*
J. D. Lawhon, *engineering director.*
Joe Andrews, *news & public affairs director.*

DIGEST OF RATE CARD NO. 5
(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| Class AA—8-10 p.m., daily. | | | | | |
| $400.00 | $240.00 | $160.00 | $100.00 | $80.00 | $40.00 |
| Class A—7-8 p.m., 10-11 p.m., daily. | | | | | |
| 320.00 | 192.00 | 128.00 | 80.00 | 64.00 | 32.00 |
| Class B—6-7 p.m., daily. | | | | | |
| 200.00 | 120.00 | 80.00 | 50.00 | 40.00 | 20.00 |
| Class C—10 a.m.-6 p.m., 11 p.m.-sign-off, daily. | | | | | |
| 150.00 | 90.00 | 60.00 | 37.50 | 30.00 | 15.00 |
| Class D—7 a.m.-10 a.m., daily. | | | | | |
| 100.00 | 60.00 | 40.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.


A 24-hour newswire

is part of the service

UNITED PRESS MOVIETONE NEWS






## WSAV-TV
### Savannah
(Ch. 3)

**Licensee:** WSAV Inc., Liberty National Bank Bldg.

**Studio & Transmitter:** Liberty National Bank Bldg.

**Telephone:** Adams 6-0303.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 33.1-kw visual, 16.6-kw aural. Antenna: 370-ft. above av. terrain, 363-ft. above ground, 405-ft. above sea level, lat. 32° 04′ 44″, long. 81° 05′ 32″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WSAV, 5-kw, 630 kc, (NBC). **FM Affiliate:** WSAV-FM, 15.5-kw, 100.3 mc (No. 262), 370-ft. antenna height.

**Ownership:** Harben Daniel, pres., 42.11%; Catherine M. Daniel, v.p., 10.66%; Meredith E. Thompson, secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, .22%.

**Began Operation:** Jan. 21, 1956.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Aaron Shelton.

**Personnel:**

Harben Daniel, *president & general manager.*
H. M. (Mack) Humpidge, *commercial manager.*
Meredith E. Thompson, *operations manager.*
William E. Lucas, *program director.*
Donald A. Devendorf, *production manager.*
Byron Strong, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(August 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $55.00 | $30.00 |
| Class A—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 45.00 | 25.00 |
| Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6 p.m., Sun. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 36.00 | 20.00 |
| Class C—All other times. | | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 22.50 | 12.50 |

## WTOC-TV
### Savannah
(Ch. 11)

**Licensee:** Savannah Bcstg. Co., Box 858.

**Studio & Transmitter:** 516 Abercorn St.

**Telephone:** Adams 2-0127. **TWX No.:** SV 4117.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 209-kw visual, 110-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level, lat. 32° 04′ 07″, long. 81° 05′ 35″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WTOC, 5-kw, 1290 kc (CBS). **FM Affiliate:** WTOC-FM, 7.9-kw, 97.3 mc (No. 247), 397-ft. antenna height.

**Ownership:** William T. Knight Jr., pres.-treas., 51%; Grace Schley Knight, 16.6%; F. Schley Knight, v.p. for TV, 4.6%; estate of S. P. Driscoll, 3.6%; over 80 other stockholders.

**Began Operation:** Feb. 14, 1954.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

William T. Knight Jr., *president & general manager.*
F. Schley Knight, *v.p. for engineering.*
Ben B. Williams, *exec. v.p. & commercial manager.*
Dwight J. Bruce, *v.p. & asst. to president.*
Frank Bryson, *promotion manager.*
Kyle E. Goodman, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| Class A—6-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

## WCTV
### Thomasville-Tallahassee (Fla.)
**(Ch. 6)**

**Licensee:** John H. Phipps, Box 3166, Tallahassee, Fla.

**Office:** 2225 N. Monroe St., Tallahassee.

**Studios:** 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville.

**Transmitter:** Lake Iamonia, Fla.

**Telephone:** 3-3666, Tallahassee.

**TWX No.:** 8305, Thomasville; 276, Tallahassee.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 690-ft. above av. terrain, 669-ft. above ground, 909-ft. above sea level, lat. 30° 39′ 46″, long. 84° 12′ 36″.

**Networks:** CBS, NBC, ABC.

**AM Affiliate:** WKTG, 1-kw, 730 kc., Thomasville.

**Ownership:** John H. Phipps, 100%. Also owns and operates WPTV, Palm Beach, Fla.; WKTG, Thomasville; WTYS, Marianna, Fla.; is Ch. 8 applicant for Waycross, Ga.

**Began operation:** Sept. 15, 1955.

**Represented (sales)** by Blair Television Associates Inc.; Harry E. Cummings (Southeast).

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
L. Herschel Graves, *managing director.*
W. L. Woods, *national sales manager (WPTV, WCTV).*
Joseph E. Hosford, *director of operations.*
W. A. Snowden, *director of engineering.*

**DIGEST OF RATE CARD NO. N-6**
**(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* |
|---|---|---|---|---|---|
| Class AA—8-10 p.m., daily. | | | | | |
| $400.00 | $240.00 | $160.00 | $120.00 | $100.00 | $125.00 |
| Class A—6-8 p.m.; 10-10:30 p.m., daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 105.00 | 87.50 | 93.75 |
| Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-sign-off, daily. | | | | | |
| 275.00 | 165.00 | 110.00 | 82.50 | 68.75 | 62.50 |
| Class C—Noon-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 40.00 |
| Class D—Sign-on-noon, Mon.-Sat. | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 |

* Class AA (7:59-10 p.m., daily). Class A (5:59-7:59 p.m.; 10-10:30 p.m., daily). Class B (4:59-5:59 p.m., Mon.-Sat.; 10:30-11:30 p.m., daily; 12:59-5:59 p.m., Sun.). Class C (11:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.; 11:30 p.m.-sign-off, daily). Class D (sign-on-11:59 Mon.-Sat.). Subject to frequency discounts.

# IDAHO

## KBOI-TV
### Boise
**(Ch. 2)**

**Licensee:** Boise Valley Bcstrs. Inc., 1007 W. Jefferson St.

**Studio:** 1007 W. Jefferson St.

**Transmitter:** Deer Point Peak, Shafer Butte.

**Telephone:** 3-2511.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 33-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level, lat. 43° 45′ 12″, long. 116° 06′ 08″.

**Network Service:** CBS.

**AM Affiliate:** KBOI, 5-kw, 950 kc (CBS).

**Ownership:** H. Westerman Whillock, pres., 4.8%; Willis C. Moffatt, v.p., 6.5%; Earl Glade Jr., secy.-treas., 3%; Fred M. Taylor, director, 5.8%; Stanley E. King, director, 9.1%; Lloyd Klingensmith, director, 1.5%; Rudy Anderson, director, 2.7%; Robert Howell, director, 7.8%; Joe Albertson, director, 2.5%; Theressa Whillock, 4.8%; Edwin A. Snow, 3%; Radio Service Corp. of Utah (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Idaho), 12.5%; 48 others, none owns over 3%.

**Began Operation:** Nov. 26, 1953.

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest)

**Represented (legal)** by Wilkinson, Cragun & Barker.

**Personnel:**
Westerman Whillock, *president & general manager.*
Earl Glade Jr., *station & commercial manager.*
Dale Randall, *production supervisor.*
Hank Curtis & Vestal Baker, *news directors.*
Floyd Bain, *local sales manager.*
James A. Johntz Jr., *chief engineer.*
Robert Howell, *film editor.*

**DIGEST OF RATE CARD NO. 4—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|---|
| Class A—6:59-10:30 p.m., Mon.-Sat.; 5:59-10:30 p.m., Sun. | | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $45.00 | $50.00 | $25.00 |
| Class B—5:59-6:59 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 175.00 | 105.00 | 70.00 | 60.00 | 50.00 | 35.00 | 27.50 | 17.50 |
| Class C—All other times. | | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 22.50 | 17.50 | 12.50 |

* Class AA (7:59-10 p.m.) Min. $60, 20 Sec. $50, 10 Sec. $25.

## KIDO-TV
### Boise
**(Ch. 7)**

**Licensee:** KIDO Inc., Chamber of Commerce Bldg.

**Studio:** 700 Crestline Dr.

**Transmitter:** TV Lot #3, Deer Point, Ida.

**Telephone:** 2-4611.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 166-kw visual, 87.1-kw aural. Antenna: 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level, lat. 43° 45′ 08″, long. 116° 07′ 10″.

**Network Service:** ABC, NBC.

**AM Affiliate:** KIDO, 5-kw, 630kc (NBC).

**Ownership:** Georgia M. Davidson, pres., 88.45%; Walter E. Wagstaff, 11.55%.

**Began Operation:** July 12, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Georgia M. Davidson, *president & general manager.*
George Ganz Jr., *commercial manager.*
Robert Krueger, *national sales manager.*
Del Lundbom, *program director.*
Bill Harvey, *film director.*
Vern Moore, *news director.*
Harold W. Toedtemeier, *technical director.*

**DIGEST OF RATE CARD NO. 6—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., daily. | | | | | | | |
| $250.00 | $150.00 | $100.00 | $85.00 | $60.00 | $45.00* | $35.00* | $20.00* |
| Class B—5:30-6:30 p.m., 10:30 p.m.-midnight, daily. | | | | | | | |
| 175.00 | 105.00 | 70.00 | 60.00 | 50.00 | 35.00 | 27.50 | 15.00 |
| Class C—All other times. | | | | | | | |
| 125.00 | 75.00 | 50.00 | 40.00 | 30.00 | 24.00 | 17.50 | 12.50 |

* Class AA (7:30-9:31 p.m. daily): Min. $60.00, 20 Sec. $50.00, 10 Sec. $25.00.

## KID-TV
### Idaho Falls
**(Ch. 3)**

**Licensee:** Idaho Radio Corp., Box 701.

**Studio:** Ammon Rd. **Transmitter:** Little Butte Mt., 8.5-mi. N.E. of Atomic City, Ida.

**Telephone:** Jackson 2-5100. TWX No. 277.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level, lat. 43° 29′ 30″, long. 112° 39′ 05″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KID, 5-kw (1-kw night), 590 kc (CBS).

**Ownership:** Radio Service Corp. of Utah, 23⅓%; Zion Securities Corp., 17%; A. W. Schweider, pres., 7.8%; Guy A. Poulsen, v.p., 6.5%; 35 others, none owns more than 4.8%. Radio Service Corp. also owns 12.5% of KBOI-TV, Boise, Ida. and 64% of KSL-TV, Salt Lake City. Schwieder also is buying KFBB-TV, Great Falls, Mont. with E. B. Craney (*Television Digest*, Vol. 14:5).

**Began Operation:** Dec. 20, 1953.

**Represented (sales)** by Gill-Perna Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

**Represented (legal)** by Wilkinson, Cragun & Barker.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
A. W. Schwieder, *president.*
C. N. Layne, *general manager.*
Claude Cain, *sales manager.*
Roy Southwick, *program director.*
Carroll Secrist, *technical engineer.*
Mel Richardson, *promotion manager.*

DIGEST OF RATE CARD NO. 5
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., Mon.-Sat.; all day Sun. | | | | | | |
| $225.00 | $135.00 | $90.00 | $80.00 | $70.00 | $55.00 | $50.00 |
| Class B—All other times. | | | | | | |
| 150.00 | 95.00 | 70.00 | 60.00 | 50.00 | 40.00 | 35.00 |

Also has Class A 10 Sec. $22.50, Class B $15.00.

## KLEW-TV
### Lewiston
(Ch. 3)
(Satellite of KIMA-TV, Yakima, Wash.)

Licensee: Lewiston TV Co., Box 358.

Studio: 1115 Idaho St. Transmitter: 3 mi. NW of Clarkston, Wash., 2.5 mi. SW of U.S. 195.

Telephone: Sherwood 3-5581.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 6.92-kw aural. Antenna: 1260-ft. above av. terrain, 299-ft. above ground, 3199-ft. above sea level, lat. 46° 27′ 25″, long. 117° 05′ 57″.

Network Service: CBS, NBC, ABC.

Ownership: Cascade Broadcasting Co., 100%; for other interests, see KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:
Willard W. Thomas, *manager.*
Bob Edwards, *production manager.*
Gene Wilson, *chief engineer.*

**Sold only in combination with KIMA-TV, Yakima.**

## KLIX-TV
### Twin Falls
(Ch. 11)

Licensee: Southern Idaho Bcstg. & Television Co., Box 432.

Studio: Elizabeth Blvd. & Eastland Dr. Transmitter: Flat Top Butte, 14 mi. north of city.

Telephone: Redwood 3-5840. TWX No.: 196.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 670-ft. above av. terrain, 257-ft. above ground, 4553-ft. above sea level, lat. 42° 43′ 48″, long. 114° 24′ 52″.

Network Service: CBS, ABC, NBC.

AM Affiliate: KLIX, 1-kw, 1310 kc.

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of *Ogden Standard Examiner.* For other interests see KUTV, Salt Lake City.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (*Television Digest,* Vol. 11:31, 12:10).

Represented (sales) by Gill-Perna Inc.; Art Moore & Assoc. Inc. (Northwest).

Represented (legal) by Haley, Wollenberg & Kenehan.

Personnel:
Cecil L. Heftel, *v.p. & general manager.*
Gordon O. Glasmann, *asst. general manager.*
Joe Gibney, *station manager.*
Dave Fox, *program director.*
Norm Gray, *production manager.*
D. W. Evans, *operations manager.*
E. E. Graybeal, *film director.*
D. K. Cederstrom, *technical supervisor.*

DIGEST OF RATE CARD NO. 3
(Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:29-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $38.00 | $15.00 |
| Class B—5:29-6:29 p.m., Mon.-Sat. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 25.00 | 10.00 |
| Class C—10:30 p.m.-midnight, daily; sign-on-3 p.m., Sun. | | | | | | |
| 90.00 | 54.00 | 36.00 | 32.00 | 27.00 | 23.00 | 9.00 |

Subject to frequency discounts.

# ILLINOIS

## WBLN
### Bloomington
(Ch. 15)

Grantee: WBLN Television Inc., Box 646.

Studio & Transmitter: SE of Bloomington on U. S. Bypass 66 at intersection of U. S. Hwy. 150.

Telephone: 4-3031.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 15.8-kw visual, 8.51-kw aural. Antenna: 480-ft. above av. terrain, 443-ft. above ground, 1293-ft. above sea level, lat. 40° 27′ 37″, long. 88° 58′ 22″.

Ownership: Worth S. Rough, pres., 12%. Remainder of stock held by local viewers, none with as much as 2% each.

Began Operation: Dec. 1, 1953. Sale to Worth S. Rough by Cecil W. Roberts approved July 13, 1955 by FCC (*Television Digest,* Vol. 11:29). Left air Feb. 7, 1957 pending financial reorganization and stock sale to local viewers, then resumed operation Dec. 1, 1957 (Vol. 13:51).

Represented (sales) by Jack Masla & Co. Inc.

Personnel:
Worth S. Rough, *president & general manager.*
Willard A. Nichols, *sales manager.*
Warner Tidemann, *news director.*
Burl Dixon, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(Dec. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun. | | | | | | | |
| $120.00 | $72.00 | $48.00 | $38.40 | $30.00 | $24.00 | $12.00 | $6.00 |
| Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-2 p.m., Sun. | | | | | | | |
| 96.00 | 57.60 | 38.40 | 30.72 | 24.00 | 19.20 | 9.60 | 4.80 |

## WCIA
### Champaign
(Ch. 3)

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St. Transmitter: Seymour, Ill.

Telephone: Fleetwood 6-8333.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level, lat. 40° 06′ 23″, long. 88° 26′ 59″.

Network Service: CBS, NBC.

Ownership: August C. Meyer, pres. 24.9%; Clara R. Meyer, v.p., 26.1%; Illinois Bcstg. Co., 20%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., a subsidiary of *Decatur Herald* and *Review,* is licensee of WSOY, Decatur and WVLN, Olney, Ill. Helen Stevick owns 60% and Marajen Chinigo owns 40% of *Champaign News-Gazette,* licensee of WDWS, Champaign.

Began Operation: Nov. 12, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Covington & Burling.

Personnel:
August C. Meyer, *president.*
Clara R. Meyer, *v.p.*
Guy Main, *v.p. & director of sales.*
James Fielding, *production manager, asst. secy. & treas.*
Len Davis, *national sales manager.*
Bob Myers, *chief engineer.*
Martha Egan, *sales traffic director.*

DIGEST OF RATE CARD NO. 6—(May 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| Class AA—7:29-9:59 p.m., daily. | | | | | | | |
| $900.00 | $540.00 | ..... | ..... | ..... | ..... | $190.00 | $95.00 |
| Class A—6:59-7:29 p.m., Mon.-Fri.; 9:59-10:29 p.m., daily; 5:59-7:29 p.m., Sat. & Sun. | | | | | | | |
| 750.00 | 450.00 | $300.00 | ..... | $160.00 | $150.00 | 130.00 | 65.00 |
| Class B—5:59-6:59 p.m., Mon.-Fri.; noon-5:59 p.m., Sat. & Sun.; 10:29-10:59 p.m., daily. | | | | | | | |
| 550.00 | 330.00 | 200.00 | $165.00 | 120.00 | 115.00 | 95.00 | 45.00 |
| Class C—9:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59-11:59 a.m., Sat.; 10:59 p.m.,-sign-off, daily. | | | | | | | |
| 360.00 | 215.00 | 144.00 | 110.00 | 80.00 | 72.50 | 52.00 | 26.00 |
| Class D—Sign-on-9:59 a.m., Mon.-Fri.; sign-on-8:59 a.m., Sat.; sign-on-noon, Sun. | | | | | | | |
| ..... | ..... | ..... | ..... | 55.00 | 50.00 | 30.00 | 15.00 |

# Illinois

## WILL-TV
### Champaign
(See Urbana, Ill.)

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## WBBM-TV
### Chicago
(Ch. 2)

**Licensee:** Columbia Broadcasting System Inc., 630 N. McClurg Court.

**Studio:** 630 N. McClurg Ct. **Transmitter:** American National Bank Building.

**Telephone:** Whitehall 4-6000. **TWX No.:** CG 3200.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level, lat. 41° 52′ 58″, long. 87° 37′ 55″.

**Network Service:** CBS.

**AM Affiliate:** WBBM, 50-kw, 780 kc (CBS). **FM Affiliate:** WBBM-FM, 10.5-kw, 96.3 mc (No. 242), 560-ft. antenna height.

**Ownership:** See WCBS-TV, New York.

**Began Operation:** August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to present owner Feb. 9, 1953 (*Television Digest*, Vol. 9:7).

**Represented (sales)** by CBS Television Spot Sales.

**Personnel:**
H. Leslie Atlass, *v.p. and general manager.*
C. W. Doebler, *executive assistant.*
George Arkedis, *sales manager.*
Bill Hohmann, *promotion manager.*
Eugene E. McClure, *sales traffic manager.*
Art De Coster, *sales service manager.*
Frank Atlass, *executive producer.*
Herb Grayson, *publicity director.*
Elizabeth Bain, *film director.*
William G. Garry, *news director.*
George Menard, *farm director.*
Ed Shaeffer, *director of continuity.*
Luther A. Pierce, *director of technical operations.*

**DIGEST OF RATE CARD NO 8**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $4500.00 | $2700.00 | $1800.00 | ..... | ..... | $550.00** | $275.00** |
| **Class B**—10-10:30 p.m., daily. | | | | | | |
| 3200.00 | 1920.00 | 1280.00 | $1066.00 | $960.00 | 375.00** | 187.50** |
| **Class C**—9 a.m.-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.: 10:30-11 p.m., daily. | | | | | | |
| 2250.00 | 1350.00 | 900.00 | 750.00 | 675.00 | 280.00** | 140.00** |
| **Class D**—Noon-4 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 1150.00 | 690.00 | 460.00 | 383.33 | 345.00 | 160.00** | 80.00** |
| **Class E**—Sign-on-9 a.m., Mon.-Sat.; sign-on-noon, Sun.; midnight-sign-off, daily. | | | | | | |
| 1050.00 | 630.00 | 420.00 | 350.00 | 315.00 | ..... | ..... |

* Also has Class AA Announcements (6:59-11 p.m., Mon.-Sat.; 6:29-10 p.m., Sun.), 20 Sec. $900. 10 Sec. $450.
** Class A (6:29-6:59 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10:30-11 p.m., daily). Class B (4:59-6:29 p.m., Mon.-Sat.; 3:59-4:59 p.m., Sun.; 10:30-11 p.m., daily). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-3:59 p.m., Sun.; 11 p.m.-12:30 a.m., daily). Min. $325. Class D (Sign-on-8:59 a.m., Mon.-Sat.; 12:30 a.m.-sign-off, daily).
Subject to frequency discounts.

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## WBKB
### Chicago
(Ch. 7)

**Licensee:** American Broadcasting Co., 190 N. State St.

**Studio:** 190 N. State St. **Transmitter:** Opera Bldg.

**Telephone:** Andover 3-0800. **TWX No.:** CG 1440.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 658-ft. above ground, 1258-ft. above sea level, lat. 41° 52′ 57.2″, long. 87° 38′ 15″.

**Network Service:** ABC.

**AM Affiliate:** WLS, 50-kw, 890-kc (ABN), 60% owned by Agriculture Bcstg. Co. (Prairie Farmer Publishing Co.); 40% by ABC.

**FM Affiliate:** WENR-FM, 14.5-kw, 94.7 mc (No. 234), 580-ft.

**Ownership:** See WABC-TV, New York.

**Began Operation:** Sept. 17, 1948 (as WENR-TV).

**Represented (sales)** by Blair TV.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Sterling C. Quinlan, *v.p. and sales manager.*
Mathew E. Vieracker, *general manager.*
Clar W. Heider, *national spot sales manager.*
Dan Schuffman, *program manager.*
John F. Fitzpatrick, *production manager.*
Ralph Andrews, *film director.*
Manuel Fingerhut, *comptroller.*
Con O'Dea, *news director.*
Chuck Bill, *farm director.*
Elliott Henry, *publicity director.*
William P. Kusack, *director of engineering.*
Charles Buzzard, *asst. chief engineer.*
Charles R. DeJanovich, *TV operations engineer.*

**DIGEST OF RATE CARD NO. 10**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $2400.00 | $1440.00 | $960.00 | ..... | ..... | $700.00* | $300.00* |
| **Class A**—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 2200.00 | 1320.00 | 880.00 | ..... | ..... | 500.00* | 200.00* |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 1525.00 | 915.00 | 610.00 | $533.75 | $381.25 | 350.00* | 150.00* |
| **Class C**—Noon-5 p.m., Mon.-Fri.; 11 a.m.-1 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 1100.00 | 660.00 | 440.00 | 385.00 | 275.00 | 200.00* | 90.00* |
| **Class D**—All other times. | | | | | | |
| 900.00 | 540.00 | 360.00 | 315.00 | 225.00 | 150.00 | 65.00 |

* **Class AA** (6:29-9:30 p.m., daily). **Class A** (5:59-6:29 p.m., 9:30-10:30 p.m., daily). **Class B** (5-5:59 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-5:59 p.m., Sun.). **Class C** (4-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily).
Subject to frequency discounts.

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## WGN-TV
### Chicago
(Ch. 9)

**Licensee:** WGN Inc., 441 N. Michigan Ave.

**Studio:** 441 N. Michigan Ave. **Transmitter:** 130 E. Randolph Dr.

**Telephone:** Michigan 2-7600. **TWX No.:** CG 561.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground. 1504-ft. above sea level, lat. 41° 53′ 05″, long. 87° 37′ 23″.

**AM Affiliate:** WGN, 50-kw, 720 kc.

**Ownership:** Tribune Co., 100%, publisher of *Chicago Tribune & Chicago American;* J. Howard Wood, pres. Interlocking ownership with WPIX *(New York News).*

**Began Operation:** April 5, 1948.

**Represented (sales)** by WGN-TV Sales, 441 N. Michigan Ave., Chicago. Eastern sales office: 220 E. 42nd St., New York. West and South: Edward Petry Co. Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Personnel:**
J. Howard Wood, *president.*
Ward L. Quaal, *v.p. & general manager.*
Daniel D. Calibraro, *asst. to general manager.*
Bradley R. Eidmann, *sales manager.*
Mel Wolens, *local sales supervisor.*
Ben H. Berentson, *eastern sales office.*
Edward J. Roth Jr., *program director.*
Edward A. Warren, *film manager.*
Charles A. Wilson, *advertising & sales promotion manager.*
George Petterson, *operations manager.*
Alexander C. Field Jr., *special broadcast services manager.*
Holland Engle, *news director.*
Norman Knaeft, *farm director.*
Jim Hanlon, *public relations manager.*
Carl J. Meyers, *engineering manager.*

**DIGEST OF RATE CARD NO. 16**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* |
|---|---|---|---|---|---|
| **Class A**—8-10 p.m., daily. | | | | | |
| $1800.00 | $1080.00 | $720.00 | $600.00 | $450.00 | ..... |
| **Class B**—10-11:30 p.m., daily. | | | | | |
| 1500.00 | 900.00 | 600.00 | 500.00 | 375.00 | ..... |
| **Class C**—6-8 p.m., daily. | | | | | |
| 1350.00 | 810.00 | 540.00 | 450.00 | 337.50 | ..... |
| **Class D**—Sign-on-6 p.m., 11:30-sign-off, daily. | | | | | |
| 900.00 | 540.00 | 360.00 | 300.00 | 225.00 | ..... |

* **Class 1** (6-11 p.m., daily), $450.00; **Class 2** (all other times), $180.00 Subject to frequency discounts.

# Quality

AND

# Integrity

## WGN - Radio
## WGN-TV

CHANNEL 9 - CHICAGO, ILLINOIS

# Illinois

## WNBQ
### Chicago
(Ch. 5)

**Licensee:** National Broadcasting Co. Inc., Merchandise Mart.

**Studio:** Merchandise Mart. **Transmitter:** Kemper Insurance Bldg.

**Telephone:** Superior 7-8300. **TWX No.:** CG 3.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 748-ft. above av. terrain, 745-ft. above ground, 1346-ft. above sea level, lat. 41° 52′ 57.4″, long. 87° 38′ 15″.

**Network Service:** NBC.

**AM Affiliate:** WMAQ, 50-kw, 670 kc (NBC). **FM Affiliate:** WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.

**Ownership:** See WRCA-TV, New York.

**Began Operation:** Jan. 7, 1949.

**Represented (sales)** by NBC Spot Sales.

**Personnel:**

Jules Herbuveaux, *v.p. & general manager.*
Henry Sjogren, *assistant general manager.*
John M. Keys, *advertising, promotion & merchandising director.*
Russell G. Stebbins, *TV sales director.*
Richard G. Ricker, *sales manager.*
John F. Whalley, *operations director.*
Alfred Lewis, *business manager.*
Chet Campbell, *manager press department.*
Harry Trigg, *director of programming.*
William Ray, *news director.*
Everett Mitchell, *farm director.*
Robert Dressler, *program manager.*
Howard C. Luttgens, *manager technical operations.*

**DIGEST OF RATE CARD NO. 11**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $4000.00 | $2400.00 | $1600.00 | $1400.00 | $1000.00 | $650.00 | $290.00 |
| **Class A**—10-10:30 p.m., daily. | | | | | | |
| 2750.00 | 1650.00 | 1100.00 | 962.50 | 687.50 | 400.00 | 165.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. | | | | | | |
| 2100.00 | 1260.00 | 840.00 | 735.00 | 525.00 | 310.00 | 140.00 |
| **Class C**—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-6:30 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 2000.00 | 1200.00 | 800.00 | 700.00 | 500.00 | 225.00 | 90.00 |
| **Class D**—All other times. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 250.00 | 200.00 | 80.00 |

* **Also has Class AAA**—6:59-10 p.m., daily; 20 Sec., $900; 10 Sec., $425. **Class AA**—6:29-6:59 p.m.; 10-10:30 p.m., daily. **Class A**—10:30-11 p.m., daily. **Class B**—5-6:29 p.m., daily. **Class C**—9 a.m.-5 p.m.; 11 p.m.-midnight, daily. **Class D**—all other times.
**Color**—All 20 Sec. and 10 Sec. station breaks adjacent to or within regularly scheduled color programs available in color only.

## WTTW
### Chicago
(Ch. 11)

**Non-Commercial Educational Station**

**Licensee:** Chicago Educational Television Association, 1761 E. Museum Dr.

**Studio:** Chicago Museum of Science & Industry. **Transmitter:** 135 S. La Salle St.

**Telephone:** Museum 4-3800.

**Technical Facilities:** Channel No. 11 (198-204 mc.). Authorized power: 275-kw visual, 141-kw aural. Antenna: 590-ft. above av. terrain, 617-ft. above ground, 1211-ft. above sea level, lat. 41° 52′ 45″, long. 87° 37′ 53″.

**Began Operation:** Sept. 5, 1955.

**Ownership:** CETA officers: Edward L. Ryerson, pres.; Lenox R. Lohr, v.p.; Kent Chandler, v.p.; Renslow Sherer, v.p.; Lester Armour, treas.; Robert L. Foote, secy.

**Represented (legal)** by Sidley, Austin, Burgess & Smith, Chicago.

**Personnel:**

John W. Taylor, *executive director.*
A. G. Ferreira, *administrative associate.*
James Robertson, *program manager.*
Vincent Park, *production manager.*
Judith Waller, *program consultant.*
Chalmers H. Marquis Jr., *promotion & prog. development mgr.*
Joan Kohn, *press relations manager.*
Duane M. Weise, *director of engineering.*

## WDAN-TV
### Danville
(Ch. 24)

**Licensee:** Northwestern Publishing Co., 1500 N. Washington Ave.

**Studio & Transmitter:** 1500 N. Washington Ave.

**Telephone:** 1700.

**Technical Facilities:** Channel No. 24 (530-536 mc). Authorized power: 19.1-kw visual, 9.55-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, lat. 40° 08′ 58″, long. 87° 37′ 35″. CP for 13.2-kw visual, 7.24-kw aural using 0.6° beam tilt.

**Network Service:** ABC.

**AM Affiliate:** WDAN, .25-kw 1490 kc (CBS).

**Ownership:** Northwestern Publishing Co., publisher of *Danville Commercial-News*, is owned by Gannett Co. Inc. For other Gannett holdings, see WHEC-TV, Rochester, N.Y.

**Began Operation:** Dec. 13, 1953.

**Represented (sales)** by Everett-McKinney Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**

Robert J. Burow, *general manager.*
Max Shaffer, *station manager.*
John Eckert, *sales director.*
Honore Ronan, *program director.*
Norlyn Dossey, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Dec. 1, 1953)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—5:59-10:00 p.m., Mon.-Sat.; 1-10 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $42.00 | $25.00 | $12.00 |
| **Class B**—All other times. | | | | | | |
| 90.00 | 54.00 | 36.00 | 30.00 | 25.00 | 15.00 | 10.00 |

Subject to frequency discounts.

## WTVP
### Decatur
(Ch. 17)

**Licensee:** Prairie Television Co., Box 108.

**Studio and Transmitter:** South Side Dr.

**Telephone:** 8-4304. **TWX No.:** DEC 8256.

**Technical Facilities:** Channel No. 17 (488-494 mc). Authorized power: 174-kw visual, 93.3-kw aural. Antenna: 545-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level, lat. 39° 49′ 28″, long. 88° 58′ 03″.

**Network Service:** ABC.

**AM Affiliate:** None.

**Ownership:** W. L. Shellabarger, pres. & treas., 68.75%; Gladys L. Burns, 7.5%; Claribel Mueller, 5.0%; Dr. Arthur C. Simon, 3.0%; W. C. Busher, 1.25%; D. S. Shellabarger, v.p., 1.25%; W. M. Weck, 1.25%; J. A. Wagner, 5.0%; and 4 others, none owning over 2.5%.

**Began Operation:** Aug. 4, 1953.

**Represented (sales)** by Gill-Perna Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Walter F. Kean.

**Personnel:**

W. L. Shellabarger, *president*
Ben K. West, *station manager.*
Jack Kussart, *program manager.*
Fritz Woyna, *production manager.*
L. O. Wiedenkeller, *sales service.*
Dale Coleman, *news editor.*
Hubert F. Abfalter, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Aug. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $105.00 | $70.00 | $35.00 |
| **Class B**—6-7 p.m., Mon.-Fri.; 4-7 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 252.50 | 157.50 | 105.00 | 92.25 | 78.75 | 52.50 | 26.25 |
| **Class C**—All other times. | | | | | | |
| 210.00 | 126.00 | 84.00 | 73.50 | 63.00 | 42.00 | 21.00 |

Subject to frequency discounts.

## WSIL-TV
### Harrisburg
(Ch. 22)

**Licensee:** Turner-Farrar Assn., The Television Building, 21 W. Poplar St.

**Studio & Transmitter:** 21 W. Poplar St.

**Telephone:** 373. **TWX No.:** HBG ILL 8159.

**Technical Facilities:** Channel No. 22 (518-524 mc). Authorized power: 14.12-kw visual, 7.06-kw aural. Antenna: 520-ft. above av. terrain, 549-ft. above ground, 947-ft. above sea level, lat. 37° 44′ 20″, long. 88° 32′ 25″.

**Network Service:** NBC, ABC.

**Ownership:** Oscar L. Turner, pres., 25%; O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 20%; Harry R. Horning, 5%. This partnership also operates Southern Ill. theatre chain.

**Began Operation:** Dec. 6, 1953.

**Represented (sales)** by The Walker Representation Co. Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

Oscar L. Turner, *president.*
O. L. Turner, *manager.*
Charles Gilliam, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Dec. 1, 1953)**

| Hour | 45 Min. | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 30 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|---|
| Class A—6-10 p.m., daily. | | | | | | | | |
| $150.00 | $100.00 | $80.00 | $50.00 | $45.00 | $40.00 | $30.00 | $25.00 | $15.00 |
| Class B—All other times. | | | | | | | | |
| 105.00 | 70.00 | 56.00 | 35.00 | 31.00 | 28.00 | 21.00 | 17.50 | 10.50 |

Subject to frequency discounts.

## WEEQ-TV
### La Salle
(Ch. 35)
**(Affiliated with WEEK-TV, Peoria, Ill.)**

**Licensee:** West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.

**Studio & Transmitter:** 1.7-mi. NE of Tonica, Ill.

**Telephone:** 9-3961 (Peoria).

**Technical Facilities:** Channel No. 35 (596-602 mc). Authorized power: 14.3-kw visual, 7.15-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level, lat. 41° 14′ 02″, long. 89° 02′ 25″.

**Network Service:** Same as WEEK-TV, Peoria.

**Ownership:** See WEEK-TV, Peoria.

**Began Operation:** Nov. 10, 1957.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

Edward G. Smith, *general manager.*
William G. Carreras, *sales manager.*
Robert R. Carter, *program manager.*
Tom Klise, *news editor.*
Larry E. Caldwell, *chief engineer.*

**Rates:** Sold only in combination with WEEK-TV, Peoria.

## WHBF-TV
### Moline
(See Rock Island, Ill.)

*Extra copies of this*
**Television Factbook No. 26**
available at $5.00 each

*In Illinois*
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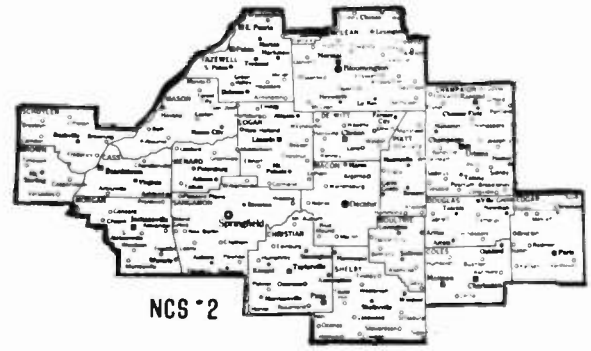


WTVP reaches 160,000 unduplicated ABC TV homes

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# Illinois

## WEEK-TV
### Peoria
(Ch. 43)

(Also operates affiliated WEEQ-TV, La Salle, Ill.)

**Licensee:** West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria.

**Studio and Transmitter:** 2907 Springfield Rd., E. Peoria.

**Telephone:** 9-3961. **TWX No.:** PE 8515.

**Sales Office:** Commercial National Bank Bldg. **Telephone:** 6-2167.

**Technical Facilities:** Channel No. 43 (644-650 mc). Authorized power: 371-kw visual, 186-kw aural. Antenna: 710-ft. above av terrain, 602-ft. above ground, 1349-ft. above sea level, lat. 40° 37′ 42″, long. 89° 32′ 57″. Requests change to Ch. 25, 367-kw max. and 357-kw horizontal visual, 179-kw horizontal aural.

**Network Service:** NBC.

**AM Affiliate:** WEEK, 1-kw, 1350 kc (NBC).

**Ownership:** Sen. Robert S. Kerr (D-Okla.), 50.61%; Mrs. Grayce B. Kerr, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla. West Central Bcstg. also is owner of WEEQ-TV, Ch. 35 La Salle, Ill., operated as affiliated outlet.

**Began Operation:** Jan. 29, 1953.

**Represented (sales) by** Headley-Reed TV.

**Represented (legal) by** Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering) by** Kear & Kennedy.

**Personnel:**
Fred C. Mueller, *general manager.*
John Leslie, *sales manager.*
Wayne Lovely, *chief engineer.*
David Meister, *promotion & publicity director.*
Vic Fletcher, *program director.*
Al Knapp, *merchandising director.*
Bob Arthur, *news director.*
Hank Fisher, *sports director.*
Robert Kroepel, *film editor.*

**DIGEST OF RATE CARD NO. 4**
**(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* |
|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $120.00 |
| Class A—6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 6-7 p.m., Sun. | | | | | |
| 550.00 | 330.00 | 220.00 | 192.50 | 137.50 | 110.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-6 p.m., Sun. | | | | | |
| 445.00 | 267.00 | 178.00 | 156.00 | 111.50 | 89.00 |
| Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily. | | | | | |
| 325.00 | 195.00 | 130.00 | 114.00 | 81.50 | 65.00 |

* 10 Sec., 50% of Min. rates.
Subject to frequency discounts.


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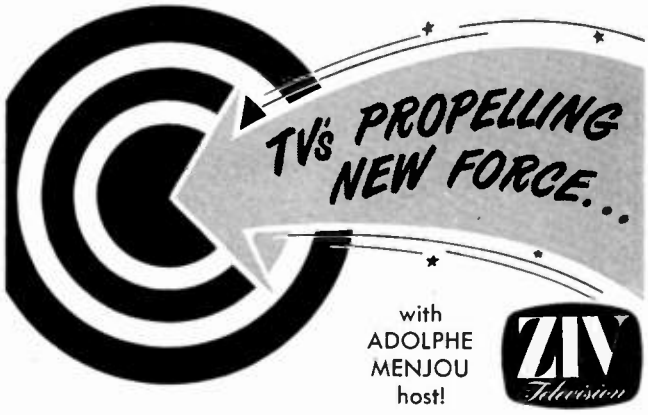



## WMBD-TV
### Peoria
(Ch. 31)

**Grantee:** WMBD Inc., 212 S.W. Jefferson St.

**Studio:** 212 S.W. Jefferson St. **Transmitter:** Faye Hollow Rd., E. Peoria, Ill.

**Telephone:** 6-0711. **TWX No.:** PE 8577.

**Technical Facilities:** Channel No. 31 (572-578 mc). Authorized power: 331-kw maximum and 288-kw horizontal visual, 166-kw maximum and 144-kw horizontal aural. Antenna: 620-ft. above av. terrain, 536-ft. above ground, 1268-ft. above sea level, lat. 40° 38′ 03″, long. 89° 32′ 21″.

**Network Service:** CBS.

**AM Affiliate:** WMBD, 5-kw, 1470 kc (CBS). **FM Affiliate:** WMBD-FM, 2.5-kw 92.5 mc (No. 223), 550-ft. antenna height.

**Ownership:** Charles C. Caley, pres.-treas., 51%; John E. Fetzer, chairman, 49%. Caley owns 51% of WDZ, Decatur, Ill.; Fetzer controls WKZO-TV, Kalamazoo, Mich. and KOLN-TV, Lincoln, Neb. and radio stations WKZO and WJEF, Grand Rapids, Mich.

**Began Operation:** Jan. 1, 1958.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Charles C. Caley, *president.*
Robert O. Runnerstrom, *v.p. & manager.*
Robert M. Riley, *director of sales.*
Douglas L. Sinn, *regional sales manager.*
Win P. Baker, *program manager.*
C. S. Mugge, *director of promotion & business development.*
George A. Pyle, *director of engineering.*

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—6:30-10 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| Class A—6-6:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 20.00 |

## WTVH
### Peoria
(Ch. 19)

**Grantee (STA):** Hilltop Broadcasting Co., 621 Main St.

**Studio & Transmitter:** 500 N. Stewart St., Creve Coeur, Ill.

**Telephone:** 6-5561. **TWX No.:** PE 8590.

**Business Office:** 621 Main St., Peoria, Ill. **Telephone:** 6-5561.

**Technical Facilities:** Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 257.6-kw maximum and 100-kw horizontal aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level, lat. 40° 39′ 11″, long. 89° 35′ 13″.

**Network Service:** ABC.

**Ownership:** Peoria Journal Star, 91.66%; Harold C. Yeager, 5.6%; G. Abel Anderson, 2.8%. Hilltop Bcstg. officers: Henry P. Slane, pres.; L. A. Welch, v.p.-treas.; W. L. Rutherford, secy.; C. A. West, asst. secy.-treas.

**Began Operation:** Aug. 20, 1953. Sale to present majority owners by Hugh R. Norman group approved by FCC April 28, 1954 (*Television Digest*, Vol. 10:13, 15, 18).

**Represented (sales) by** Edward Petry & Co. Inc.

**Represented (legal) by** Cohn & Marks.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Henry P. Slane, *president.*
Harold V. Phillips, *general manager.*
William P. Pipher, *sales manager.*
Andrew Amyx, *promotion director.*
Robert G. Holben, *program manager & film buyer.*
Wallace Wurz, *chief engineer.*
Gerald Swank, *comptroller.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $550.00 | $330.00 | $220.00 | $192.50 | $148.50 | $110.00 | $55.00 |
| Class A—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 135.00 | 100.00 | 50.00 |
| Class B—5-6:30 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 101.25 | 75.00 | 37.50 |
| Class C—Sign-on-5 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 67.50 | 50.00 | 25.00 |

# Peoriarea Eyes are on WMBD-TV

CBS TELEVISION

Peoriarea televiewers are seeing old favorites and new faces on their television screens. WMBD-TV has brought CBS-TV programs back to the Peoriarea. People are excited . . . people are watching – let these people see *your* message!

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**PEORIAREA . . .**
**DOWNSTATE ILLINOIS'**
**NUMBER 1 MARKET***

| | |
|---|---|
| Population | 712,503 |
| Families | 223,706 |
| Retail Sales | $865,965,020 |
| TV Homes | 185,597 |

*SRDS

# WGEM-TV
## Quincy-Hannibal (Mo.)
(Ch. 10)

**Licensee:** Quincy Bcstg. Co., Hotel Quincy.

**Studio:** Hotel Quincy. **Transmitter:** North Columbus Rd., .7-mi. W of Franklin School.

**Telephone:** Baldwin 2-6840. **TWX No.:** QCY ILL 80.

**Technical Facilities:** Channel No. 10 (192-198 mc.). Authorized power: 316-kw visual, 158-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level, lat. 39° 57′ 03″, long. 91° 19′ 54″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WGEM, 1-kw, 1440 kc (ABN). **FM Affiliate:** WGEM-FM, 8.9-kw, 105.1 mc (No. 286), 640-ft. antenna height.

**Ownership:** Quincy Newspapers Inc., publisher of *Quincy Herald-Whig*, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.

**Began Operation:** Aug. 27, 1953.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Joseph S. Bonansinga, *v.p.-treasurer & general manager.*
J. Ben Stewart, *commercial manager.*
Fred Colgan, *program director.*
Hal Heidbreder, *director of advertising.*
Bill Wegman, *farm director.*
Frank Laughlin, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:59-10:29 p.m., Mon.-Sat.; 5:59-10:29 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $123.00 | $88.00 | $60.00 | $30.00 |
| **Class B**—4:59-6:59 p.m., Mon.-Fri.; 1-6:59 p.m., Sat.; noon-5:59 p.m., Sun.; 10:29-10:59 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 56.00 | 45.00 | 22.50 |
| **Class C**—7 a.m.-4:59 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; sign-on-noon, Sun.; 10:59 p.m.-midnight, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 40.50 | 30.00 | 15.00 |

# KHQA-TV
## Quincy
(See Hannibal, Mo.)

# WREX-TV
## Rockford
(Ch. 13)

**Licensee:** Greater Rockford Television Inc., W. Auburn & Winnebago Rds.

**Studio & Transmitter:** W. Auburn & Winnebago Rds.

**Telephone:** 8-1813. **TWX No.:** 8648, Winnebago.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level, lat. 42° 17′ 50″, long. 89° 14′ 24″.

**Network Service:** CBS, ABC.

**Ownership:** Continental Television Corp. Bob Hope, 50%; Albert Zugsmith, 25%; Ashley L. Robison, 15%; Arthur B. Hogan, 10%. Bob Hope also owns 39% of KOA-TV, Denver (KOA). Robison owns 25% of KGEO-TV, Enid-Oklahoma City and 100% of radio KOVO, Provo, Utah. Zugsmith and Hogan each own 25% of KULA-TV, Honolulu (KULA). For Zugsmith-Hogan radio interests, see Albert Zugsmith listing under Group Ownership. Note: Transfer to Continental TV Corp. was held up by legal obstacles at press time.

**Began Operation:** Sept. 18, 1953. Sale to present owners by Louis E. Caster, Bruce Gran and associates approved Oct. 30, 1957 by FCC *(Television Digest,* Vol. 13:24, 40, 44).

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by L. H. Carr & Associates.

**Personnel:**

J. Michael Baisch, *general manager.*
Al Bilardello, *local sales manager.*
Jack Mazzie, *program director.*
Rod MacDonald, *production manager.*
Gale Donaldson, *traffic manager.*
Richard Peck, *chief engineer.*
Charles Olson, *promotion manager.*
Bill Sheil, *sports director.*
Gene Hines, *film manager.*

**DIGEST OF RATE CARD NO. 3**
**(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $135.00 | $112.50 | $90.00 | $45.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 4-7 p.m., 10-10:30 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $120.00 | $100.00 | $80.00 | $40.00 |
| **Class B**—5-6 p.m., 10:30-11 p.m., Mon.-Sat.; noon-4 p.m., 10:30-11 p.m., Sun.; noon-6 p.m., Sat. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Sign-on-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon, 11 p.m.-sign-off, Sat. & Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

# WTVO
## Rockford
(Ch. 39)

**Licensee:** Winnebago Television Corp., Meridian Rd.

**Studio & Transmitter:** Meridian Rd.

**Telephone:** 3-5413. **TWX No.:** RK 8619.

**Technical Facilities:** Channel No. 39 (620-626 mc). Authorized power: 195-kw visual, 97.7-kw aural. Antenna: 664-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level, lat. 42° 17′ 14″, long. 89° 10′ 16″.

**Network Service:** NBC, ABC.

**AM-FM Affiliates:** None.

**Ownership:** H. & E. Balaban Corp., 50%; Dubinsky Brothers Theatre Corp., 50%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v. p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

**Began Operation:** April 29, 1953.

**Represented (sales)** by Headley-Reed Co.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Walter F. Kean, Riverside, Ill.

**Personnel:**

Harry Balaban, *president.*
Harold Froelich, *manager.*
Gene Denari, *local sales manager.*
John W. Kelin, *production manager.*
Herbert Eckstein, *chief engineer.*
Robert Thompson, *promotion manager.*
Carl P. Stemler, *film director.*

**DIGEST OF RATE CARD NO. 5**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class A**—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 56.25 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

# WHBF-TV
## Rock Island
(Ch. 4)

**Licensee:** Rock Island Broadcasting Co., Telco Bldg.

**Studio:** Telco Bldg. **Transmitter:** U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

**Telephone:** 6-5441. **TWX No.:** RI 181.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1000-ft. above av. terrain, 993-ft. above ground, 1773-ft. above sea level, lat. 41° 19′ 40″, long. 90° 22′ 47″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WHBF, 5-kw, 1270 kc (CBS). **FM Affiliate:** WHBF-FM, 37-kw, 98.9 mc (No. 255), 380-ft. antenna height.

**Ownership:** Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v. p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of *Rock Island Argus*); Estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. Mr. Johnson is 50% owner of radio WJBC, Bloomington, Ill. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.

**Began Operation:** July 1, 1950.

**Represented (sales)** by Avery-Knodel Inc.; Harry S. Hyett (Minneapolis); W. E. McClenahan Co. (Milwaukee-Madison).

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Ben H. Potter, *president.*
Leslie C. Johnson, *v.p. and general manager.*
Maurice Corken, *asst. general manager & director of sales.*
Ted Arnold, *sales manager.*
Forest W. Cooke, *program & production manager.*
Fern Hawks, *publicity and promotion.*
Heber E. Darton, *merchandising.*
William Ellison, *news director.*
Jim Koch, *TV news chief.*
Joe Grear, *film manager.*
Robert J. Sinnett, *chief engineer.*
Jerry Keefe, *asst. chief engineer—TV.*

**DIGEST OF RATE CARD NO. 10**
**(April 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | ..... | ..... | $225.00 | $110.00 |
| **Class A**—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | ..... | ..... | 175.00 | 85.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m. Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | $140.00 | $100.00 | 90.00 | 50.00 |
| **Class C**—All other times. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 75.00* | 30.00 |

* 20 Sec. $60.

## WOC-TV
## Rock Island
## (See Davenport, Ia.)

## WICS
## Springfield
**(Ch. 20)**

**Licensee:** Plains Television Corp., 523 E. Capitol Ave.

**Studio:** 523 E. Capitol Ave. **Transmitter:** 3000 S. 4th St.

**Telephone:** 8-0465. **TWX No.:** SI 292.

**Technical Facilities:** Channel No. 20 (506-512 mc). Authorized power: 17.4-kw visual, 9.33-kw aural. Antenna: 455-ft. above av. terrain, 430-ft. above ground, 1037-ft. above sea level, lat. 39° 45′ 36″, long. 89° 39′ 05″. Holds CP for 512-kw max. and 406-kw horizontal visual, 258-kw max. and 204-kw horizontal aural, 950-ft. above av. terrain, 995-ft. above ground, 1586-ft. above sea level, lat. 39° 48′ 15″, long. 89° 27′ 40″; transmitter to 3.5 mi. W of Mechanicsburg.

**Network Service:** NBC, ABC.

**Ownership:** Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheftel and Alfred G. Burger (theatres) each owns 26.68% of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill.; owns 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23); 50% of CP for WBMG, Birmingham, Ala. (Ch. 42). Plains TV Corp. also holds CP for Ch. 33 satellite in Champaign, Ill. Balaban Corp. also owns 50% of radio WRIT, Milwaukee, and KFBI, Wichita; owns ⅓ of WIL, St. Louis.

**Began Operation:** Sept. 17, 1953.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Milton D. Friedland, *general manager.*
Warren King, *local commercial manager.*
Harold Hoskins, *program manager.*
Jerrold Merritt, *chief engineer.*
Robert Steffan, *production manager.*
M. Ellis, *promotion director.*
William Shaw, *film director.*
H. K. Springer, *controller.*

**DIGEST OF RATE CARD NO. 2**
**(May 1, 1955)**

| Hour | 45 Min. | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun. | | | | | | | |
| $250.00 | $200.00 | $150.00 | $100.00 | $87.50 | $67.50 | $50.00 | $25.00 |
| **Class B**—4-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 187.50 | 150.00 | 112.50 | 75.00 | 65.75 | 50.50 | 37.50 | 18.75 |
| **Class C**—Sign-on-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 125.00 | 100.00 | 75.00 | 50.00 | 43.75 | 33.75 | 25.00 | 12.50 |

Subject to frequency discounts.


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WHBF-TV

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REPRESENTED BY AVERY-KNODEL, INC.

## WILL-TV
### Champaign-Urbana
(Ch. 12)

Non-Commercial Educational Station

**Licensee:** University of Illinois, Division of University Broadcasting, 228 Gregory Hall, Urbana.

**Studio & Transmitter:** Memorial Stadium, Champaign.

**Telephone:** 7-6611, Urbana.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level, lat. 40° 05′ 58″, long 88° 14′ 14″.

**AM Affiliate:** WILL, 5-kw, 580 kc. **FM Affiliate:** WILL-FM, 300-kw, 90.9 mc (No. 215), 550-ft. antenna height.

**Ownership:** University of Illinois; David D. Henry, pres.

**Began Operation:** Aug. 1, 1955.

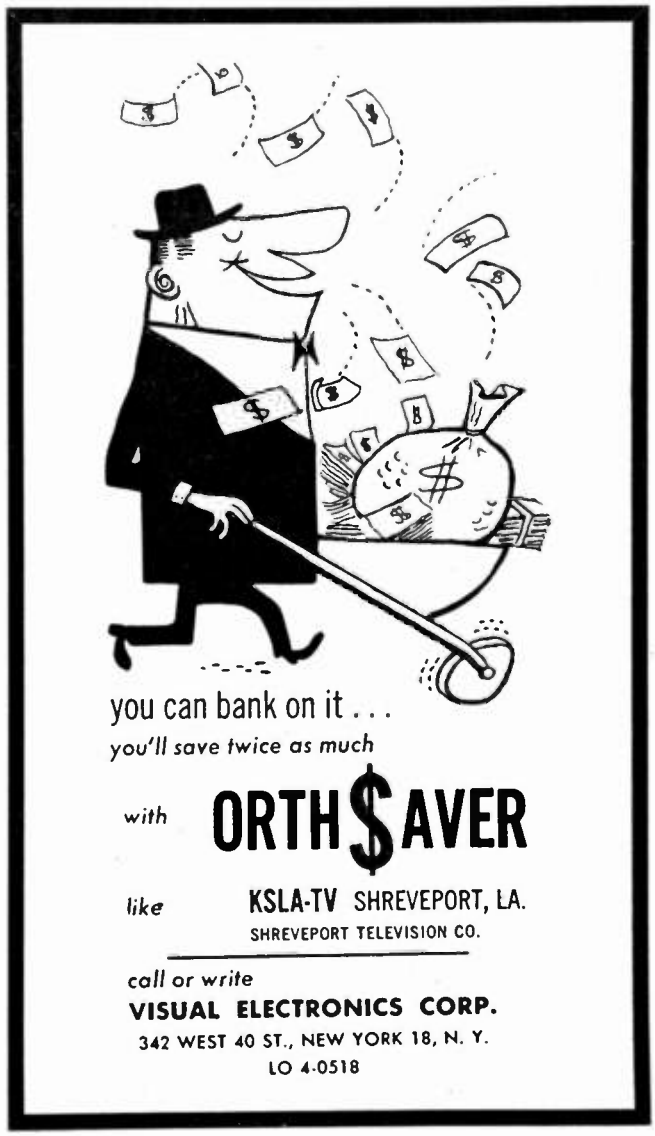
**Represented (legal)** by Landis, Taylor & Scoll, New York City.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**

Frank E. Schooley, *director of university broadcasting.*
Richard L. Rider, *program director.*
Richard G. Lawson, *operations director.*
Rob R. Beldon, *chief engineer.*

## WCIA
### Urbana
(See Champaign, Ill.)




# INDIANA

## WTTV
### Bloomington-Indianapolis
(Ch. 4)

**Licensee:** Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.

**Studios:** E. Hillside Drive, Bloomington; 3490 Bluff Rd., Indianapolis.

**Transmitter:** Trafalgar, Ind.

**Business Office:** 3490 Bluff Rd., Indianapolis.

**Telephones:** 2-1407, Bloomington; State 7-2211, Indianapolis. **TWX No.:** IP 74.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 44.55-kw visual, 26.75-kw aural. Antenna: 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level, lat. 39° 24′ 26.5″, long. 86° 08′ 52″.

**AM Affiliate:** WTTS, 5-kw, (.5-kw-N), 1370 kc (ABN).

**Ownership:** Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15½%; Patricia Tarzian, 15½%. Firm also manufactures TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21) and is applicant for Ch. 13, Bowling Green, Ky.

**Began Operation:** Nov. 11, 1949.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by A. L. Stein.

**Represented (engineering)** by Geo. P. Adair Engineering Co.

**Personnel:**

Sarkes Tarzian, *president.*
Keith Wilson, *promotion & merchandising director.*
Tom Boyd, *program supervisor.*
Frank Edwards, *director of news.*
Frank Willis, *national sales manager.*
Paul Lennon, *local sales manager.*
Susan Sherman, *traffic director.*
Carl Onken, *chief engineer.*

**DIGEST OF RATE CARD NO. 8**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1000.00 | $540.00 | $360.00 | $270.00 | $225.00 | $180.00 | $90.00 |
| **Class A**—6:30-7 p.m., 10 p.m.-sign-off, daily. | | | | | | |
| 720.00 | 432.00 | 288.00 | 252.00 | 180.00 | 144.00 | 72.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 2-6:30 p.m., Sat. & Sun. | | | | | | |
| 540.00 | 324.00 | 216.00 | 189.00 | 135.00 | 108.00 | 54.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |

Subject to frequency discounts.

## WSJV
### Elkhart-South Bend
(Ch. 28)

**Licensee:** Truth Publishing Co. Inc., 416 S. 2nd St.

**Studio:** Mishawaka & Oakland Rds.

**Transmitter:** Grass Rd., 3-mi. SW of Mishawaka, Ind.

**Telephone:** 2-1518, Elkhart; Atlantic 7-4052, South Bend. **TWX No.:** ELK 8713.

**Technical Facilities:** Channel No. 28 (554-560 mc). Authorized power: 231-kw maximum and 204-kw horizontal visual, 116-kw maximum and 102-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level, lat. 41° 36′ 58, long. 86° 11′ 32″.

**Network Service:** ABC.

**AM Affiliate: WTRC**, .25-kw, 1340 kc (NBC). **FM Affiliate:** WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 350-ft. antenna height.

**Ownership:** John F. Dille Jr., pres.; 45%; Carl D. Greenleaf, v.p., 15%; Walter R. Beardsley, v.p., 40% (for A. H. Beardsley trust); Geoffrey Wade II, 15%. Carl Greenleaf is chairman of C. G. Conn Ltd. (band instruments); Mr. Beardsley is pres. of Miles Laboratories. Truth Publishing also publishes *Elkhart Truth*. Truth Publishing owns 60% and Beardsley 25% of WKJG-TV, Ft. Wayne (WKJG). Truth Publishing owns 10.7%; Walter Beardsley, 8.57% of Ch. 2 applicant in Terre Haute, Ind.

**Began Operation:** March 15, 1954.

**Represented (sales)** by H.-R Television Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
John F. Dille Jr., *president.*
Paul C. Brines, *v.p. & general manager.*
Edwin J. Lasko, *asst. manager in charge of programs.*
Bill Morrow, *program production manager.*
Vince Doyle, *national sales director.*
Don Fuller, *regional & local sales director.*
Arthur C. Whitaker Jr., *film director.*
Lester W. Zellmer, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—5:59-11:01 p.m., Mon.-Sat.; noon-11 p.m., Sun. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—All other times. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.25 | 45.00 | 22.50 |

Subject to frequency discounts.

## WEHT
### Evansville
**(Ch. 50)**

**Licensee:** WEHT Inc., Box 395, Evansville.

**Studio & Transmitter:** Marywood Dr., Henderson County, Ky.

**Telephone:** Harrison 4-9215, Evansville. **TWX No.:** 61 (Henderson, Ky.).

**Technical Facilities:** Channel No. 50 (686-692 mc). Authorized power: 200-kw max. and 155-kw horizontal visual, 108.1-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 542-ft. above ground, 1003-ft. above sea level using .75° electrical tilt beam, lat. 37° 52′ 00″, long. 87° 33′ 57″.

**Network Service:** CBS.

**AM Affiliate:** WEOA, Evansville, Ind., .25-kw, 1400 kc (CBS).

**Ownership:** Henry S. Hilberg, chairman, 36.36% (⅓ held by wife); Edwin G. Richter Jr., pres., 21.82%; Ernest Felix, v.p., 5.45%; James R. Clark Jr., secy. (votes 36.37% of stock held by wife and other members of Raymond L. Buse Jr. family).

**Began Operation:** Sept. 11, 1953. Sale to present owners by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (*Television Digest,* Vol. 12:35, 43).

**Represented (sales)** by Young Television Co.

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Edwin G. Richter Jr., *president & general manager.*
Ernest Felix, *v.p.*
Howard D. Duncan, *sales manager.*
Ulysses Carlini, *program & production manager.*
Lucille Gander, *promotion director.*
Jo Klasen, *traffic director.*
Becky Allen, *continuity director.*
Robert Cleveland, *chief engineer.*

**DIGEST OF RATE CARD NO. 6**
**(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 10-10:15 p.m. daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—4:30-6 p.m., 10:15 p.m.-sign-off, daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 60.00 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 37.00 | 30.00 | 15.00 |

Subject to frequency discounts.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## WFIE-TV
### Evansville
**(Ch. 14)**

**Licensee:** WFIE Inc., 1115 Mount Auburn Rd.

**Studio & Transmitter:** 1115 Mount Auburn Rd.

**Telephone:** Harrison 5-6201.

**Technical Facilities:** Channel No. 14 (470-476 mc.) Authorized power: 200-kw maximum and 178-kw horizontal visual, 104.8-kw maximum and 93.3-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level, lat. 37° 59′ 21″, long. 87° 35′ 37″.

**Network Service:** NBC.

**Ownership:** WAVE Inc., see WAVE-TV, Louisville, Ky.

**Began Operation:** Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (*Television Digest,* Vol. 12:25, 26, 29).

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**
Nathan Lord, *president.*
E. Berry Smith, *v.p. & general manager.*
Lee Browning, *general sales manager.*
James R. Keen, *program manager.*
Ed. Yalowitz, *promotion manager.*
Chet Behrman, *operations manager.*
Bob Taylor, *production manager.*
Mac McFarlin, *news & farm director.*
Paul C. Kelley, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.25 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WTVW
### Evansville
**(Ch. 7)**

**Grantee (STA:)** Evansville Television Inc., 405 Carpenter St.

**Studio:** 405 Carpenter St. **Transmitter:** 1-mi. S of Chandler, Ind.

**Telephone:** Harrison 2-1121. **TWX No.:** EV 28.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level, lat. 38° 01′ 31″, long. 87° 21′ 43″.

**Network Service:** ABC.

**Ownership:** Ferris E. Traylor, pres., 21%; Joseph E. O'Daniel, v.p., 21%; John W. Krueger, treas., 21%; John W. Spencer, secy., 1.2%; Rex Schepp, 22%; B. F. Shepp, 4%; Mary Eaton Shepp, 4%; Freeman Keyes, 4.5%; George Bayard estate, .5%; Harold Van Orman estate, .4%; Hiram Logsdon, .4%.

**Began Operation:** Aug. 21, 1956.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Dick Shively, *station manager.*
Bill Spillman, *sales manager.*
Bill Hill, *program director.*
Al Uzzell, *production manager.*
Georgia Pindell, *promotion director.*

**DIGEST OF RATE CARD NO. 1—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.25 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

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**THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE**

## WANE-TV
### Fort Wayne
(Ch. 15)

**Grantee (STA):** Indiana Broadcasting Corp., 2000 Lincoln Tower, Ft. Wayne, Ind.

**Studio: & Transmitter:** West State Blvd. & Broadcast St.

**Telephone:** Anthony 9411, Ft. Wayne. **TWX No.: FW 186.**

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 218-kw maximum and 200-kw horizontal visual, 127-kw maximum and 100-kw horizontal aural. Antenna: 830-ft. above av. terrain, 839-ft. above ground, 1649-ft. above sea level, lat. 41° 05′ 35″, long. 85° 10′ 42″.

**Network Service:** CBS.

**AM Affiliate:** WANE, .25-kw, 1450 kc (CBS)

**Ownership:** J. H. Whitney & Co. For other interests, see KOTV, Tulsa.

**Began Operation:** Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale by R. Morris Pierce group approved June 13, 1956. (*Television Digest*, Vol. 12:24, 34, 41).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Covington & Burling.

**Personnel:**

C. Wrede Petersmeyer, *president.*
R. Morris Pierce, *v.p. & general manager.*
Robert F. Bryan, *secretary & treasurer.*
John Keenan, *director of sales.*
Franklin C. Mitchell, *program director.*
Robert J. Keefe, *promotion manager.*
Richard T. Hickox, *news director.*
C. E. Wallace, *chief engineer.*
James Goheen, *film director.*

**DIGEST OF RATE CARD NO. 2**
(Jan. 15, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $165.00 | $125.00 | $80.00 | $55.00 |
| Class A—7-7:30 p.m., 10-10:45 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 135.00 | 100.00 | 70.00 | 40.00 |
| Class B—5-7 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |
| Class C—Sign-on-5 p.m., 10:45 p.m.-sign-off, daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 56.00 | 40.00 | 22.50 |

Subject to frequency discounts.

## WKJG-TV
### Fort Wayne
(Ch. 33)

**Licensee:** WKJG Inc., 220 E. Jefferson St.

**Studio: 220 E. Jefferson St. Transmitter: West State Blvd.**

**Telephone:** Anthony 2295. **TWX No.: FW 90.**

**Technical Facilities:** Channel No. 33 (584-590 mc). Authorized power: 263-kw visual, 144-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level, lat. 41° 05′ 36″, long. 85° 10′ 28.47″.

**Network Service:** NBC.

**AM Affiliate:** WKJG, 5-kw, 1380 kc (NBC).

**Ownership:** Truth Publishing Co., 60%; Walter R. Beardsley, 25%; Albert G. Wade II, 15%. Truth Publishing publishes *Elkhart Truth* and is licensee of WSJV (Ch. 52) and radio WTRC. Beardsley is pres. of Miles Labs and owns 49.5% of Truth Publishing.

**Began Operation:** Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:5, 11).

**Represented (sales)** by H-R Television, Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

John F. Dille Jr., *president.*
Edward G. Thoms, *v.p. & general manager.*
Paul C. Brines, *v.p.*
Hilliard Gates, *asst. manager and sports director.*
Carleton B. Evans, *commercial manager.*
Calo O. Mahlock, *program manager.*
Paul Dawson, *continuity director.*
Wayne Rothgeb, *farm director.*
Wilson Schroeder, *promotion manager.*
Eugene A. Chase, *chief engineer.*

**DIGEST OF RATE CARD NO. 6**
(Feb. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| Class A—6:30-7 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| Class B—6-6:30 p.m., 11-11:30 p.m., Mon.-Fri.; noon-6:30 p.m., 11-11:30 p.m., Sat. & Sun. | | | | | | |
| 350.00 | 210.00 | 140.00 | 120.00 | 90.00 | 70.00 | 35.00 |
| Class C—All other times. | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 80.00 | 50.00 | 25.00 |

## WPTA
### Fort Wayne-Roanoke
(Ch. 21)

**Grantee:** Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

**Studio & Transmitter:** 3333 Butler Rd., Fort Wayne.

**Telephone:** Anthony 7125. **TWX No.: FW 96.**

**Technical Facilities:** Channel No. 21 (512-518 mc). Authorized power: 175-kw maximum and 110-kw horizontal visual, 87.7-kw maximum and 55-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level, lat. 41° 06′ 03″, long. 85° 11′ 00″.

**Network Service:** ABC.

**Ownership:** See WTTV, Bloomington-Indianapolis.

**Began Operation:** Sept. 28, 1957.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by A. L. Stein.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

Ronald R. Ross, *general manager.*
Richard D. Morgan, *sales director.*
Art Hook, *program director.*
Fred Molchin, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| Class A—6:30-7 p.m., 10 p.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 120.00 | 88.00 | 70.00 | 35.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 2-6:30 p.m., Sat. & Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 60.00 | 30.00 |
| Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.00 | 44.00 | 40.00 | 20.00 |

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# Indiana

## WFBM-TV
### Indianapolis
(Ch. 6)

**Licensee:** Twin State Broadcasting Inc., 1330 N. Meridian St.

**Studio:** 1330 N. Meridian St. **Transmitter:** 79th St. & Township Rd.

**Telephone:** Melrose 4-8521. **TWX No.:** IP 99.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above ave. terrain, 1019-ft. above ground, 1849-ft. above sea level, lat. 39° 53′ 59″, long. 86° 12′ 02″.

**Network Service:** NBC.

**AM Affiliate:** WFBM, 5-kw, 1260 kc (ABN).

**Ownership:** TLF Bcstrs. Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

**Began Operation:** May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 *Television Digest*, Vol. 12:50-51; 13:16).

**Represented (sales) by Katz Agency Inc.**

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Jansky & Bailey.

**Personnel:**

Weston C. Pullen Jr., *president.*
Eldon Campbell, *v.p. & general manager.*
Don Menke, *commercial manager.*
Hugh L. Kibbey, *sales-service manager.*
John F. Hurlbut, *promotion-public relations manager.*
Estel D. Freeman, *publicity manager.*
Andrew J. Murtha, *business manager.*
William Fall, *program director.*
George Morrison, *news director.*
Robert Flanders, *asst. chief engineer for maintenance.*
Robert W. Robbins, *asst. chief engineer for operations.*
Harry Martin, *farm director.*

**DIGEST OF RATE CARD NO. 11—(Jan. 1, 1958)**

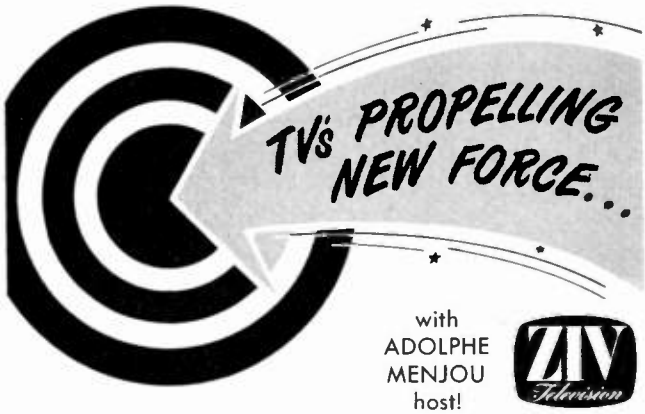
| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1300.00 | $780.00 | $520.00 | $455.00 | $325.00 | $300.00 | $150.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 298.00 | 213.00 | 180.00 | 90.00 |
| **Class B**—10:30-11:30 p.m., Mon.-Fri.; noon-6 p.m., 10:30 p.m.-midnight, Sat. & Sun. | | | | | | |
| 650.00 | 390.00 | 260.00 | 228.00 | 163.00 | 100.00 | 50.00 |
| **Class C**—9 a.m.-6 p.m., 11:30 p.m.-midnight, Mon.-Fri.; 9 a.m.-noon, Sat. & Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 158.00 | 113.00 | 80.00 | 40.00 |
| **Class D**—Sign-on-9 a.m., midnight-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 40.00 | 20.00 |

Subject to frequency discounts. Color—Rates on request.

## WTTV
### Indianapolis
(See Bloomington, Ind.)


Get Ziv's Dynamic New IMPACT Series . . .

"TARGET"





## WISH-TV
### Indianapolis
(Ch. 8)

**Licensee:** Indiana Broadcasting Corporation, 1440 N. Meridian St.

**Studio:** 1440 N. Meridian St. **Transmitter:** Rawls Ave. & South Post Rd.

**Telephone:** Melrose 4-6411. **TWX No.:** IP 276.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level, lat. 39° 45′ 39″, long. 86° 00′ 21″.

**Network Service:** CBS.

**AM Affiliate:** WISH, 5-kw (1-kw night), 1310 kc (CBS).

**Ownership:** J. H. Whitney & Co., 100%. For other interests, see KOTV, Tulsa.

**Began Operation:** June 26, 1954, Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (*Television Digest*, Vol. 12:34, 41).

**Represented (sales)** by The Bolling Co. Inc.

**Represented (legal)** by Covington & Burling.

**Personnel:**

C. Wrede Petersmeyer, *president.*
Robert B. McConnell, *v.p. & general manager, WISH & WISH-TV.*
Robert F. Bryan, *secretary & treasurer.*
Robert F. Ohleyer, *sales manager.*
George Diefenderfer Jr., *director of national sales.*
Steve Briggs, *program manager.*
Edward Schwalm, *continuity.*
Vince Leonard, *news director.*
Stokes Gresham Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 2A—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $1300.00 | $780.00 | $520.00 | $435.00 | $325.00 | $300.00 | $150.00 |
| **Class A**—6-7 p.m., Mon.-Fri. | | | | | | |
| 850.00 | 510.00 | 340.00 | 285.00 | 215.00 | 180.00 | 90.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 220.00 | 165.00 | 120.00 | 60.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-12:30 a.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 150.00 | 115.00 | 100.00 | 50.00 |
| **Class D**—12:30 a.m.-9 a.m., daily. | | | | | | |
| 325.00 | 195.00 | 130.00 | 110.00 | 80.00 | 60.00 | 30.00 |

## WLWI
### Indianapolis
(Ch. 13)

**Grantee:** Crosley Broadcasting Corp., 140 W. 9th St., Crosley Square, Cincinnati, O.

**Studio:** 222 E. Ohio St. **Transmitter:** Ditch Rd. & 96th St.

**Telephone:** Melrose 4-5403. **TWX No.:** IP 347.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level, lat. 39° 55′ 43″, long. 86° 10′ 55″.

**Network Service:** ABC.

**Ownership:** See WLWT, Cincinnati, O.

**Began Operation:** Oct. 30, 1957.

**Represented (sales)** by Crosley Broadcasting Corp.

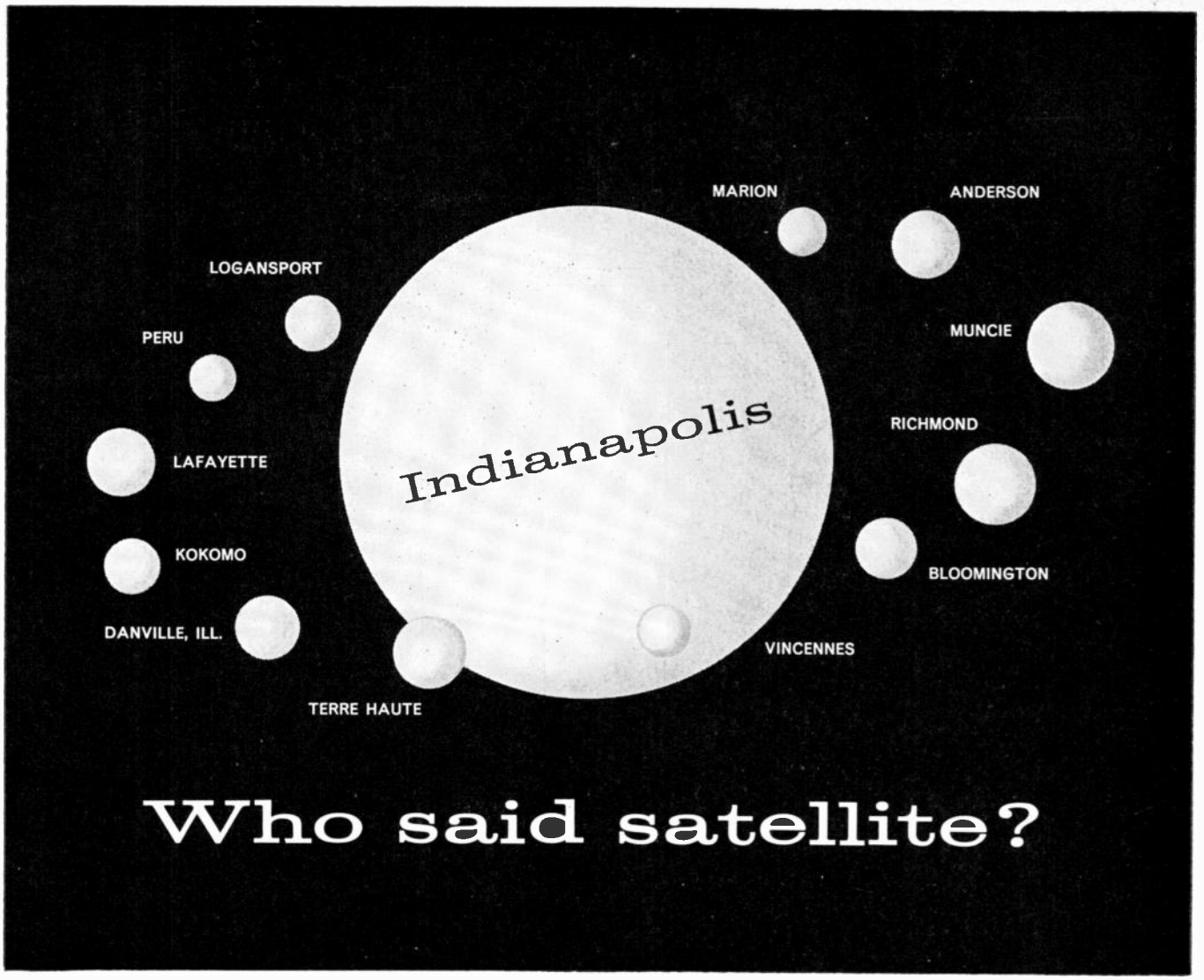
**Represented (legal)** by Hogan & Hartson.

**Personnel:**

John Babcock, *asst. general manager.*
Robert Lamb, *sales manager.*
Bruce Cox, *director of special services.*
Lyle R. Allen, *merchandising manager.*
John W. Highberger, *promotion-publicity director.*
John Traxler, *film director.*
Charles Brodhead, *program director.*
Norman Nixon, *supervising engineer.*

**DIGEST OF RATE CARD NO. 1—(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $1100.00 | $660.00 | $440.00 | $385.00 | $275.00 | $200.00 | $100.00 |
| **Class A**—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 880.00 | 528.00 | 352.00 | 308.00 | 220.00 | 160.00 | 80.00 |
| **Class B**—6-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 660.00 | 396.00 | 264.00 | 231.00 | 165.00 | 120.00 | 60.00 |
| **Class C**—11 a.m.-6 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |
| **Class D**—Midnight-11 a.m., daily. | | | | | | |
| 220.00 | 132.00 | 88.00 | 77.00 | 55.00 | 40.00 | 20.00 |




# Who said satellite?

Where else in this whole country can you find a *universe* like this—a big, rich central market with such important satellites?

## *where else . . .*

- —does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?
- —will you find satellite markets that total 33% richer and 50% bigger than the metropolitan trading zone itself?
- —do you find such a widespread marketing area covered from *one* central point . . . and *only* by television?
- —can you buy just one station with no overlapping penetration by basic affiliates of the same network?

**Only here**—in Indianapolis on WFBM-TV—can you buy more honest market penetration, consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you *well* to take another, longer, better look!

## *The Nation's 14th Television Market*

...with the *only* basic NBC coverage of 708,000 TV set owning families.

*Indianapolis*—Major retail area for 17 richer-than average counties.* A million population—339,100 families *with* 90% *television ownership!*

*12 Satellites*—Each a recognized marketing area—*with audited WFBM-TV audience* of 412,800 *more* television sets!

* Source upon request.

CHANNEL 6
WFBM-TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

# Indiana

## WFAM-TV
### Lafayette
(Ch. 59)

**Licensee:** Lafayette Broadcasting Inc., McCarty Lane.

**Studio and Transmitter:** McCarty Lane.

**Telephone:** 2-4300.

**Technical Facilities:** Channel No. 59 (740-746 mc). Authorized power: 204-kw maximum & 162-kw horizontal visual, 100-kw maximum and 89.1-kw horizontal aural. Antenna: 626-ft. above av. terrain, 637-ft. above ground, 1287-ft. above sea level, lat. 40° 24′ 07″, long. 86° 50′ 59″. Holds CP for Ch. 18, 186.22-kw visual, 100-kw aural, 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

**Network Service:** CBS, NBC.

**AM Affiliate:** WASK, .25-kw, 1450 kc (MBS).

**Ownership:** Henry Rosenthal, 25%; Alvin H. Huth, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. Rosenthal also owns 25% of AM applicant in Crawfordsville, Ind.

**Began Operation:** May 8, 1953. Sale to present owners by founder O. E. Richardson approved by FCC Feb. 20, 1957 *(Television Digest,* Vol. 13:4, 8).

**Represented (sales)** by William G. Rambeau Co. Inc.

**Personnel:**
Henry Rosenthal, *general manager.*
Dick Pittenger, *sales director.*
James Mathis, *program director.*
Earl Richardson, *farm director.*
Richard Cochran, *chief engineer.*

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec |
|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $40.00 | $20.00 |
| Class B—5-6 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 40.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## WLBC-TV
### Muncie
(Ch. 49)

**Licensee:** Tri-City Radio Corp., 420 Alden Rd., Box 271.

**Studio and Transmitter:** State Rd. No. 35, SE of Muncie.

**Telephone:** Atlas 8-4403. TWX No.: MUN 187.

**Technical Facilities:** Channel No. 49 (680-686 mc). Authorized power: 14.1-kw visual, 7.08-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level, lat. 40° 09′ 01″, long. 85° 22′ 45″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** WLBC, .25-kw, 1340 kc (CBS). **FM Affiliate:** WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

**Ownership:** Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

**Began Operation:** April 29, 1953.

**Represented (sales)** by Hal Holman Co. (Chicago & New York).

**Represented (legal)** by John H. Midlen.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Don Burton, *general manager.*
W. F. Craig, *v.p. & commercial manager.*
Lee Allerton, *program director.*
Maurice Crain, *engineering v.p. & purchasing agent.*
Patrick S. Finnegan, *chief engineer.*
Bill Summers, *musical director.*

DIGEST OF RATE CARD No. 3—(Nov. 15, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun. | | | | | | |
| $225.00 | $135.00 | $90.00 | $78.75 | $67.50 | $50.00 * | $22.50 |
| Class B—5-6:30 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30-11:30 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 30.00** | 15.00 |
| Class C—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

* 20 Sec., $45.00. ** 20 Sec., $25.00.
Subject to frequency discounts.

## WNDU-TV
### South Bend
(Ch. 16)

**Grantee (STA):** Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

**Studio:** P.O. Box 989, Juniper Road, South Bend, Ind.

**Transmitter:** Ironwood & Kern Rds.

**Telephone:** Central 3-7111, South Bend.

**Technical Facilities:** Channel No. 16 (482-488 mc). Authorized power: 282-kw visual, 153.4-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1° electrical beam tilt, lat. 41° 36′ 26″, long. 86° 12′ 48″.

**Network Service:** NBC.

**AM Affiliate:** WNDU, .25-kw, 1490 kc. (ABN).

**Ownership:** Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas; Bernard C. Barth, v.p.

**Began Operation:** July 2, 1955.

**Represented (sales)** by Edward Petry & Co.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Bernard C. Barth, *v.p. & general manager.*
Wm. Thomas Hamilton, *sales manager.*
Bazil O'Hagan, *chief engineer.*
William A. Garden, *director sales service.*
Wm. H. Mackenzie, *production manager.*
E. L. Doyle, *director of public affairs.*
Bill Etherton, *sports director.*

DIGEST OF RATE CARD NO. 2A
(March 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—6:30-9:59 p.m., Mon.-Fri.; 6:30-10:29 p.m., Sat. & Sun. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| Class A—6-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 5-6:30 p.m., 10:30-11 p.m., Sat. & Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| Class B—5-6 p.m., 10:29-11 p.m., Mon.-Fri.; noon-5 p.m., 11-11:30 p.m., Sat. & Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| Class C—11 p.m.-midnight, 9 a.m.-5 p.m., Mon.-Fri.; 11:30 p.m.-midnight, 9 a.m.-noon, Sat. & Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 50.00 | 25.00 |
| Class D—Midnight-9 a.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WSBT-TV
### South Bend
(Ch. 22)

**Licensee:** South Bend Tribune, 225 W. Colfax Ave.

**Studio:** 300 West Jefferson Blvd. **Transmitter:** Ironwood Rd.

**Telephone:** Central 3-3141. TWX No.: SB 8762.

**Technical Facilities:** Channel 22 (518-524 mc). Authorized power: 251-kw maximum and 224-kw horizontal visual, 136-kw maximum and 120-kw horizontal aural. Antenna: 531-ft. above av. terrain, 476-ft. above ground, 1352-ft. above sea level, lat. 41° 37′ 05.4″, long. 86° 13′ 09″.

**Network Service:** CBS.

**AM Affiliate:** WSBT, 5-kw, 960 kc (CBS).

**Ownership:** South Bend Tribune Publishing Co., 100%, publisher of *South Bend Tribune.*

**Began Operation:** Dec. 21, 1952.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Neal B. Welch, *manager.*
Will R. Darch, *commercial manager.*
Robert J. Drain, *program director.*
Jim Halpin, *promotion manager.*
Walter A. Sweitzer, *film director.*
Arthur R. O'Neil, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class A**—6-6:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.25 | 45.00 | 22.50 |

Subject to frequency discounts.

## WSJV
### South Bend
(See Elkhart)

## WTHI-TV
### Terre Haute
**(Ch. 10)**

**Licensee:** Wabash Valley Bcstg. Corp., 918 Ohio St.

**Studio & Transmitter:** 918 Ohio St.

**Telephone:** Crawford 9481. **TWX No.:** TH 1.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 480-ft. above av. terrain, 549-ft. above ground, 1049-ft. above sea level, lat. 39° 27′ 54″, long. 87° 24′ 24″. Requests change to Ch. 2, 100-kw visual, 50-kw aural, 991-ft. above av. terrain, 1002-ft. above ground, 1617-ft. above sea level, lat. 39° 17′ 59″, long. 87° 22′ 56″; transmitter to E of US Hwy. 41, 10.3-mi. S of Terre Haute, near Pimento, Ind.

**Network Service:** CBS, ABC, NBC.

**AM affiliate:** WTHI, 1-kw, 1480 kc (CBS). **FM Affiliate:** WTHI-FM, 7.4-kw, 99.9 mc (No. 260), 331-ft. antenna height.

**Ownership:** Anton Hulman, Jr., pres., 81.65%; J. R. Cloutier, v.p.-treas., 13.35%; Henry P. Smith, 5%.

**Began Operation:** July 22, 1954.

**Represented (sales)** by The Bolling Co. Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Anton Hulman Jr., *president.*
Joseph M. Higgins, *general manager.*
George A. Foulkes, *national sales manager.*
Ben Falber Jr., *director nighttime TV operations.*
Pat Murphy, *director daytime TV operations.*
Don Petit, *chief engineer.*
Russ Arnold, *asst. chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:29-10 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $150.00 | $100.00 | $50.00 |
| **Class A**—5:59-6:29 p.m., 10-10:30 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.00 | 105.00 | 75.00 | 38.00 |
| **Class B**—All other times. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.00 | 75.00 | 60.00 | 30.00 |

Subject to frequency discounts.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# IOWA

## WOI-TV
### Ames — (Des Moines)
**(Ch. 5)**

**Licensee:** Iowa State College of Agriculture & Mechanic Arts.

**Studio:** Service Bldg. **Transmitter:** 4 miles SW of Ames.

**Telephone:** Cedar 2-3400. **TWX No.:** 560.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level, lat. 41° 59′ 20″, long. 93° 41′ 12″.

**Network Service:** ABC.

**AM Affiliate:** WOI, 5-kw, 640 kc. **FM Affiliate:** WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

**Began Operation:** Feb. 21, 1950.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Dr. James Hilton, *president of Iowa State College.*
Robert C. Mulhall, *general manager.*
James H. Davis, *assoc. general manager.*
Dan Norton, *commercial manager.*
Ron Scott, *sales service.*
Janis Marvin, *sales, traffic manager.*
Wally Bishop, *news director.*
Warren Royer, *film director.*
Doris MacFarquhar, *promotion manager.*
Joseph North, *TV training lab supervisor.*
Keith Ketcham, *chief engineer.*

**DIGEST OF RATE CARD NO. 7—(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-30-10 p.m., daily. | | | | | | |
| $650.00 | $390.00 | $260.00 | $227.50 | $195.00 | $140.00 | $70.00 |
| **Class B**—5-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 150.00 | 125.00 | 100.00 | 50.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 50.00 | 25.00 |

## KCRG-TV
### Cedar Rapids
**(Ch. 9)**

**Licensee:** Cedar Rapids Television Co., 1st Ave. & 1st St. S.W.

**Studio:** 1st Ave. & 1st St. S.W. **Transmitter:** Route 1, Marion, Ia.

**Telephone:** Empire 4-4194. **TWX No.** CR 14.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level, lat. 42° 03′ 18″, long. 91° 41′ 41″.

**Network Service:** ABC.

**AM Affiliate:** KCRG, 5-kw, 1600 kc (MBS).

**Ownership:** The Gazette Co. *(Cedar Rapids Gazette),* 100%.

**Began Operation:** Oct. 15, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Joseph F. Hladky Jr., *president.*
Frank T. Nye, *general manager.*
Edna A. Herbst, *administrative assistant.*
Richard J. Butterfield, *commercial manager.*
Ralph D. Willey, *program director.*
Bill Lawrence, *film editor.*
John K. Williams, *news director.*
John Jennings, *production director.*
Dick Miner, *director.*
Ira V. McDaniel, *chief engineer.*
Loren L. Abbott, *office manager.*

**DIGEST OF RATE CARD NO. 4—((Dec. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $425.00 | $255.00 | $170.00 | $149.00 | $106.50 | $85.00 | $42.50 |
| **Class B**—5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., 10-11 p.m., Sun. | | | | | | |
| 320.00 | 191.50 | 127.50 | 111.50 | 80.00 | 65.00 | 32.50 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

# Iowa

## WMT-TV
## Cedar Rapids
(Ch. 2)

**Licensee:** WMT-TV Inc., Barr Bldg., Washington 6, D.C.

**Business Office:** Paramount Theatre Bldg., Cedar Rapids.

**Studio:** 600 Old Marion Rd., NE. **Transmitter:** 4.75-mi. N of Urbana, Ia.

**Telephone:** Empire 4-0171. **TWX No.:** CR 11.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level, lat. 42° 17′ 39″, long. 91° 53′ 10″.

**Network Service:** CBS.

**AM Affiliate:** WMT, 5-kw, 600 kc (CBS).

**Ownership:** Helen S. Mark trust, 49% (Wm. B. Dolph, Wm. B. Quarton and National Metropolitan Bank of Washington, trustees acting in behalf of Helen Hermann, John Shaffer Mark, Dale Shaffer Mark and Mary Mark Merrill); William B. Dolph, pres., 31%; William B. Quarton, exec. v.p., 20%. Ownership interlocks with KJBS, San Francisco and KWMT, Fort Dodge, Iowa. WMT-TV Inc. owns 40% of Ch. 8 applicant in Moline, Ill.

**Began Operation:** Sept. 30, 1953.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Bingham, Collins, Porter & Kistler.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
William B. Quarton, *executive v.p.*
Lew Van Nostrand, *v.p., sales.*
Douglas B. Grant, *v.p. TV operations.*
Leo F. Cole, *business manager.*
Robert Kenney, *promotion manager.*
Charles Worcester, *director news & public affairs.*
Bob Nance, *farm director.*
George P. Hixenbaugh, *chief engineer.*

**DIGEST OF RATE CARD NO. 4B—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily | | | | | | |
| $625.00 | $375.00 | $250.00 | $218.75 | $156.25 | $125.00 | $62.50 |
| **Class A**—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 9:30-10:30 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| **Class B**—6-6:30 p.m., Mon.-Fri.; 5:30-6:30 p.m., Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 93.75 | 75.00 | 37.50 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-5:30 p.m., Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## KWWL-TV
## Cedar Rapids
(See Waterloo, Ia.)

## WOC-TV
## Davenport
(Ch. 6)

**Licensee:** Central Broadcasting Co., 1002 Brady St.

**Studio:** 805 Brady St. **Transmitter:** Pleasant Valley.

**Telephone:** 3-3661. **TWX No.:** DV 82.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 600-ft. above av. terrain, 625-ft. above ground, 1305-ft. above sea level, lat 41° 32′ 54″, long. 90° 28′ 37″.

**Network Service:** NBC.

**AM Affiliate:** WOC, 5-kw, 1420 kc (NBC). **FM Affiliate:** WOC-FM, 33-kw, 103.7 mc (No. 279), 490-ft.

**Ownership:** Owns WHO-TV & WHO, Des Moines, and 25% of May Bcstg. Co., operating radio station KMA, Shenandoah, Ia., and TV station KMTV, Omaha.

**Began Operation:** Oct. 31, 1949.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
B. J. Palmer, *president.*
D. D. Palmer, *v.p. & treas.*
Ralph Evans, *executive v.p.*
Paul A. Loyet, *v.p.*
William D. Wagner, *secy.*
Ernest C. Sanders, *resident manager.*
Mark L. Wodlinger, *sales manager.*
Raymond E. Guth, *program director.*
Bob Frank, *news & farm director.*
Paul Arvidson, *chief engineer.*

**DIGEST OF RATE CARD NO. 10—(Nov. 4, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $800.00 | $480.00 | $320.00 | ..... | ..... | $200.00 | $100.00 |
| **Class A**—6:30-7 p.m., 9:30-10 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | ..... | ..... | 150.00 | 75.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | $140.00 | $100.00 | 80.00 | 40.00 |
| **Class C**—All other times. | | | | | | |
| 220.00 | 132.00 | 88.00 | 80.00 | 70.00 | 50.00* | 20.00 |

* 20 Sec. $40.00.

## WHBF-TV
## Davenport
(See Rock Island, Ill.)

## KRNT-TV
## Des Moines
(Ch. 8)

**Licensee:** KRNT-TV Co., Ninth & Pleasant Sts.

**Studio & Transmitter:** KRNT Center, Ninth & Pleasant Sts.

**Telephone:** Cherry 3-4141.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level, lat. 41° 35′ 18″, long. 93° 37′ 46″.

**Network Service:** CBS.

**AM Affiliate:** KRNT, 5-kw, 1350 kc (CBS).

**Ownership:** Cowles Broadcasting Company, 60%; Kingsley Murphy Jr. & family, 40%. Cowles Bcstg. also owns 100% of radio affiliate KRNT; 100% of WHTN-TV, Huntington, W.Va. (WHTN). Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are *Des Moines Register* and *Tribune* and *Minneapolis Star & Tribune.* Cowles family also controls *Look* magazine. Cowles Bcstg. Co. officers: Luther Hill, pres.; Robert Tincher, v.p.; Robert Dillon, v.p.; David Kruidenier Jr., v.p.; Carl T. Koester, treas.; Vincent Starzinger, secy.

**Began Operation:** July 31, 1955.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Bob Dillon, *general manager.*
Paul Elliott, *commercial manager.*
Bill Hippee, *sales manager.*
Dick Covey, *program director.*
Joe Hudgens, *asst. program director, director of promotion.*
Graham Jeambey, *promotion manager.*
Charles Quentin, *chief engineer.*
Guy Koenigsberger, *production manager.*
Dick Percival, *business manager.*

**DIGEST OF RATE CARD NO. 2—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun. | | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $175.00 | $160.00 | $80.00 |
| **Class B**—6:30-7 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 130.00 | 65.00 |
| **Class C**—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 100.00 | 50.00 |
| **Class D**—5-6 p.m., Mon.-Sat.; noon-5 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class E**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 65.00 | 32.50 |
| **Class F**—11 p.m.-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class G**—Sign-on-9 a.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 40.00 | 20.00 |

# WHO-TV
## Des Moines
(Ch. 13)

**Licensee:** Central Bcstg. Co., 1100 Walnut St.

**Studio:** 1100 Walnut St. **Transmitter:** 1 mi. S. of Mitchellville, on Polk-Jasper County line.

**Telephone:** Atlantic 8-6511. **TWX No.:** DM 286.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level, lat. 41° 39′ 12″, long. 93° 20′ 56″.

**Network Service:** NBC.

**AM Affiliate:** WHO, 50-kw, 1040 kc (NBC). **FM Affiliate:** WHO-FM, 24-kw, 100.3 mc (No. 262), 690-ft. antenna height.

**Ownership:** Col. B. J. Palmer, pres., 8.5%; Dr. D. D. Palmer, v.p. & treas., 58.4%; Ralph Evans, exec. v.p., 1.5%; Paul A. Loyet, v.p. & resident mgr., 2.7%; Wm. D. Wagner, secy. H. C. Hender, 2.51%; H. B. Chance, 2.51%; 15.4% in Palmer family trusts. Central Bcstg. also operates WOC-TV, Davenport, and owns 25% of KMTV, Omaha & KMA, Shenandoah, Ia.

**Began Operation:** April 15, 1954.

**Represented (sales) by** Peters, Griffin, Woodward Inc.

**Represented (legal) by** Dow, Lohnes & Albertson.

**Represented (engineering) by** A. D. Ring & Assoc.

**Personnel:**
Paul A. Loyet, *v.p. & resident manager.*
W. W. Woods, *asst. manager.*
Robert H. Harter, *sales manager.*
Jack Kerrigan, *program director & film buyer.*
Kenneth Gfeller, *production manager.*
Jack Shelley, *news bureau manager.*
M. L. Nelsen, *managing editor.*
Jim Zabel, *sports director.*
Herbert H. Plambeck, *farm director.*
Roy W. Pratt, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Dec. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—6:30-9:30 p.m., daily. | | | | | | |
| $750.00 | $450.00 | $300.00 | $262.50 | $210.00 | $150.00 | $75.00 |
| Class A—9:30-10 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 227.50 | 180.00 | 140.00 | 70.00 |
| Class B—10-10:30 p.m., daily; 5-6:30 p.m., Sun. | | | | | | |
| 550.00 | 330.00 | 220.00 | 192.50 | 160.00 | 120.00 | 60.00 |
| Class C—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 112.00 | 100.00 | 50.00 |
| Class D—Noon-5 p.m., Mon.-Sat. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 75.00 | 37.50 |
| Class E—Sign-on-noon, 10:30 p.m.-sign-off, daily. | | | | | | |
| 240.00 | 144.00 | 96.00 | 84.00 | 72.00 | 60.00 | 30.00 |

Above rates include color film & slide processing cost.

# KQTV
## Fort Dodge
(Ch. 21)

**Licensee:** Northwest Television Co., 912 First Ave. S.

**Studio & Transmitter:** Television Square, Fort Dodge.

**Telephone:** 4-0351; 4-0311.

**Technical Facilities:** Channel No. 21 (512-518 mc). Authorized power: 330.1-kw maximum and 170-kw horizontal visual, 174.4-kw maximum and 89.1-kw horizontal aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level, lat. 42° 29′ 16″, long. 94° 12′ 09″.

**Network Service:** NBC.

**AM Affiliate:** KVFD, .25-kw, 1400 kc.

**Ownership:** Edward Breen, pres., 16.75% (with wife); George Haire, v.p., 2%; Allen A. Loomis II, treas., .2%; L. V. Geer, secy., .2%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

**Began Operation:** Nov. 2, 1953.

**Represented (sales) by** John E. Pearson Television Inc.

**Personnel:**
Edward Breen, *president & general manager.*
Rollie Camp, *commercial manager.*
Richard Johnson, *program director.*
David Sinclair, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—6:59-10 p.m., daily. | | | | | | |
| $150.00 | $100.00 | $75.00 | $60.00 | $50.00 | $40.00 | $25.00 |
| Class A—5:59-6:59 p.m., 10-10:30 p.m., daily. | | | | | | |
| 135.00 | 90.00 | 60.00 | 50.00 | 40.00 | 30.00 | 20.00 |
| Class B—4:59-5:59 p.m., Mon.-Fri.; 2-5:59 p.m., Sat. & Sun.; 10:31-11 p.m., daily. | | | | | | |
| 90.00 | 60.00 | 50.00 | 40.00 | 30.00 | 25.00 | 15.00 |
| Class C—All other times. | | | | | | |
| 75.00 | 50.00 | 40.00 | 30.00 | 25.00 | 20.00 | 10.00 |

# KGLO-TV
## Mason City
(Ch. 3)

**Licensee:** Lee Radio Inc., 2d & Pennsylvania Ave.

**Studio:** 2d & Pennsylvania Ave. **Transmitter:** Kensett, Ia., 15 mi. N. of Mason City.

**Telephone:** Garden 3-2540. **TWX No.:** MY 83.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level, lat. 43° 21′ 25″, long. 93° 12′ 57″.

**Network Service:** CBS.

**AM Affiliate:** KGLO, 5-kw, 1300 (CBS). **FM Affiliate:** KGLO-FM 16-kw, 101.1 mc (No. 266), 230-ft. antenna height.

**Ownership:** Lee P. Loomis, pres., 9.28%; Herbert R. Ohrt, exec. v.p., 2.75%; Roger Sawyer, treas., .167%; Donald G. Harrer, secy., .167%; Ralph Norris estate (Elizabeth Norris, executrix), 16.67%; Elizabeth Norris, 13.25%; Laura Lee, 12%; James Powell, 5.833%; Mrs. James Powell, 5.1%; W. Earl Hall, 5%; Wanda Nell Eighmey, 4.6%; Henrietta Adler, 4.2%; and over 50 others, none owning over 2%. Mr. Loomis is publisher of *Mason City Globe-Gazette*. Ownership interlocks with KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. For other interests, see *Mason City Globe-Gazette* under Newspaper Ownership.

**Began Operation:** May 15, 1954.

**Represented (sales) by** Weed Television Corp.

**Represented (legal) by** Pierson, Ball & Dowd.

**Represented (engineering) by** Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Herbert R. Ohrt, *exec. v.p. & general manager.*
Walter Rothschild, *national sales mgr. (Quincy headquarters)*
Lloyd Loers, *local sales manager.*
Douglas F. Sherwin, *program & production manager.*
Don Harrer, *promotion manager.*
Ken Kew, *news & sports manager.*
Al Heinz, *farm director.*
Roger Sawyer, *chief engineer.*

DIGEST OF RATE CARD NO. 5
(Feb. 1, 1958)

| Hour | 30 Min | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| Class B—4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., daily. | | | | | | |
| 260.00 | 156.00 | 104.00 | 91.00 | 65.00 | 52.00 | 26.00 |
| Class C—All other times. | | | | | | |
| 170.00 | 102.00 | 68.00 | 60.00 | 43.00 | 34.00 | 17.00 |

Subject to frequency discounts.

# KTVO
## Ottumwa
(See Kirksville, Mo.)

# KTIV
## Sioux City
(Ch. 4)

**Licensee:** KTIV Television Co., 10th & Grandview Blvd.

**Studio:** 10th & Grandview Blvd.

**Transmitter:** 1-mi. N of 54th & North Rustin (Plymouth County).

**Telephone:** 8-0545. **TWX No.:** SY 35.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 770-ft. above av. terrain, 633-ft. above ground, 2046-ft. above sea level, lat. 42° 34′ 27″, long. 96° 22′ 11″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KSCJ, 5-kw, 1360 kc (ABN).

**Ownership:** Dietrich Dirks group (Duane Kidder, Ryal Miller, Ben Knuth, Carleton Corbett, William Klinger, Ken Cotton, Burton Bridgens, Royal Rostenbach), 50%; Perkins Bros. Co. (KSCJ, also affiliated with Journal Tribune Publishing Co.), 50%. KTIV officers: W. R. Perkins, chairman; Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Carlton Corbett, secy.; Elizabeth Sammons, treas.

**Began Operation:** Oct. 9, 1954.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Dietrich Dirks, *president & general manager.*
Gene Flaherty, *executive v.p. & sales director.*
Don Stone, *program director.*
Gene Quilleash, *production director.*
Terry J. Walker Jr., *continuity director.*
Ken Wayman, *news director.*
Jack Carr, *sports director.*
Al Smith, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $75.00 | $37.50 |
| **Class B**—5-6:30 p.m. Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

# KVTV
## Sioux City
(Ch. 9)

**Licensee:** People's Broadcasting Corp., 7th & Douglas Sts.

**Studio:** TV Theatre, 7th & Douglas Sts. **Transmitter:** 41st & Howard Sts.

**Telephone:** 2-2711. **TWX No.:** SY 14.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 288-kw visual, 144-kw aural. Antenna: 720-ft. above av. terrain, 537-ft. above ground, 1937-ft. above sea level, lat. 42° 32′ 33″, long. 96° 23′ 34″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WNAX, Yankton, S. D., 5-kw, 570 kc (CBS).

**Ownership:** People's Broadcasting a subsidiary of Nationwide Mutual Insurance Co. also operates radio stations WRFD, Worthington, O.; WTTM, Fairmont, W.Va.; WGAR, Cleveland, O. Herbert E. Evans is v.p.-gen. mgr. of People's Bcstg.

**Began Operation:** March 29, 1953. Sale to present owner by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (*Television Digest*, Vol. 13:41, 44, 49).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Donald D. Sullivan, *general manager.*
Robert B. Donovan, *commercial manager.*
George Hutchins, *operations manager.*
Clark Pollock, *program director.*
John L. Schambow, *promotion & publicity manager.*
Carl Morris, *film director.*
Clair Giles, *business manager.*
Robert G. Engelhardt, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(June 1, 1956)**

| Hour | 30 Min | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $425.00 | $255.00 | $170.00 | $150.00 | $125.00 | $100.00 | $50.00 |
| **Class A**—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 75.00 | 37.50 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.00 | 69.00 | 60.00 | 30.00 |
| **Class C**—5-6 p.m., Mon.-Sat. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| **Class D**—All other times. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.00 | 44.00 | 35.00 | 17.50 |

Subject to frequency discounts.

# KWWL-TV
## Waterloo-Cedar Rapids
(Ch. 7)

**Licensee:** Black Hawk Bcstg. Co., E. Fourth & Franklin Sts.

**Studio & Transmitter:** 5-mi. SE of Jesup on Farm Rd. "O".

**Telephone:** Adams 4-4404. **TWX No.:** WX 17.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 221-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level, lat. 42° 24′ 47″, long. 92° 00′ 42″.

**Network Service:** NBC.

**AM Affiliate:** KWWL, 5-kw (1-kw night), 1330 kc (MBS).

**Ownership:** Ralph J. McElroy, pres., 31.4%; Donald M. Graham, v.p., 2.9%; E. Horslund, treas., 3%; Glenn B. Beers, secy., 1.1%; the following directors: Robert Buckmaster, 9.7%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Wm. Bolster, 6.8%; Robert Young, 2.2%. The following stockholders do not hold office: Lowell J. Walker, 1.6%; John B. Young, 2.2%; T. L. Trunnell, 3.8%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%; Robt. J. McCoy, 1.7%; W. Lyle Harvey, 2.1%. There are several other stockholders, each owning 1% or less. Note: Is acquiring KMMT, Austin, Minn. (Ch. 6) with radio KAUS (*Television Digest*, Vol. 13:6).

**Began Operation:** Nov. 25, 1953.

**Represented (sales)** by Avery-Knodel, Inc.

**Represented (legal)** by Roberts & McInnis.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Ralph J. McElroy, *president & general manager.*
James S. Dugan, *national sales manager.*
Don E. Inman, *business manager.*
Norman Tarbox, *director of TV operations.*
Tom Miller, *director of news.*
T. W. Kirksey, *director of engineering.*

**DIGEST OF RATE CARD NO. 7A—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $625.00 | $375.00 | $250.00 | $218.75 | $156.25 | $125.00 | $62.50 |
| **Class A**—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 9:30-10:29 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| **Class B**—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m.. Sun.; 10:30-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 93.75 | 75.00 | 37.50 |
| **Class C**—All other times. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |

**Combination Rates:** KWWL-TV & KMMT, Austin, Minn. combination rates are the above, plus 25%.

Subject to frequency discounts.

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# KANSAS

## KTVC
### Ensign
(Ch. 6)

(Operated in affiliation with KAKE-TV, Wichita)

Licensee: Southwest Kansas Television Co. Inc., Cimarron, Kan.
Office: 705 2nd, Dodge City, Kan. Telephone: Hunter 3-6666.

Studio & Transmitter: State Hwy. 23, 20 mi. SW of Dodge City.

Telephone: Hunter 3-4531.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level, lat. 37° 38′ 36″, long. 100° 20′ 33″.

Network Service: ABC (private relay from KAKE-TV), CBS.

Ownership: Leigh Warner, pres., 4.85%; Wendell Elliott, v.p., 5.65%; F. C. Walker, treas., 1.1%; Paul Masoner, secy., .25%; *Dodge City Daily Globe*, and affiliated radio KGNO, 17.80% (Jesse Denious Jr., pres. of *Globe* and KGNO); Ray Broce, 2.5%; Glen Cooper, 2.5%; J. C. Berryman, 2.55%; W. E. Montgomery, 1.15%; John A. Costelow, 1.25%; Wheat Growers Hail Insurance Co., 2.5%; Dodge City Terminal Elevator, 1%; McKinley-Winter Livestock Commission Co., 1%. There are over 600 other stockholders, none owns over 1%.

Began Operation: July 24, 1957.

Represented (sales) by The Katz Agency, Inc. (on sales with KAKE-TV).

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
Wendell Elliott, *v.p. & general manager.*
Hershel Holland, *program manager.*
Kenneth Karr, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-9:30 p.m., daily. | | | | | | |
| $100.00 | $60.00 | $40.00 | $35.00 | $25.00 | $22.00 | $11.00 |
| Class B—6-6:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 70.00 | 42.00 | 28.00 | 24.00 | 18.00 | 15.00 | 7.50 |
| Class C—All other times. | | | | | | |
| 50.00 | 30.00 | 20.00 | 17.00 | 13.50 | 10.00 | 5.00 |

Note: For combination rates, see KAKE-TV, Wichita, Kan.

## KCKT
### Great Bend
(Ch. 2)

Licensee: Central Kansas Television Co. Inc., Box 182.

Studio & Transmitter: U. S. Hwy. 281, 4-mi. N of city limits.

Telephone: Gladstone 3-7868.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level, lat. 38° 52′ 54″, long. 98° 46′ 24″.

Network Service: NBC.

Ownership: E. C. Wedell, pres., 26.65%; C. L. Roberts, v.p., 4.96%; Roy Zimmer, secy., 2.09%; Delbert Williams, treas., .20%; Vyrl W. Levan, 7.84%; Ralph R. Rinker, 5.6%; H. P. Thies & Fred Thies, 5.86%; over 100 others, none owns as much as 3%. Zimmer is treas. of Hass-Flynn Theatres Inc. Also holds CP for KGLD, Ch. 11 satellite in Garden City, Kan., and is applicant for Ch. 8, McCook, Neb.

Began Operation: Nov. 28, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
E. C. Wedell, *president.*
E. L. Kuhlman, *operations manager.*
Bill McGoffin, *production director.*
Barry Russell, *news and sports director.*
Herman Haefele, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $60.00 | $30.00 |
| Class A—5:30-6:30 p.m., 10-10:30 p.m., Mon.-Sat.; sign-on-6 p.m., 10-10:30 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 75.00 | 50.00 | 25.00 |
| Class B—Noon-5:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 32.00 | 16.00 |
| Class C—Sign-on-noon, Mon.-Sat. | | | | | | |
| 102.00 | 60.00 | 40.00 | 35.00 | 30.00 | 20.00 | 10.00 |

## KAYS-TV
### Hays
(Ch. 7)

(To be operated in affiliation with KAKE-TV, Wichita, Kan.)

### (Due to Begin Operation in June)

Grantee (STA): KAYS Inc., Box 695, Hays.

Studio & Transmitter: 2300 Hall St. Telephone: Market 4-2578.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 81.3-kw visual, 44-kw aural. Antenna: 660-ft. above av. terrain, 748-ft. above ground, 2776-ft. above sea level, lat. 38° 53′ 15″, long. 99° 20′ 20″.

Network Service: ABC (private relay from KAKE-TV).

Ownership: Ross Beach Sr., pres., 50⅔%; Robert E. Schmidt, treas.-gen. mgr., 49⅓%.

Represented (sales) by The Katz Agency Inc. (on sales with KAKE-TV).

Represented (legal) by A. L. Stein.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
Robert E. Schmidt, *general manager.*
James E. Kane, *chief engineer.*
E. T. Felts, *office & traffic manager.*

DIGEST OF RATE CARD NO. 1—(June 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-9:30 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.50 | $37.50 | $33.00 | $16.50 |
| Class B—6-6:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.50 | 26.50 | 23.00 | 11.50 |
| Class C—All other times. | | | | | | |
| 75.00 | 45.00 | 30.00 | 26.00 | 18.50 | 15.00 | 7.50 |

## KTVH
### Hutchinson-Wichita
(Ch. 12)

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St.

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P. O. Box 12, Wichita. Transmitter: 8.3-mi. E. of Hutchinson.

Telephones: Hutchinson 5-5503; Wichita, Temple 8-1411. TWX No.: HU 02 and WI 235.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 810-ft. above av. terrain, 779-ft. above ground, 2324-ft. above sea level, lat. 38° 03′ 23″, long. 97° 46′ 36″.

Network Service: CBS.

AM Affiliate: None locally; interlocking ownership with KFBI Wichita, 10-kw D, (1-kw night) 1070 kc.

Ownership: Minneapolis Star and Tribune Co., 80%; John P. Harris, 3.28%; Sidney F. Harris estate, 3.28%; W. D. P. Carey, 1.56% Howard J. Carey, 1.55%; Emerson Carey Jr., 1.55%; R. J. Laubengayer, 1.76%; Bess Wyse Rickard, 3.51%; Howard O. Peterson, 2.34%; Harry L. Stevens, 1.17%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; Lyle K. Anderson, v.p.-treas.; Otto A. Silha, v.p.; Howard Mithun, secy. *Minneapolis Star* and *Tribune* is controlled by members of Cowles family; for other Cowles interests, see KRNT-TV, Des Moines, Ia. Harris family publishes *Hutchinson News-Herald* and other Kansas newspapers, as well as *Burlington* (Iowa) *Hawk-Eye Gazette;* also owns 23.75% of KFBI, Wichita, with R. J. Laubengayer owning 10%. Bess Wyse Rickard controls KWBW, Hutchinson.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved deal whereby *Minneapolis Star* and *Tribune* (Cowles) acquired 80%, with former owners retaining 20% (*Television Digest,* Vol. 11:28, 43).

Represented (sales) by H-R Television Inc.

Represented (legal) by Paul M. Segal.

Represented (engineering) by Lohnes & Culver.

Personnel:
Howard O. Peterson, *general manager.*
M. Dale Larsen, *asst. general manager.*
Eugene F. Gray, *sales manager.*
William S. Ritchie, *local sales manager.*
Kenneth H. Cook, *chief engineer.*
Jack Munley, *sports editor.*
J. K. Petersen, *news editor.*

DIGEST OF RATE CARD NO. 4—(Revised April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $575.00 | $345.00 | $235.00 | $200.00 | $155.00 | $135.00 | $67.50 |
| Class A—6-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 1:30-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 90.00 | 45.00 |
| Class B—Sign-on-1:30 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 85.00 | 65.00 | 55.00 | 27.50 |
| Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 55.00 | 45.00 | 22.50 |

# Kansas

## KOAM-TV
### Pittsburg-Joplin (Mo.)
(Ch. 7)

**Licensee:** Mid-Continent Telecasting Inc., Box 659, Pittsburg, Kan.

**Studio and Transmitter:** Intersection of U. S. 69 & Lawton Rd., 4-mi. W. of Lawton, Kan.

**Telephone:** 2508. **TWX No.:** 8195.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 245-kw visual, 138-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1464-ft. above sea level, lat. 37° 13′ 19″, long. 94° 42′ 17″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KOAM, 10-kw (5-kw night), 860 kc (NBC).

**Ownership:** Pittsburg Bcstg. Co. (KOAM), 66.53%; Joplin Globe Publishing Co., publisher of *Joplin* (Mo.) *Globe* and *News-Herald*, 33.23%. Officers: Lester E. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Lester L. Cox, v.p.; Cowgill Blair, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Mr. Lester E. Cox is curator of U of Missouri (which operates KOMU-TV) and owns 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Messrs. Blair, Rogers and Hughes represent Joplin Globe Publishing on KOAM-TV board.

**Began Operation:** Dec. 5, 1953.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by McConnaughey, Sutton & L'Heureux.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

R. E. Wade, *v.p. & general manager.*
Louis R. Martin, *program director.*
Leo S. Stafford, *technical director.*
Jack Lawrence, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $360.00 | $210.00 | $145.00 | $125.00 | $90.00 | $80.00 | $40.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 270.00 | 160.00 | 105.00 | 95.00 | 67.00 | 55.00 | 28.00 |
| **Class C**—All other times. | | | | | | |
| 180.00 | 105.00 | 72.00 | 63.00 | 45.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KODE-TV
### Pittsburg
(See Joplin, Mo.)

## WIBW-TV
### Topeka
(Ch. 13)

**Licensee:** Topeka Bcstg. Assn. Inc., Box 119.

**Studio:** SBA Hill. **Transmitter:** 1.5-mi. W of city limits.

**Telephone:** CE-3-2377. **TWX No.:** TK 8647.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1002-ft. above av. terrain, 949-ft. above ground, 2027-ft. above sea level, lat. 39° 03′ 51″, long. 95° 45′ 49.5″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WIBW, 5-kw, 580 kc (CBS).

**Ownership:** Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are *Topeka Daily Capital* and *State Journal, Kansas City Kansan;* national magazines *Capper's Farmer* and *Household;* 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska, Missouri & California; as well as 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri.

**Began Operation:** Nov. 15, 1953. Sale of WIBW-TV & WIBW to present owner by Capper Publications approved Dec. 19, 1956 by FCC (*Television Digest*, Vol. 12:51).

**Represented (sales)** by Avery-Knodel Inc.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**

O. S. Stauffer, *president.*
Thad M. Sandstrom, *general manager.*
Ray Senate, *national sales coordinator.*
Rush Evans, *program director.*
Wilbur Levering, *farm director.*

**DIGEST OF RATE CARD NO. 3—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—6:59-9:30 p.m., daily. | | | | | | |
| $550.00 | $330.00 | $220.00 | $192.50 | $165.00 | $110.00 | $55.00 |
| **Class A**—6:15-6:59 p.m., 9:30-10 p.m., Mon.-Sat.; 4:59-6:59 p.m., 9:30-11 p.m., Sun. | | | | | | |
| 480.00 | 288.00 | 192.00 | 168.00 | 144.00 | 96.00 | 48.00 |
| **Class B**—4:59-6:15 p.m., Mon.-Fri.; 12:59-4:59 p.m., Sun.; 1:59-6:15 p.m., Sat. | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 108.00 | 72.00 | 36.00 |
| **Class C**—All other times. | | | | | | |
| 225.00 | 135.00 | 90.00 | 80.00 | 70.00 | 48.00 | 24.00 |

## KARD-TV
### Wichita
(Ch. 3)

**Grantee (STA):** Wichita Television Corp. Inc., 833 N. Main St.

**Studio:** 833 N. Main St. **Transmitter:** Colwich, Kan.

**Telephone:** Amherst 5-5633.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 2449-ft. above sea level, lat. 37° 46′ 37″, long. 97° 31′ 01″.

**Network Service:** NBC.

**Ownership:** George M. Brown, pres., 23%; Charles L. Brown, 4.6%; Helen P. Brown, 13.7%; William J. Moyer, v.p., 6.8%; Daniel M. Moyer, secy.-treas., 1.8%; over 100 other stockholders.

**Began Operation:** Sept. 1, 1955.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

George M. Brown, *president.*
William J. Moyer, *exec. v.p. & general manager.*
Don Sbarra, *v.p. & sales director.*
Charles L. King Jr., *local sales manager.*
Dave Wilson, *news director.*
Russell V. Goyette, *chief engineer.*
Sam Worsham, *program director.*
Mary Phares, *woman's director.*
Dilmond D. Postlewait, *office manager.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., Sun.-Fri.; 5:30-10 p.m., Sat. | | | | | | |
| $650.00 | $390.00 | $292.00 | $228.00 | $195.00 | $150.00 | $75.00 |
| **Class A**—6-6:30 p.m., Mon.-Fri.; 5:30-6:30 p.m., Sun.; 10-10:15 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 180.00 | 140.00 | 120.00 | 90.00 | 45.00 |
| **Class B**—5-6 p.m., 10:15-11 p.m., Mon.-Fri.; 4-5:30 p.m., 10:15-10:45 p.m., Sat. & Sun. | | | | | | |
| 285.00 | 171.00 | 128.25 | 99.75 | 85.50 | 65.00 | 32.00 |
| **Class C**—11 p.m.-sign-off, Mon.-Fri.; 10:45 p.m.-sign-off, Sat. & Sun. | | | | | | |
| 240.00 | 144.00 | 96.00 | 84.00 | 65.00 | 55.00 | 28.00 |
| **Class D**—Sign-on-5 p.m., Mon.-Fri.; sign-on-4 p.m., Sat. & Sun. | | | | | | |
| 200.00 | 120.00 | 90.00 | 70.00 | 60.00 | 45.00 | 22.50 |

## KAKE-TV
### Wichita
**(Ch. 10)**

**(Affiliated with separately-owned KTVC, Ensign, Kan.)**
**(Also to be affiliated with KAYS-TV, Hays, Kan. in June)**

**Licensee:** KAKE-TV, Inc., 1500 North West St., Box 1010.

**Studio:** 1500 North West St. **Transmitter:** State Hwy. 96, 8 mi. NW of city.

**Telephone:** Whitehall 3-4221. **TWX No.:** WI 228.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level, lat. 37° 46′ 54″, long. 97° 31′ 10″. **Note:** KTVC, Ensign, Kan. is operated in affiliation with KAKE-TV, rebroadcasting programs of mother station.

**Network Service:** NBC.

**AM Affiliate:** KAKE, .25-kw, 1240 kc, MBS.

**Ownership:** Mark H. Adams, pres., 6.38%; Theodore Gore, exec. v.p., 9.44%; Harold Newby, v.p., 2.04%; Tom Palmer, v.p., 19.88%; Martin Umansky, v.p., 2.55%; H. E. Zoller, v.p., 8.67%; Owen McEwan, treas., 7.65%; Lloyd Pickrell, secy., 2.04%; Charles E. Jones, asst. secy.-treas., 6.38%. Board members: George H. Bruce, 2.04%; S. O. Beren, 2.04%; Sherill C. Corwin, 15.31%. Non-officers: Ralph Gore, 9.44%; Patricia McEwen, 2.04%; H. E. Zoller III, 2.04%; David Zoller, 2.04%. Corwin also holds CP for KBAY-TV, San Francisco (Ch. 20), is applicant for Ch., 34 Los Angeles, and Ch. 21, San Diego; owns 11% of radios KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, all Cal.

**Began Operation:** Oct. 19, 1954.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd; Cohn & Marks.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Martin Umansky, *v.p. & general manager.*
Harold Newby, *v.p. & chief engineer.*
Donivan Waldron, *national sales manager.*
Bryce Benedict, *local sales manager.*
Norman W. Larson, *sales service director.*
John Froome, *production supervisor.*
Robert C. Payne, *public relations & program director.*
Betty Hannah, *traffic director.*
Ethel Jane King, *women's editor.*
Gary Hultgren, *film editor.*
Paul Threlfall, *manager news dept.*
Claude Clevenger, *transmitter supervisor.*
Keith Griggs, *studio supervisor.*
Arnold Wedel, *office manager.*

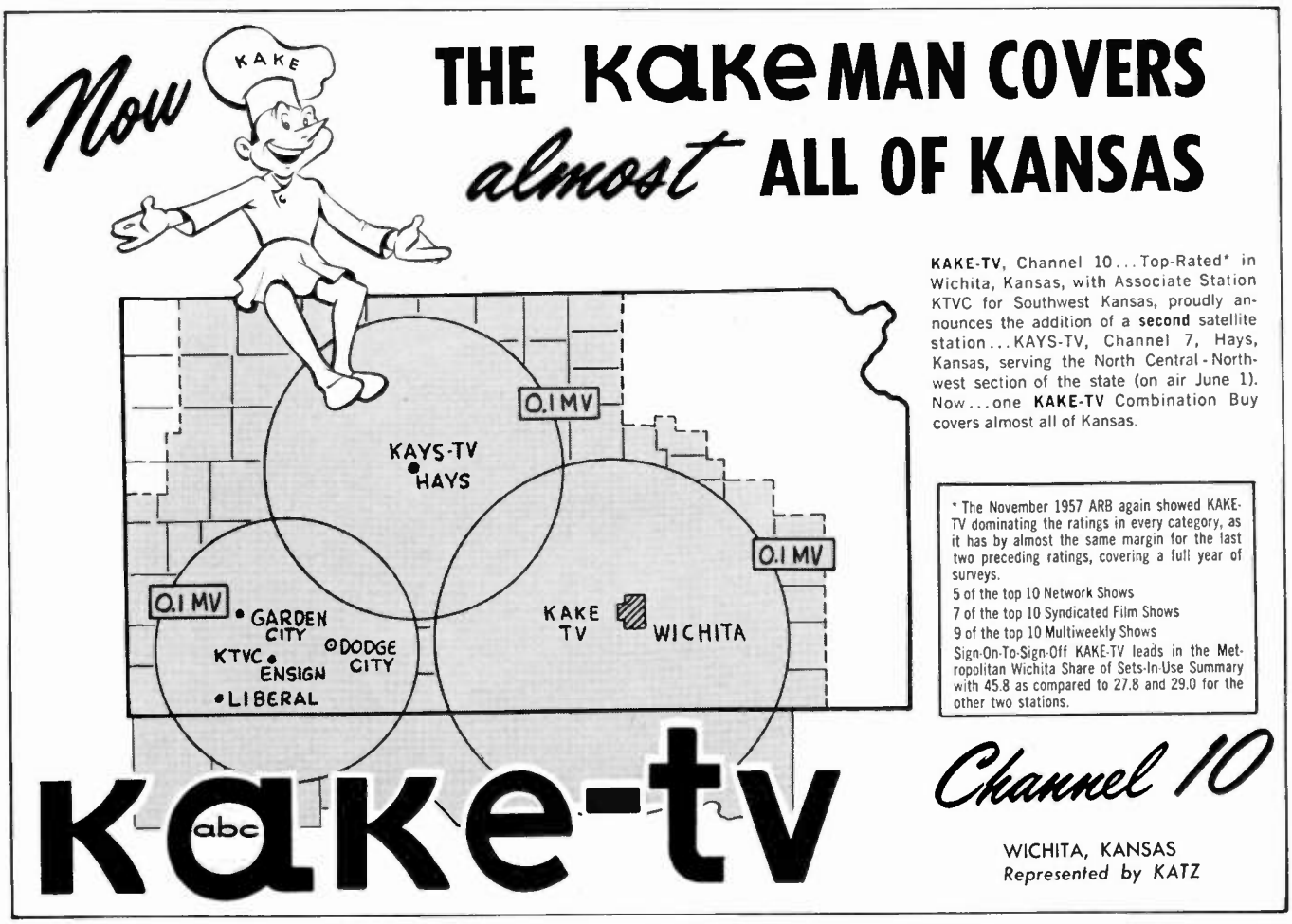
**DIGEST OF RATE CARD NO. 3B**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-9:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $135.00 | $68.00 |
| **Class B**—6-6:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 420.00 | 252.00 | 168.00 | 147.00 | 105.00 | 90.00 | 45.00 |
| **Class C**—5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 65.00 | 33.00 |
| **Class D**—10:30 p.m.-sign-off, daily. | | | | | | |
| 240.00 | 144.00 | 96.00 | 84.00 | 65.00 | 55.00 | 28.00 |
| **Class E**—All other times. | | | | | | |
| 200.00 | 120.00 | 90.00 | 70.00 | 60.00 | 45.00 | 22.50 |

**Combination Rates: KAKE-TV & KTVC, Ensign, Kan.**

| | | | | | | |
|---|---|---|---|---|---|---|
| **Class A**—6:30-9:30 p.m., daily. | | | | | | |
| $675.00 | $405.00 | $270.00 | $236.25 | $168.75 | $151.50 | $76.25 |
| **Class B**—6-6:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 472.50 | 283.50 | 189.00 | 165.00 | 118.50 | 101.25 | 50.65 |
| **Class C**—5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun. | | | | | | |
| 337.50 | 202.50 | 135.00 | 117.75 | 85.15 | 72.50 | 36.75 |
| **Class D**—10:30 p.m.-sign-off, daily. | | | | | | |
| 277.50 | 166.50 | 111.00 | 96.75 | 75.15 | 62.50 | 31.75 |
| **Class E**—All other times. | | | | | | |
| 237.50 | 142.50 | 105.00 | 82.75 | 70.15 | 52.50 | 26.25 |

Subject to frequency discounts.

# KENTUCKY

## WKXP-TV
### Lexington
(Ch. 27)

**Grantee:** Community Broadcasting Co., Broadcast Central, 177 N Upper St.

**Studio & Transmitter:** North Belt Line, approx. .5-mi N. of Liberty Rd.

**Telephone:** 3-2727 **TWX No.:** 8204

**Technical Facilities:** Channel No. 27 (548-554 mc). Power: 17.3-kw maximum and 15.5-kw horizontal visual, 8.7-kw maximum and 7.76-kw horizontal aural. Antenna: 640-ft. above av. terrain, 553-ft. above ground, 1624-ft. above sea level, lat 38° 02′ 07″, long. 84° 27′ 04″.

**AM Affiliate:** WLAP, 5-kw (1-kw night), 630 kc (ABN). **FM Affiliate:** WLAP-FM, 3.5-kw, 94.5 mc (No. 233), 320-ft. antenna height.

**Ownership:** Harry C. Feingold, chairman, 33.33%; Frederic Gregg, pres., 33.33%; Charles Wright, treas., 33.33%.

**Began Operation:** Sept. 30, 1957.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**

Frederic Gregg, *president & general manager.*
Zack Hill, *operations manager.*
Robert Austin, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Sept. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun. | | | | | | |
| $251.30 | $151.45 | $84.00 | $74.05 | $58.50 | $41.00 | $25.10 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30-11:30 p.m., daily. | | | | | | |
| 167.35 | 100.40 | 66.95 | 55.90 | 50.20 | 33.45 | 20.10 |
| **Class C**—All other times. | | | | | | |
| 145.45 | 87.30 | 58.20 | 50.95 | 43.65 | 29.10 | 17.50 |

Subject to frequency discounts.

## WLEX-TV
### Lexington
(Ch. 18)

**Licensee:** WLEX-TV Inc., Box 1457.

**Studio & Transmitter:** Russell Cave Pike.

**Telephone:** 4-8747.

**Technical Facilities:** Channel No. 18 (494-500 mc). Authorized power: 170-kw maximum and 91.2-kw horizontal visual, 91.2-kw maximum and 49-kw horizontal aural. Antenna: 630-ft. above av. terrain, 654-ft. above ground, 1626-ft. above sea level, using 1° beam tilt, lat. 38° 03′ 56″, long. 84° 29′ 13″.

**Network Service:** NBC, ABC, CBS.

**Ownership:** Central Kentucky Bcstg. Co., 44.44%; J. D. Gay Jr., pres., 28%; H. Guthrie Bell, secy.-treas., 28%; Wm. B. Gess, v.p., .114%; John G. Atchison Jr., .114%; Gay-Bell Corp., .34%. Messrs. Gay & Bell control Central Kentucky Bcstg. Co.

**Began Operation:** March 15, 1955.

**Represented (sales)** by The Bolling Co. Inc.; Dora-Clayton Agency (South).

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**

Earl L. Boyles, *v.p. & general manager.*
Harry C. Barfield, *station manager.*
J. M. Pennock, *sales manager.*
Alex B. McCauley, *program director.*
Jim Robertson, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Dec. 1, 1957)**

**Class A**—5:30-10:30 p.m., daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| $284.05 | $170.45 | $94.95 | $83.70 | $66.15 | $46.35 | $28.40 |

**Class B**—10:30 p.m.-sign-off, daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 189.15 | 113.50 | 75.65 | 63.20 | 56.75 | 37.85 | 22.75 |

**Class C**—Sign-on-5:30 p.m., daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 164.45 | 98.65 | 65.80 | 57.60 | 49.35 | 32.90 | 19.75 |

## WAVE-TV
### Louisville
(Ch. 3)

**Licensee:** WAVE Inc., 334 E. Broadway.

**Studio:** 334 E. Broadway. **Transmitter:** Bald Knob.

**Telephone:** Juniper 5-2201. **TWX No.:** LS 291.

**Technical Facilities:** Channel 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level, lat. 38° 22′ 08″, long. 85° 49′ 44″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WAVE, 5-kw, 970 kc (NBC).

**Ownership:** George W. Norton Jr., pres., 98.4%; Nathan Lord, v.p. & gen. mgr., .8%; Charles C. Leonard, secy-treas., .8%. Also owns WFIE-TV, Evansville, Ind.

**Began Operation:** Nov. 24, 1948.

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

George W. Norton, *president.*
Nathan Lord, *v.p. & general manager.*
C. C. Leonard, *secretary & treasurer.*
Ralph Jackson, *commercial manager.*
George Patterson, *program director.*
James Caldwell, *publicity & promotion director.*
Cyrus D. Crites, *research director.*
Rodney Ford, *news editor.*
Shirley Anderson, *farm director.*
Wilbur Hudson, *chief engineer.*
Pat O'Hara, *production manager.*
Bernie Holtman, *assistant chief engineer.*

**DIGEST OF RATE CARD NO. 13**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1025.00 | $615.00 | $410.00 | $358.75 | $256.25 | $230.00 | $115.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily. | | | | | | |
| 875.00 | 525.00 | 350.00 | 306.25 | 218.75 | 180.00 | 90.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 725.00 | 435.00 | 290.00 | 253.75 | 181.25 | 145.00 | 72.50 |
| **Class C**—Noon-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 90.00 | 45.00 |
| **Class D**—9 a.m.-noon, Mon.-Fri. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |

*Class E (Sign-on-9 a.m., Mon.-Fri.): Min. $60, 10 Sec. $30.
All rates except Class AA Announcements subject to frequency discounts.

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# WAVE Radio
# WAVE-TV

**LOUISVILLE**

**NBC AFFILIATES**

**NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES**

**WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.**

## WHAS-TV
### Louisville
**(Ch. 11)**

**Licensee:** WHAS Inc., Courier-Journal Bldg.

**Studio:** Courier-Journal Bldg.

**Transmitter:** Sixth St. & Broadway.

**Telephone:** Juniper 5-2211. **TWX No.:** LS 594.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 529-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level, lat. 38° 14′ 50″, long. 85° 45′ 50″. Requests change to 1923-ft. above av. terrain, 1856-ft. above ground, 2646-ft. above sea level, lat. 38° 21′ 50″, long. 85° 28′ 37″; transmitter near Brownsboro.

**Network Service:** CBS.

**Ownership:** Courier-Journal & Louisville Times Co.

**AM Affiliate:** WHAS, 50-kw, 840 kc (CBS).

**Began Operation:** March 27, 1950.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Miller & Schroeder.

**Personnel:**

Barry Bingham, *president.*
Mark F. Ethridge, *v.p.*
Lisle Baker Jr., *v.p.*
Victor A. Sholis, *v.p. and station director.*
George Johnson, *sales manager.*
William F. Loader, *promotion manager.*
Sam Gifford, *program director.*
Bill Tilley, *continuity director.*
William J. Small, *news director.*
Charles McDaniel, *film director.*
O. W. Towner, *director of engineering.*

**DIGEST OF RATE CARD NO. 9—(Aug. 20, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. |
|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | |
| $1000.00 | $600.00 | $400.00 | $250.00 | $200.00 |
| **Class A—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 6-7 p.m., Sat. & Sun.** | | | | |
| 850.00 | 510.00 | 340.00 | 212.50 | 170.00 |
| **Class B—6-6:30 p.m., Mon-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat. & Sun.** | | | | |
| 700.00 | 420.00 | 280.00 | 175.00 | 140.00 |
| **Class C—Noon-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; sign-on-5 p.m., Sat. & Sun.** | | | | |
| 450.00 | 270.00 | 180.00 | 112.50 | 90.00 |
| **Class D—Midnight-noon, Mon.-Fri.** | | | | |
| 400.00 | 240.00 | 160.00 | 100.00 | 80.00 |

Subject to frequency discounts (except Class AA announcements).

## WPSD-TV
### Paducah
**(Ch. 6)**

**Licensee:** Paducah Newspapers Inc., 408 Kentucky Ave.

**Studio & Transmitter:** 100 Television Lane.

**Telephone:** 2-8214.

**Technical facilities:** Channel No. 6 (82-88 mc). Authorized power: 58.9-kw visual, 34.7-kw aural. Antenna: 630-ft. above av. terrain, 583-ft. above ground, 1046-ft. above sea level, lat. 37° 02′ 55″, long. 88° 38′ 36″.

**Network Service:** NBC, ABC.

**Ownership:** Paducah Newspapers Inc. (E. J. Paxton Sr., pres.), publishes *Paducah Sun-Democrat.* E. J. Paxton Jr., v.p. and 11.2% owner also votes 25% of WFRX, West Frankfort, Ill held by *Sun-Democrat.*

**Began Operations:** May 28, 1957.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Scharfeld & Baron.

**Personnel:**

E. J. Paxton Jr., *v.p. & managing director.*
Sam Livingston, *general manager.*
Charles M. Neel, *sales manager.*
Fitz Hooton, *program director.*
Ernest J. Pell, *technical director.*
Wm. Mobley Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.** | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| **Class B—5:30-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat.; noon-6 p.m., Sun. 10:30-11 p.m., daily.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C—All other times.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

# LOUISIANA

## KALB-TV
### Alexandria
**(Ch. 5)**

**Licensee:** Lanford Telecasting Co., 605-11 Washington St.

**Studio:** 605-11 Washington St. **Transmitter:** Wardville, La.

**Telephone:** 5-2456. **TWX No.:** Alex LA 366.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 28.4-kw visual, 14.4-kw aural. Antenna: 543-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level, lat. 31° 18′ 22.2″, long. 92° 24′ 56.4″.

**Network Service:** NBC, CBS, ABC.

**AM Affiliate:** KALB, 5-kw (1-kw night) 580 kc (ABN). **FM Affiliate:** KALB-FM, 11-kw, 96.9 mc (No. 245), 380-ft. antenna height.

**Ownership:** T. B. Lanford, 51%; William L. Fox, 49%. Lanford also owns ⅓ of KPLC-TV, Lake Charles, La.; 13.8% of WJTV, Jackson, Miss., and controls radio KRRV, Sherman, Tex., and KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss. Note: Jack O. Gross holds option to buy half of Wm. L. Fox's shares (*Television Digest,* Vol. 12:49; 13:2).

**Began Operation:** Sept. 29, 1954.

**Represented (sales)** Weed Television Corp.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

Willard L. Cobb, *general manager & national sales.*
Jesse Sexton, *local sales manager.*
Larry McHale, *program director & operations supervisor.*
Betty Gaiennie, *promotion & merchandising manager.*
Bob Miller, *news director.*
Eugene Miller, *chief engineer.*

**DIGEST OF RATE CARD NO. 1 (Revised to Feb. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.** | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| **Class B—6-6:30 p.m., Mon.-Sat.** | | | | | | |
| ..... | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |
| **Class C—Noon-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.** | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 35.00 | 17.50 |
| **Class D—Sign-on-noon, daily.** | | | | | | |
| 122.50 | 116.50 | 110.50 | 104.50 | 98.50 | 92.50 | 86.50 |

Subject to frequency discounts.

## WAFB-TV
### Baton Rouge
**(Ch. 28)**

**Licensee:** Modern Broadcasting Co. of Baton Rouge Inc.

**Studio and Transmitter:** 844 Government St.

**Telephone:** Dickens 4-8571.

**Technical Facilities:** Channel No. 28 (554-560 mc). Authorized power: 191-kw max. and 182-kw horizontal visual, 103-kw max. and 97.7-kw horizontal aural. Antenna: Electrically tilted .35°, 490-ft. above av. terrain, 499-ft. above ground, 544-ft. above sea level, lat. 30° 26′ 36″, long. 91° 10′ 52″. **Note:** WDSU Bcstg. Corp has petitioned for move of Ch. 9 from Hattiesburg, Miss. to Baton Rouge, with plant of WDAM-TV (Ch. 9) there to be sold to grantee WTLM, Laurel, Miss. (Ch. 7); see *Television Digest,* Vol. 13:44.

**Network Service:** CBS.

**Ownership:** WDSU, Bcstg. Corp., New Orleans, 68.87%; Dwight W. Martin, chairman, 12.63%; Tom E. Gibbens, pres., 2.9%; Edgar B. Stern Jr. (WDSU), v.p., .03%; Robert D. Swezey (WDSU), v.p.; A. Louis Reed (WDSU), v.p.; Francis H. Lee, treas., 2.91%; Louis S. Prejean, secy., 2.05%; J. S. Burk, 2.9%; C. C. Barnard, 2.9%. WDSU also owns 51% of WDAM-TV, Hattiesburg, Miss. Prejean also owns 12.5% of Ch. 18 applicant in Baton Rouge.

**Began Operation:** April 19, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**

Dwight W. Martin, *chairman.*
Tom E. Gibbens, *president & general manager.*
Edgar B. Stern, Jr., *v.p.*
Robert D. Swezey, *v.p.*
Louis A. Reid, *v.p.*
Mervyn Rhys, *commercial manager.*
Donald K. Allan, *chief engineer.*
Don Hallman, *program manager.*
Grace McElveen, *promotion & merchandising director.*

**(Continued on page 124)**

# *Louisville's FOREMOST and BEST KNOWN FIGURE*

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Viewers recognize FISBIE as the symbol of WHAS-TV . . . Foremost in Service, Best in Entertainment. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

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316,000 WATTS–BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

# Louisiana

**BATON ROUGE: WAFB-TV—(Continued)**

**DIGEST OF RATE CARD NO. 1—(March 10, 1954)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| **Class B**—5-6 p.m., 11 p.m.-sign-off, daily; noon-5 p.m., Sat. & Sun. | | | | | | |
| 187.50 | 112.50 | 75.00 | 56.25 | 46.88 | 37.50 | 18.75 |
| **Class C**—Noon-5 p.m., Mon.-Fri. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |

* **Class D** (7 a.m.-noon, 11 p.m.-sign-off, daily) Min. or 20 Sec. $15, 10 Sec. $7.50.

Subject to frequency discounts.

## WBRZ
### Baton Rouge
**(Ch. 2)**

**Licensee:** Louisiana Television Broadcasting Corp., 1650 Highland Rd.

**Studios & Transmitter:** 1650 Highland Rd.

**Telephone:** Dickens 8-1491. **TWX No.:** BR 01.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level, lat. 30° 25′ 57″, long. 91° 11′ 08″.

**Network Service:** NBC, ABC.

**Ownership:** Baton Rouge Bcstg. Co., 49.33⅓%; Douglas L. Manship, .33⅓%; Charles P. Manship Jr., 1.99⅓%; Lewis Gottlieb, 9.415%; R. F. Cangelosi, 9.415%; Roland C. Kizer, 9.415%; Clint L. Pierson, 9%; Percy E. Roberts, 6.915%; Mrs. A. S. Roberts, 2.5%; minor children of Douglas L. Manship, 1.66%; Douglas & Charles Manship control Baton Rouge Bcstg. Co. (WJBO) and *Baton Rouge Advocate and State Times*.

**Began Operation:** April 14, 1955.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Douglas L. Manship, *president.*
John H. Bone, *general manager.*
Guy Corley, *sales manager.*
John Ferguson, *program manager.*
Aubrey Moore, *production director.*

**DIGEST OF RATE CARD NO. 6**
**(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily; 6-7 p.m., Sat. & Sun. | | | | | | |
| $475.00 | $285.00 | $190.00 | $165.00 | $120.00 | $110.00 | $55.00 |
| **Class A**—6-7 p.m., Mon.-Fri. | | | | | | |
| 360.00 | 215.00 | 145.00 | 125.00 | 80.00 | 82.50 | 41.25 |
| **Class B**—Noon-6 p.m., Sat. & Sun.; 10-11 p.m., daily; 4-6 p.m., Mon.-Fri. | | | | | | |
| 305.00 | 180.00 | 120.00 | 105.00 | 75.00 | 63.50 | 31.75 |
| **Class C**—Noon-4 p.m., Mon.-Fri. | | | | | | |
| 185.00 | 105.00 | 75.00 | 65.00 | 45.00 | 44.50 | 22.25 |
| **Class D**—7 a.m.-noon, 11 p.m. to sign-off, daily. | | | | | | |
| 140.00 | 85.00 | 55.00 | 50.00 | 35.00 | 29.00 | 14.50 |

Subject to frequency discounts.

## KLFY-TV
### Lafayette
**(Ch. 10)**

**Grantee (STA):** Camelia Bcstg. Co. Inc., Box 398.

**Studio:** 1301 Oak Ave. **Transmitter:** Eraste Landry Rd. & State Hwy. 674.

**Telephone:** Center 5-9494. **TWX No.:** LF 88.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 437-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level, lat. 30° 13′ 34″, long. 92° 03′ 00″. Requests change to 944-ft. above av. terrain, 973-ft. above ground, 1018-ft. above sea level, lat. 92° 08′ 24.15″, long. 30° 19′ 34.8″; transmitter to State Highway 343 near Church Point, La.

**Network Service:** CBS.

**Ownership:** Paul H. DeClouet, pres., 18.75%; Thomas A. DeClouet, v.p., 18.75%; Harold J. Delhommer, v.p., 18.75%; John W. Mitchell, secy.-treas., 18.75%; Roland Fink, 7.89%; C. C. DeGravelles, 4.11%; G. W. Ducote, 4.11%; Vincent L. Riehl, 2.13%. The DeClouets each own 25% of KEUN, Eunice, La., and 20% each of KVPI, in Ville Platte, La. KLFY-TV ownership interlocks with radio KBCL, Bossier City, La.

**Began Operation:** June 3, 1955.

**Represented (sales)** by Young Television Corp.; Clarke Brown Co. (South).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Guy C. Hutcheson, Arlington, Tex.

**Personnel:**

Dierrell Hamm, *general manager.*
Jerry Christopher, *program director.*
Maurice Wynne, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10 .pm., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $75.00 | $50.00 | $25.00 |
| **Class B**—10-11 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 72.00 | 54.00 | 46.00 | 35.00 | 17.50 |
| **Class C**—Sign-on-5 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 122.50 | 73.50 | 50.40 | 37.80 | 32.20 | 24.50 | 12.10 |

## KPLC-TV
### Lake Charles
**(Ch. 7)**

**Grantee (STA):** Calcasieu Bcstg. Co., Box 1521.

**Studio and Transmitter:** 320 Division St.

**Telephone:** Hemlock 6-3631. **TWX No.:** LH 96.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level, lat. 30° 13′ 47.6″, long. 93° 12′ 56.5″. CP for 316-kw visual, 158-kw aural.

**Network Service:** NBC, ABC.

**AM Affiliate:** KPLC, 5-kw (1-kw night), 1470 kc (NBC).

**Ownership:** T. B. Lanford, 66⅔%; L. M. Sepaugh, 33⅓%; Lanford and Sepaugh each own 13.8% of WJTV, Jackson, Miss. Lanford also owns 51% of KALB-TV, 100% of KALB, Alexandria, La., and controls radio KRRV, Sherman, Tex. & KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss.

**Began Operation:** Sept. 29, 1954.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Bingham, Collins, Porter & Kistler.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

Pelham Mills Jr., *general manager.*
A. B. Craft, *program manager.*
Gay St. Cyr, *promotion manager.*
Enid Norred, *continuity director.*
Catherine Prater, *traffic director.*
Jan Lovell, *sports director.*
Karl Von Leuwen, *news director.*
Vera Duhon, *accountant.*
Ed Barton, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| **Class B**—5-6:30 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 72.00 | 54.00 | 46.00 | 35.00 | 17.50 |
| **Class C**—Noon-5 p.m., 10:30-sign-off, daily. | | | | | | |
| 122.50 | 73.50 | 50.40 | 37.80 | 32.20 | 24.50 | 12.10 |
| **Class D**—Sign-on-noon, daily. | | | | | | |
| 85.60 | 52.50 | 34.80 | 26.40 | 22.60 | 17.00 | 8.50 |

Subject to frequency discounts.

## KTAG-TV
### Lake Charles
**(Ch. 25)**

**Grantee (STA):** KTAG Associates, Box 173.

**Studio:** 615 Fifteenth St. **Transmitter:** NW corner of Center & Parkway Sts.

**Telephone:** Hemlock 9-9413. **TWX No.:** LH 83.

**Technical Facilities:** Channel No. 25 (536-542 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 330-ft. above av. terrain, 348-ft. above ground, 368-ft. above sea level, lat. 30° 12′ 35″, long. 93° 12′ 43″.

**Network Service:** CBS.

**Ownership:** Warren Berwick, pres., 32.4%; Charles Lamar Jr., exec. v.p., 46.2%; Robert B. McCall, secy., 10.7%; Harold Knox, director, 10.7%. Mr. Lamar controls off-air WPFA-TV, Pensacola, Fla., and owns 5% of Ch. 18 applicant in Baton Rouge, La.

**Began Operation:** Nov. 2, 1953.

**Represented (sales)** by Paul H. Raymer & Co. Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**

Warren Berwick, *president.*
Kevin Reilly, *v.p.*
Harper Clark, *manager.*

**DIGEST OF RATE CARD NO. 1—(Nov. 15, 1953)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $40.00 | $25.00 | $12.50 |
| Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 112.50 | 67.50 | 45.00 | 37.50 | 27.50 | 18.75 | 10.00 |
| Class C—Noon-5 p.m., Mon.-Fri. | | | | | | |
| 75.00 | 45.00 | 30.00 | 25.00 | 20.00 | 12.50 | 6.25 |

Subject to frequency discounts.

## KLSE
### Monroe
**(Ch. 13)**
**Non-Commercial Educational Station**

**Licensee:** State Department of Education, c/o Shelby M. Jackson, Superintendent, State Capitol Bldg., Baton Rouge, La.

**Studio & Transmitter:** Forsythe Ave., NE of RR crossing, Monroe.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 320-ft. above, av. terrain, 337-ft. above ground, 412-ft. above sea level, lat. 32° 31′ 59″, long. 92° 06′ 40″.

**Ownership:** State Dept. of Education, State of Louisiana. Shelby M. Jackson, State Supt. of Public Education.

**Began Operation:** March 9, 1957.

**Represented (legal)** by Warren Woods.

**Represented (engineering)** by Frank H. McIntosh & Assoc.

**Personnel:**

Gordon Canterbury, *station and program manager.*



## KNOE-TV
### Monroe
**(Ch. 8)**

**Licensee:** Noe Enterprises Inc., Box 1472.

**Studio & Transmitter:** Knoe Rd.

**Telephone:** Fairfax 2-8155. TWX No.: MRO LA 371.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 750-ft. above av. terrain, 777-ft. above ground, 852-ft. above sea level, lat. 32° 31′ 37″, long. 92° 06′ 16″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KNOE, 5-kw, 1390 kc.

**Ownership:** James A. Noe, 100%. Also operates WNOE, New Orleans.

**Began Operation:** Sept. 26, 1953.

**Represented (sales)** by H-R Television Inc.

**Represented (engineering)** by Frank H. McIntosh & Assoc.

**Personnel:**

Paul H. Goldman, *v.p. & general manager.*
Harry Arthur, *asst. general manager & program director.*
Jack Ansell Jr., *sales & promotion manager.*
Ansel Smith, *operations manager.*
Mac Ward, *news director.*
Leon Noland Jr., *chief photographer.*
Jerry Haynes, *art director.*
Ray Boyd, *v.p. & technical director.*
Jack Ratliff, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $80.00 | $40.00 |
| Class A—6:30-7 p.m., Mon.-Fri.; 1-7 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 85.00 | 70.00 | 50.00 | 25.00 |
| Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-10 a.m., Sat. & Sun.; midnight-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 40.00 | 30.00 | 15.00 |

Subject to frequency discounts.

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# Louisiana

## WDSU-TV
### New Orleans
(Ch. 6)

**Licensee:** WDSU Broadcasting Corp., 520 Royal St.

**Studio:** 520 Royal St. **Transmitter:** Tournefort St., Chalmette, La.

**Telephone:** Tulane 4376. **TWX No.:** NO 290.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level, lat. 29° 57′ 01″, long. 89° 57′ 28.5″.

**Network Service:** NBC, ABC, CBS.

**AM Affiliate:** WDSU, 5-kw, 1280 kc (NBC). **FM Affiliate:** WDSU-FM, 4-kw, 105.3 mc (No. 287), 600-ft. antenna height.

**Ownership:** Edgar B. Stern Jr., pres., 67%; Robert D. Swezey, exec. v.p., 20%; A. Louis Read, v.p., 10%; Lester E. Kabacoff, secy. & treas., 3%; A. B. Suhor, asst. secy. & asst. treas.; Edgar B. Stern, chairman of board; Monte M. Lemann, director. WDSU Bcstg. Corp. owns 68.87% of WAFB-TV, Baton Rouge and 51% of WDAM-TV, Hattiesburg, Miss. Note: Has requested permission to move Ch. 9 from Hattiesburg to Baton Rouge for use by WAFB-TV and to sell WDAM-TV plant to grantee WTLM, Laurel, Miss. (Ch. 7); see *Television Digest*, Vol. 13:44.

**Began Operation:** Dec. 18, 1948.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Edgar B. Stern Jr., *president.*
Robert D. Swezey, *executive v.p. and general manager.*
Louis Read, *v.p. and commercial manager.*
Lester E. Kabacoff, *secretary-treasurer.*
Richard D. Cross, *program manager.*
Mel Leavitt, *program director.*
Stanley Holiday, *operations manager.*
John Muller, *staging director.*
Marion Annenberg, *publicity director.*
Elaine Phillips, *film director.*
William Monroe, *news director.*
Al Wester, *sports director.*
Stanley Rames, *art director.*
Lindsey Riddle, *chief engineer.*

DIGEST OF RATE CARD NO. 11—(June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $1100.00 | $600.00 | $375.00 | $325.00 | $275.00 | $250.00 | $125.00 |
| Class A—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 900.00 | 500.00 | 310.00 | 275.00 | 225.00 | 170.00 | 85.00 |
| Class B—3-6 p.m., Sun.; 5:30-6 p.m., Mon.-Sat.; 10:30-11:30 p.m., daily. | | | | | | |
| 700.00 | 400.00 | 260.00 | 230.00 | 190.00 | 130.00 | 65.00 |
| Class C—Sign-on-5:30 p.m., Sat.; sign-on-3 p.m., Sun.; 9 a.m.-5:30 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 190.00 | 175.00 | 150.00 | 80.00* | 40.00 |
| Class D—7-9 a.m., Mon.-Fri. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 50.00* | 25.00 |

* Min. rate only. Class C 20 Sec. $70, Class D 20 Sec. $40. Subject to frequency discounts.

## WJMR-TV
### New Orleans
(Ch. 20)

**Grantee (STA):** Supreme Bcstg. Co. Inc., 1500 Canal St.

**Studio & Transmitter:** Jung Hotel, 1500 Canal St.

**Telephone:** Express 3131.

**Technical Facilities:** Channel No. 20 (506-512 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 410-ft. above av. terrain, 416-ft. above ground, 421-ft. above sea level, lat. 29° 57′ 24″, long. 90° 04′ 34″. Requests change to Ch. 12, 316-kw visual, 166-kw aural, 1051-ft. above av. terrain, 1050-ft. above ground, 1051-ft. above sea level, lat. 29° 32′ 42″, long. 89° 45′ 23″; transmitter to La. Hwy. 39, Pointe-a-la-Hache. Also operates experimental KK2XFW on Ch. 12 simultaneously with Ch. 20.

**Network Service:** ABC.

**AM Affiliate:** WJMR, .25-kw, 990 kc. **FM Affiliate:** WRCM, 5.9-kw, 97.1 mc (No. 246), 250-ft. antenna height.

**Ownership:** Chester F. Owens, pres., 91%; Geo. A. Mayoral, v.p., 5%; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Supreme Bcstg. also owns 28% of WORA-TV, Mayaguez, P.R. George A. Mayoral also owns 33⅓% of WRIK-TV, Ponce, P.R. Chester Owens & Mayoral each own 1% of WORA-TV, Mayaguez.

**Began Operation:** Nov. 1, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
Chester F. Owens, *president.*
George A. Mayoral, *v.p. & managing director.*
Mort Silverman, *general manager.*
Robert E. Jeffers, *v.p.-secretary-treasurer.*
Paul Beville, *commercial manager & sales director.*
Tom Abbott, *operation manager & program director.*
Geo. A. Mayoral, *chief engineer.*

DIGEST OF RATE CARD NO. 5—(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $600.00 | $345.00 | $240.00 | $160.00 | $135.00 | $90.00 | $60.00 |
| Class A—6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 3-7 p.m., 10-10:30 p.m., Sun. | | | | | | |
| 450.00 | 270.00 | 180.00 | 142.00 | 132.00 | 60.00* | 40.00 |
| Class B—4-6 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 252.00 | 150.00 | 97.00 | 82.00 | 75.00 | 40.00 | 34.00 |
| Class C—9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. | | | | | | |
| 180.00 | 127.00 | 75.00 | 67.00 | 60.00 | 20.00 | 16.00 |
| Class D—6-9 a.m., daily. | | | | | | |
| 127.00 | 75.00 | 67.00 | 60.00 | 52.00 | 16.00 | 12.00 |

* Min. or 20 Sec.

## WWL-TV
### New Orleans
(Ch. 4)

**Grantee:** Loyola University, 6363 St. Charles Ave.

**Studio:** 1024 N. Rampart St. **Transmitter:** Cooper Rd., near Gretna, La. **Telephone:** Express 4444.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54′ 27″, long. 90° 02′ 24″.

**Network Service:** CBS.

**AM Affiliate:** WWL, 50-kw, 870 kc (CBS).

**Ownership:** Loyola University. Rev. Patrick Donnelly, S.J., pres.; W. H. Summerville, gen. mgr.

**Began Operation:** Sept. 7, 1957.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Paul M. Segal.

**Personnel:**
W. H. Summerville, *general manager.*
Bill Flynn, *sales manager.*
Ed Hoerner, *program manager.*
J. D. Bloom, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | $270.00 | $225.00 | $225.00 | $112.50 |
| Class A—6-7 p.m., 10-11 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 225.00 | 150.00 | 150.00 | 75.00 |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 575.00 | 345.00 | 230.00 | 172.50 | 120.00 | 100.00 | 60.00 |
| Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 112.50 | 75.00 | 65.00 | 37.50 |
| Class D—Sign-on-9 a.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 82.50 | 50.00 | 40.00 | 25.00 |

## WYES-TV
### New Orleans
(Ch. 8)
Non-Commercial Educational Station

**Grantee (STA):** Greater New Orleans Educational Television Foundation Inc., 916 Navarre Ave.

**Studio:** 916 Navarre Ave. **Transmitter:** Hibernia Bank Bldg.

**Telephone:** Amherst 5718.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 50-kw visual, 28.8-kw aural. Antenna: 400-ft. above av. terrain, 428-ft. above ground, 433-ft. above sea level, lat. 29° 57′ 05″, long. 90° 04′ 17″.

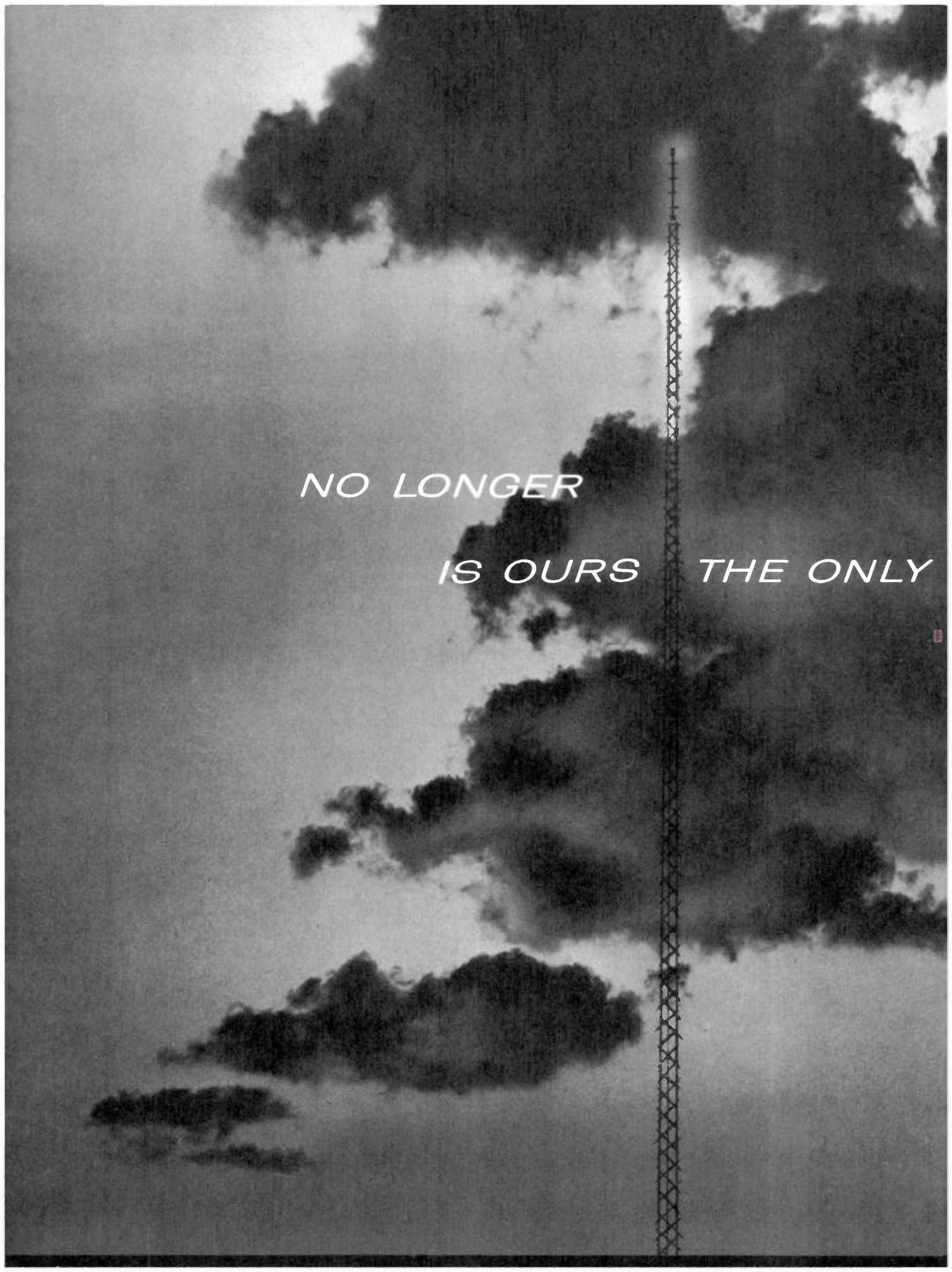
**Ownership:** Non-profit corporation. Officers: Mrs. Louis Abramson Jr., chairman; Emile A. Wagner Jr., vice chairman; Mrs. Eugenia B. Seavey, exec. secy.

**Began Operation:** April 1, 1957.

**Represented (legal)** by Krieger & Jorgenson.

**Personnel:**
Duff Browne, *general manager.*
Vernon Cook, *program director.*
Walter Ryan, *production manager.*
W. S. Hart, *chief engineer.*
James Hubbard, *public relations director.*

TOWER
TO YOU...
THANKS!
OVER....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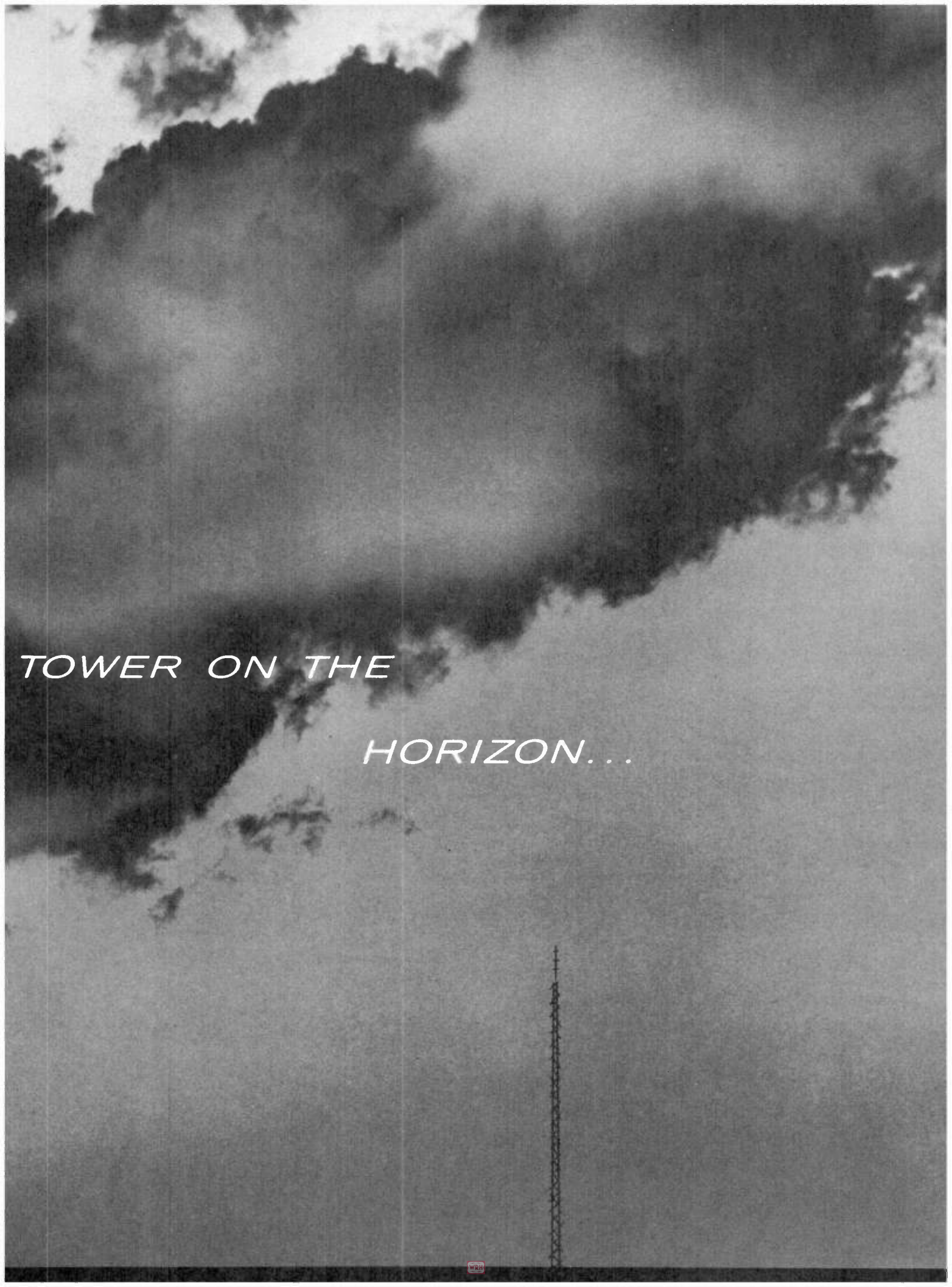
TOWER ON THE
HORIZON...

FOR 9 YEARS WE WERE FIRST AND ONLY...
It was tough going, going it alone for
nine long years. To begin with, not enough
business. Then, so much more than enough
that we had to say "no" to many good friends
and customers. To all of you who
appreciated how hard we tried to be fair to
everybody, our heartfelt thanks.
NOW WE ARE ONLY FIRST
First in coverage, first in staff and
facilities, first in the eyes of New Orleanians.
And we'll certainly try to stay
first in courtesy to our customers.
We've been having a lot of practice.
WDSU-TV
New Orleans, Louisiana

## KSLA-TV
### Shreveport
(Ch. 12)

**Licensee:** Shreveport Television Co., Box 92.

**Studio:** Washington-Youree Hotel. **Transmitter:** 15.7-mi. NW of Shreveport on Hwy. 1.

**Telephone:** 3-6151. **TWX No.:** SH 74.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 1195-ft. above ground, 1449-ft. above sea level, lat. 32° 40′ 29″, long. 93° 56′ 00″.

**Network Service:** CBS.

**Ownership:** Don George estate (Mrs. E. B. George, executrix), 43%; Carter Henderson, 7%; Henry E. Linam, 25%; Ben Beckham Jr., 25%.

**Began Operation:** Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (See *Television Digest*, Vol. 11:21).

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Weaver & Glassie.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Ben Beckham Jr., *general manager.*
Winston B. Linam, *station manager.*
Deane Flett, *sales manager.*
John Renshaw, *program director.*
Morris Barton, *chief engineer.*
Carol Vinson, *promotion manager.*

**DIGEST OF RATE CARD NO. 5—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| Class A—6-10 p.m., Mon.-Sat.; 4-10 p.m., Sun. | | | | | | |
| $500.00 | $300.00 | $200.00 | $166.50 | $150.00 | $100.00** | $50.00** |
| Class B—5-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 124.87 | 112.50 | 75.00 | 37.50 |
| Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 83.25 | 75.00 | 50.00 | 25.00 |
| Class D—Midnight-noon, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 45.00 | 30.00 | 15.00 |

* Class AA (7-10 p.m., daily): Min. or 20 Sec. $125, 10 Sec. $62.50.
** Class A (6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.).

## KTBS-TV
### Shreveport
(Ch. 3)

**Licensee:** KTBS Inc., 312 East Kings Hwy.

**Studio:** 312 East Kings Hwy. **Transmitter:** 1½-mi. S.E. of Moorringsport, La.

**Telephone:** 7-3644. **TWX No.:** SH 92.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 1153-ft. above ground, 1403-ft. above sea level, lat. 32° 41′ 08″, long. 93° 56′ 00″.

**Network Service:** NBC, ABC.

**Ownership:** George D. Wray Sr., chairman, 33⅓%; E. Newton Wray, pres., 33⅓%; George D. Wray Jr., v.p., 16⅔%; Charles W. Wray, secy.-treas., 16⅔%.

**Began Operation:** Sept. 3, 1955.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
E. Newton Wray, *president & general manager.*
Patrick J. White, *station manager.*
Joe B. Foster, *commercial manager.*
Don Moore, *production manager.*
Douglas Duperrault, *promotion manager.*
Maury Wayne, *news director.*
Mrs. Stella Hallman, *traffic manager.*
Marvin L. Perry Jr., *film director.*
Claude R. Scott, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. | | | | | | |
| $500.00 | $300.00 | $200.00 | $166.50 | $150.00 | $125.00 | $62.50 |
| Class B—5-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 125.00 | 112.50 | 75.00 | 37.50 |
| Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 82.50 | 75.00 | 50.00 | 25.00 |
| Class D—Midnight-noon, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 45.00 | 30.00 | 15.00 |

# MAINE

## WABI-TV
### Bangor
(Ch. 5)

**Licensee:** Community Telecasting Service, 57 State St.

**Studio and Transmitter:** Roundy Bldg., Hampden, Me.

**Telephone:** 8255. **TWX No.:** BG 84.

**Technical Facilities:** Channel No. 5 (76- 82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level, lat. 44° 44′ 16″, long. 68° 42′ 00″.

**Network Service:** ABC, NBC.

**AM Affiliate:** WABI, 5-kw, 910 kc (ABN, MBS).

**Ownership:** Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), 63.6%; Oliver Bcstg. Co. (WPOR, Portland, Me.), 30.52%; Kennebec Bcstg. Co. (WTVL, Waterville, Me.), 4.507%; Leon P. Gorman, v.p.-treas., .024%; Walter L. Dickson, 1.4%. WABI-TV officers: Horace A. Hildreth, pres.; Leon P. Gorman, Jr., v.p.; Carleton D. Brown, v.p. (represents WTVL); James F. White, treas. (WABI); Walter L. Dickson, director; John M. Kimball, director (WPOR); Charles L. Hildreth, director. Community Bcstg. also operates WAGM-TV, Presque Isle, Me. and radio affiliates WAGM and WABM, Houlton, Me. Horace Hildreth is chairman and owns 9.5% of WMTW, Poland Spring, Me. (members of Hildreth family own additional 14.07%); Oliver Bcstg. owns 7.2% of WMTW; Kennebec Bcstg., 5.73%. Oliver Tyrone Corp., which has same majority owners as Oliver Bcstg., owns 21.2% of WMTW, also has minority interest in off-air WENS, Pittsburgh.

**Began Operation:** Jan. 25, 1953.

**Represented (sales)** by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Leon P. Gorman Jr., *executive v.p. & general manager.*
Walter L. Dickson, *v.p. in charge of operations.*
Richard B. Bronson, *station manager.*
**James C. Fletcher, *network representative.***
Leon H. Nelson, *program director.*
Wallace Edwards, *engineering supervisor.*

**DIGEST OF RATE CARD NO. 3**
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| Class AA—8-10 p.m., daily. | | | | | | |
| $375.00 | $225.00 | $175.00 | $150.00 | $100.00 | $75.00 | $40.00 |
| Class A—6-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| 325.00 | 195.00 | 162.50 | 130.00 | 97.50 | 65.00 | 35.00 |
| Class B—4-6 p.m., 10:30-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 125.00 | 100.00 | 75.00 | 50.00 | 30.00 |
| Class C—All other times. | | | | | | |
| 200.00 | 120.00 | 100.00 | 80.00 | 60.00 | 45.00 | 25.00 |
| **Combination Rates:** WABI-TV & WAGM-TV, Presque Isle, Me. | | | | | | |
| Class AA—8-10 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 250.00 | 200.00 | 150.00 | 100.00 | 55.00 |
| Class A—6-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| 425.00 | 255.00 | 212.50 | 170.00 | 127.50 | 85.00 | 45.00 |
| Class B—4-6 p.m., 10:30-11 p.m., daily. | | | | | | |
| 325.00 | 195.00 | 162.50 | 130.00 | 97.50 | 65.00 | 35.00 |
| Class C—All other times. | | | | | | |
| 275.00 | 165.00 | 137.50 | 110.00 | 82.50 | 55.00 | 30.00 |

Subject to frequency discounts.


NEWSPICTURES FROM ANYWHERE

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# Maine

## W-TWO
### Bangor
(Ch. 2)

**Grantee (STA):** Murray Carpenter and Associates, 7 Main St.

**Studio:** Mt. Hope Ave. **Transmitter:** Riders Peak, Holden, Me.

**Telephone:** 2-4822.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 36.35-kw visual, 18.6-kw aural. Antenna: 641-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level, lat. 44° 41′ 10″, long. 68° 40′ 17″.

**Network Service:** CBS.

**Ownership:** Murray Carpenter and Marie Zoidis Carpenter, 100% (directly and beneficially). Also Ch. 10 applicant for Presque Isle, Me.

**Began Operation:** Sept. 12, 1954.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Louis J. Borgatti Inc. (Boston).

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Murray Carpenter, *president.*
Rudy Marcoux, *v.p. and business manager.*
William Clark, *v.p. & operations manager.*
James Robinson, *production manager.*

**DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—9 a.m.-6 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 56.25 | 45.00 | 22.50 |
| **Class C**—10:30-11:15 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |
| **Class D**—11:15 p.m.-9 a.m., daily. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

## WMTW
### Poland Spring
(Ch. 8)

**Licensee:** Mt. Washington TV Inc., Poland Spring.

**Studio:** Riccar Inn, Poland Spring. **Transmitter:** Mt. Washington, N.H.

**Telephone:** 51. **TWX No.:** Poland 65.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 52.5-kw aural. Antenna: 3840-ft. above av. terrain, 87-ft. above ground, 6375-ft. above sea level, lat. 44° 16′ 13″, long. 71° 18′ 13″.

**Network Service:** CBS, ABC.

**Ownership:** Horace A. Hildreth, chairman, 9.55% (additional 14.07% held by members of his family); John Guider, pres., 8.7%; John J. Norton Jr., v.p., .44%; Peter Anderson, 22.66%; Oliver Tyrone Corp., 21.71%; Oliver Bcstg. Corp. (WPOR, Portland, Me.), 7.2%; Kennebec Bcstg. Co. (WTVL, Waterville, Me.), 5.73%; Henry Oliver Rea, 2.4%; E. Martin Anderson, 2.14%; 14 other stock holders, none with as much as 1%. Oliver Bcstg. is controlled by Henry O. Rea and sons Michael M. & Henry Rea Jr. (55.54%). Oliver Tyrone and Oliver Bcstg. have same majority owners. WMTW ownership interlocks with WABI-TV, Bangor, Me. (WABI); WAGM-TV, Presque Isle, Me. (WAGM), and radio WABM, Houlton, Me. Oliver Tyrone and Henry O. Rea have minority interests in off-air WENS, Pittsburgh. Guider also owns 32.8% of Concert Network Inc., operator of FM stations WXCN, Providence; WNCN, New York; WHCN, Hartford; WBNC, Boston (CP).

**Began Operation:** Aug. 31, 1954.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Personnel:**
John W. Guider, *president & general manager.*
John T. Madigan, *program director.*
Claus Wiese, *production manager.*
Parker H. Vincent, *chief engineer.*
Brian Higgins, *film director.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7:30-10:30 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| **Class B**—5-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Flat rates, no discounts.

## WCSH-TV
### Portland
(Ch. 6)

**Licensee:** Maine Radio & Television Co., 157 High St.

**Studio:** Congress Square Hotel. **Transmitter:** Blackstrap Hill, West Falmouth, Me.

**Telephone:** Spruce 2-0181. **TWX No.:** PO 86.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 590-ft. above av. terrain, 380-ft. above ground, 800-ft. above sea level, lat. 43° 45′ 45″, long. 70° 19′ 30″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WCSH, 5-kw, 970 kc (NBC).

**Ownership:** Adeline B. Rines, pres., 99% (in trust). Also principal stockholder of AM stations WRDO, Augusta, and WLBZ, Bangor, both Maine.

**Began Operation:** Dec. 1, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Smith & Hennessey.

**Personnel:**
William H. Rines, *v.p. and managing director.*
Jack S. Atwood, *station manager & national sales manager.*
Charles R. Brown, *chief engineer.*
Bruce McGorrill, *commercial manager.*
Burnel Poole Jr., *program director.*
Linwood T. Pitman, *promotion director.*
Larry Geraghty, *news director.*
William Kerkos, *film director.*
Linwood H. Brofee, *farm director.*
Arthur Owens, *public service director.*

**DIGEST OF RATE CARD NO. 5**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class A**—6:30-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WGAN-TV
### Portland
(Ch. 13)

**Licensee:** Guy Gannett Bcstg. Services, 390 Congress St., Box 1731.

**Studio:** 390 Congress St.

**Transmitter:** Blackstrap Mt., Falmouth.

**Telephone:** Spruce 2-4661.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 314-ft. above ground, 783-ft. above sea level, lat. 43° 45′ 32″, long. 70° 19′ 14″.

**Network Service:** CBS.

**AM Affiliate:** WGAN, 5-kw, 560 kc (CBS).

**Ownership:** Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, .2%; Anne M. Gannett estate, .2%; Roger C. Williams, .2%; Laurence H. Stubbs, .2%; Creighton E. Gatchell, .2%. Officers: Jean Gannett Williams, pres.; Creighton E. Gatchell, v.p.-treas.; Francis H. Farnum Jr., asst. treas. Guy Gannett Publishing Co. publishes *Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal* and *Waterville Sentinel*, all in Maine.

**Began Operation:** May 16, 1954.

**Represented (sales)** by Avery-Knodel Inc.; Foster & Creed (New England).

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
C. E. Gatchell, *v.p. & general manager.*
Samuel G. Henderson Jr., *station manager.*
Richard E. Bates, *sales manager.*
George H. Cummings, *sales promotion manager.*
William G. Wadman, *program manager.*
Lloyd Knight, *production manager.*
Earl W. Fenderson, *film editor.*
Nunzi Casavola, *news editor.*
Duncan Oliphant, *educational director.*
Linn Wells, *sports editor.*
Roger Hodgkins, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class A**—6:30-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |
| **Class B**—5-6:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WAGM-TV
### Presque Isle
**(Ch. 8)**

**Licensee:** Aroostook Broadcasting Corp., 489 Main St.

**Studio:** 489 Main St. **Transmitter:** U.S. Hwy. 1 & Maysville Rd.

**Telephone:** 92461.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 58.9-kw maximum and 27.5-kw horizontal visual, 30-kw maximum and 14.1-kw horizontal aural. Antenna: 355-ft. above av. terrain. 292-ft. above ground, 962-ft. above sea level, lat. 46° 43′ 44″, long. 68° 00′ 07″.

**Network Service:** NBC.

**AM Affiliates:** WAGM, .25-kw, 1450 kc.

**Ownership:** Northeastern Bcstg. Co. Inc., 94.8%; 16 individual stockholders hold other 5.2%. Northeastern also operates radios WAGM, and WABM, latter in Houlton, Me. Northeastern is subsidiary of Community Bcstg. Service (Horace A. Hildreth, pres.), which operates WABI-TV & WABI, Bangor, Me. For other interests, see WABI-TV.

**Began Operation:** Oct. 13, 1956. Sale of 94.8% to present owner by Harold Gildden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39).

**Represented (sales)** by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Horace A. Hildreth, *president.*
Lee Gorman, *executive v.p.*
Walter Dixon, *operations v.p.*
Ted Coffin, *manager.*
Forrest Craig, *sales manager.*
Don Jordan, *film editor.*
John Richards, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | |
| $225.00 | $135.00 | $112.50 | $90.00 | $67.50 | $45.00 | $27.50 |
| **Class A**—6-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 100.00 | 80.00 | 60.00 | 40.00 | 25.00 |
| **Class B**—4-6 p.m., 10:30-11 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 87.50 | 70.00 | 52.50 | 35.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 75.00 | 60.00 | 45.00 | 30.00 | 20.00 |

**Note:** For combination rates, see WABI-TV, Bangor, Me. Subject to frequency discounts.

# MARYLAND

## WBAL-TV
### Baltimore
**(Ch. 11)**

**Licensee:** Hearst Corp., (Radio & TV Div.) 2610 N. Charles St.

**Studio:** 2610 N. Charles St. **Transmitter:** 2401 Violet Ave.

**Telephone:** Hopkins 7-3000. **TWX No.:** BA 560.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 543-ft. above av. terrain, 458-ft. above ground, 863-ft. above sea level, lat. 39° 19′ 53″, long. 76° 39′ 28″. Holds CP for 730-ft. above av. terrain, 726-ft. above ground, 1046-ft. above sea level, lat. 39° 20′ 4.3″, long. 76° 39′ 2.8″; transmitter to Television Hill.

**Network Service:** NBC.

**AM Affiliate:** WBAL, 50-kw, 1090 kc (NBC).

**Ownership:** Hearst Corp. (newspapers & magazines, including *Baltimore News Post*). Same interests operate WISN-TV, Milwaukee and radio stations WBAL, Baltimore, WISN, Milwaukee, and (through affiliation) WCAE, Pittsburgh (50% of Ch. 4 CP).

**Began Operation:** March 11, 1948.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Charles B. McCabe, *v. p. & executive director.*
D. L. Provost, *v. p. & general manager.*
Leslie H. Peard Jr., *v.p. and station manager.*
Willis K. Freiert, *sales manager & asst. station manager.*
Freeman W. Cardall, *business manager.*
John T. Wilner, *v. p., engineering.*
Arnold Wilkes, *director of public affairs & education.*
James E. Kovach, *program director.*
John Frankenfield, *production manager.*
Roy Meachum, *promotion & publicity manager.*
John Lewis, *news manager.*
Conway Robinson, *farm program director.*
Jean Conwell, *film editor.*
Joseph M. Croghan, *sports editor.*
William C. Bareham, *technical operations director.*
Harrison Brooks, *chief engineer.*

**DIGEST OF RATE CARD NO. 15—(Jan. 15, 1958)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | |
| $1500.00 | $900.00 | $600.00 | $472.50 | $350.00 | $175.00 |
| **Class A**—7:30-8 p.m., 10:30-11 p.m., daily. | | | | | |
| 1000.00 | 600.00 | 400.00 | 270.00 | 200.00 | 100.00 |
| **Class B**—7-7:30 p.m., daily. | | | | | |
| 800.00 | 480.00 | 320.00 | 202.50 | 150.00 | 75.00 |
| **Class C**—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11 p.m.-1 a.m., daily. | | | | | |
| 600.00 | 360.00 | 240.00 | 162.00 | 120.00 | 60.00 |
| **Class D**—Noon to 6 p.m., Mon.-Fri. | | | | | |
| 400.00 | 240.00 | 160.00 | 101.25 | 75.00 | 37.50 |
| **Class E**—All other times. | | | | | |
| 300.00 | 180.00 | 120.00 | 54.00 | 40.00 | 20.00 |

Subject to frequency discounts. Color—Slide and/or film announcements up to minute in length cost one-time monochrome rate plus 10% service charge. Film programs, 5-min. or longer, monochrome rate plus 10%, plus $15.00 commissionable per program for screening & handling. Live rates on request.

AIMED TO HOLD AUDIENCES WEEK AFTER WEEK!

"TARGET"

ZIV'S DYNAMIC NEW IMPACT SERIES

with
ADOLPHE MENJOU
host!

ZIV Television

***. . . covering MOST OF MARYLAND . . . and then some***

| 1 Week, Sunday thru Saturday; 7 A.M.—Midnight | Aggregate of Quarter-hours Homes Viewing Channel 2 * |
|---|---|
| Daytime—before 6:00 P.M. | 16,503,700 ** |
| Night-time—6:00-12:00 P.M. | 15,542,000 ** |
| Total, One Week | 32,045,700 ** |

*Source: Per Broadcast Data, A. C. Nielsen Company, November 1957: Includes total area—"every kind of home—big city, small town, farm, etc. . . . all sample homes are contacted in person for sign-up and continued collaboration."

**Highest for any Baltimore TV station.

Definition "Quarter-hour Homes"—Number of homes viewing more than 5 minutes within each quarter-hour from 7:00 A.M. to midnight, Sunday thru Saturday.

**RATINGS vs. TOTAL HOMES**

"Ratings" are supplied for the Baltimore metropolitan area ONLY whereas "total homes" means all homes beyond, as well as within, the metropolitan area.

| Example: | Metropolitan Area Rating | Total Homes |
|---|---|---|
| 7:00-7:15 P.M. Sunday | | |
| GOLDEN PLAYHOUSE—WMAR-TV | 16.3 | 99,300 |
| Station B | 16.4 | 95,300 |
| Station C | 13.7 | 87,900 |
| 7:15-7:30 P.M. Sunday | | |
| GOLDEN PLAYHOUSE—WMAR-TV | 16.6 | 98,400. |
| Station B | 16.0 | 94,900 |
| Station C | 14.7 | 97,200 |

NOTE: Station with so-called "quarter-hour first" (highest metropolitan rating) may reach fewer homes than station with lower rating.

CBS **WMAR·TV** channel 2
SUNPAPERS TELEVISION BALTIMORE MD

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.


## WJZ-TV
### Baltimore
**(Ch. 13)**

**Licensee:** Westinghouse Broadcasting Co., Inc., Television Hill.

**Studio and Transmitter:** Television Hill.

**Telephone:** Mohawk 4-7600. **TWX No.:** BA 53 & 386.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 555-ft. above av. terrain, 530-ft. above ground, 864-ft. above sea level, lat. 39° 20′ 05″, long. 76° 39′ 05″. Holds CP for 730-ft. above av. terrain, 726-ft. above ground, 1046-ft. above sea level, lat. 39° 20′ 4.3″, long. 76° 39′ 2.8″; transmitter to Television Hill, between Parkdale & Keystone Aves. extended.

**Network Service:** ABC.

**AM-FM Affiliations:** None.

**Ownership:** Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); W. C. Swartley, v.p. (Boston); R. V. Tooke, v.p. (Cleveland); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; Tom W. Judge, natl. TV sales mgr.; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); KPIX, San Francisco; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, with CP for WIND-TV, Chicago (Ch. 20).

**Began Operation:** Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (*Television Digest,* Vol. 13:18-19, 26).

**Represented (sales)** by Blair-TV.

**Personnel:**
Donald H. McGannon, *president.*
Larry Israel, *general manager.*
Joel Chaseman, *program manager.*
Joseph P. Dougherty, *sales manager.*
Pel Schmidt, *local sales manager.*
A. H. (Chris) Christensen, *advertising & sales promotion mgr.*
Tommy Dukehart, *publicity-public relations manager.*
James J. Kilian, *operations manager.*
Benjamin Wolfe, *chief engineer.*
Glenn H. Lahman, *asst. chief engineer.*
R. Earl Higgins, *auditor.*

**DIGEST OF RATE CARD NO. 12**
**(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | |
| $1400.00 | $840.00 | $560.00 | $420.00 | $300.00** | $150.00** |
| **Class A**—7:30-8 p.m., 10:30-11 p.m., daily. | | | | | |
| 1100.00 | 660.00 | 440.00 | 330.00 | 225.00** | 112.50** |
| **Class B**—7-7:30 p.m., 11-11:30 p.m., daily. | | | | | |
| 800.00 | 480.00 | 320.00 | 240.00 | 150.00** | 75.00** |
| **Class C**—5-7 p.m., 11:30 p.m.-midnight, daily. | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 75.00** | 37.50** |
| **Class D**—Noon-5 p.m., daily. | | | | | |
| 375.00 | 225.00 | 150.00 | 112.50 | 40.00** | 20.00** |
| **Class E**—All other times. | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | ..... | ..... |

** **Class AA** (8-10 p.m., daily) spots are flat rates. **Class A** (7:15-8 p.m., 10-11 p.m., daily). **Class B** (5:30-7:15 p.m., 11-11:30 p.m., daily). **Class C** (noon-5:30 p.m., 11:30 p.m.-midnight, daily). **Class D** (midnight-sign-off, sign-on-noon, daily).

Subject to frequency discounts (except for Class AA spots).

## WMAR-TV
### Baltimore
**(Ch. 2)**

**Licensee: A. S. Abell Co., Sun Square.**

**Studios:** Old Sun Bldg. **Transmitter:** Mathieson Bldg.

**Telephone:** Mulberry 5-5670. **TWX No.:** BA 167.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 591-ft. above ground, 624-ft. above sea level, lat. 39° 17′ 23″, long. 76° 36′ 56″. Holds CP for 730-ft. above av. terrain, 726-ft. above ground, 1046-ft. above sea level, lat. 39° 20′ 4.3″, long. 76° 39′ 2.8″; transmitter to Television Hill, between Parkdale & Keystone Aves. extended.

**Network Service:** CBS.

**Ownership:** Same as Baltimore Sunpapers (*Baltimore Sun* and *Evening Sun*); Gary Black, chairman of board; William F. Schmick, pres.; William F. Schmick Jr., exec. v.p.; Ewell K. Jett, v.p. & director of television; George T. Bertsch, secy.

**Began Operation:** Oct. 30, 1947.

**Represented (sales) by** Katz Agency Inc.

**Represented (legal) by** Hogan & Hartson.

**Personnel:**
Gary Black, *chairman.*
William F. Schmick, *president.*
William F. Schmick Jr., *executive v.p.*
E. K. Jett, *v.p. and director of television.*
**Ernest A. Lang,** *commercial manager.*
**Robert Cochrane,** *program director.*
Edwin B. Mick, *production manager.*
Thomas J. Severin, *public service director.*
Anton G. Picha, *promotion & publicity manager.*
David V. Stickle, *film manager & news director.*
**C. G. Nopper,** *chief engineer.*

**DIGEST OF RATE CARD NO. 12-B**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:59-10:31 p.m., daily. | | | | | | |
| $1500.00 | $900.00 | $600.00 | $450.00 | $400.00 | $350.00 | $175.00 |
| **Class A**—7:31-7:59 p.m., 10:31-11:01 p.m., daily. | | | | | | |
| 1150.00 | 690.00 | 460.00 | 345.00 | 275.00 | 250.00 | 125.00 |
| **Class B**—7:01-7:31 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 255.00 | 191.00 | 150.00 | 75.00 |
| **Class C**—6:01-7:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., Sat. & Sun. | | | | | | |
| 650.00 | 390.00 | 260.00 | 195.00 | 162.00 | 130.00 | 65.00 |
| **Class D**—11:01-11:31 p.m., daily. | | | | | | |
| 550.00 | 330.00 | 220.00 | 165.00 | 137.00 | 100.00 | 50.00 |
| **Class E**—11:59-6:01 p.m., Mon.-Fri.; 11:59 a.m.-12:59 p.m., Sat. & Sun.; 11:31 p.m.-sign-off, daily. | | | | | | |
| 440.00 | 264.00 | 176.00 | 132.00 | 85.00 | 75.00 | 37.50 |
| **Class F**—9-11:59 a.m., Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun. | | | | | | |
| 280.00 | 168.00 | 112.00 | 84.00 | 62.00 | 50.00 | 25.00 |
| **Class G**—Sign-on-9 a.m., Mon.-Fri. | | | | | | |
| 280.00 | 168.00 | 112.00 | 84.00 | 62.00 | 30.00 | 15.00 |

Subject to frequency discounts.
Color—Local color origination of color slides or film at regular rates plus 10%.

## Maryland

## WBOC-TV
## Salisbury
**(Ch. 16)**

**Grantee (STA):** Peninsula Bcstg. Co., Radio Park.

**Studio:** Radio Park. **Transmitter:** U.S. Hwy. 13.

**Telephone:** Pioneer 9-6131. **TWX No.:** SALIS MD 148.

**Technical Facilities:** Channel No. 16 (482-488 mc). Operating under special temporary authorization with 16.9-kw visual, 9.1-kw aural. Authorized power: 151-kw visual, 83.2-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level, lat. 38° 24′ 15″, long. 75° 34′ 45″.

**Network Service:** ABC, CBS.

**AM Affiliate:** WBOC, 5-kw (1-kw night), 960 kc.

**Ownership:** John W. Downing, pres., 16%; Lee W. Allen, v.p., 9%; Charles J. Truitt, v.p., 3%; I. L. Benjamin, treas., 11%; T. Edward Webb, asst. treas., 3%; Virginia Phillips Ward, 6%; and over 50 others.

**Began Operation:** July 15, 1954.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. D. Ring & Assoc.

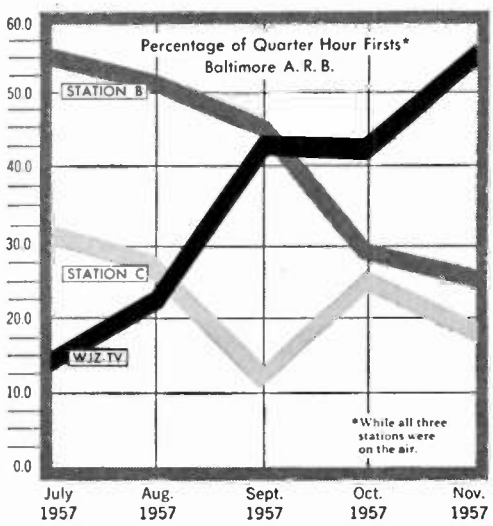
**Personnel:**
Charles J. Truitt, *v.p. & general manager.*
John W. Downing Jr., *program director.*
Carroll Long, *farm director.*
Jack W. Ward, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Nov. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | | |
| $200.00 | $125.00 | $90.00 | $70.00 | $55.00 | $37.50 | $30.00 | $20.00 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 150.00 | 94.00 | 67.50 | 52.50 | 41.50 | 28.50 | 22.50 | 15.50 |
| **Class C**—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 100.00 | 62.00 | 45.00 | 36.00 | 28.00 | 22.00 | 18.00 | 14.00 |

Subject to frequency discounts.


# In Baltimore...WJZ-TV dominates!




A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

Like November, the December ARB report shows that *WJZ-TV is first in more quarter hours than the other two Baltimore stations combined!*

| | | | |
|---|---|---|---|
| **WJZ-TV** | **(ABC)** | **233** | **firsts** |
| **Station B** | **(CBS)** | **155** | **firsts** |
| **Station C** | **(NBC)** | **75** | **firsts** |

**WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE, TOO!**

**December ARB figures show:**

| | | |
|---|---|---|
| **WJZ-TV** | **(ABC)** | **39.0** |
| **Station B** | **(CBS)** | **33.1** |
| **Station C** | **(NBC)** | **26.8** |

In Baltimore, more and more, *no selling campaign is complete without the WBC station . . .*

WJZ 13 TV
BALTIMORE
Represented by Blair-TV

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

# MASSACHUSETTS

## WCDC
### Adams
**(Ch. 19)**
**(Satellite of WTEN, Albany, N. Y.)**

**Grantee (STA):** Capital Cities Television Corp.

**Studio:** WTEN, North Greenbush, N. Y.

**Transmitter:** Atop Mt. Greylock, Adams.

**Telephone:** Albany 3-2225; Troy, Bridge 1-2345. **TWX No.:** Troy 373.

**Technical Facilities:** Channel No. 19 (500-506 mc). Authorized power: 115-kw visual, 67.6-kw aural. Antenna: 2120-ft. above av. terrain, 100-ft. above ground, 3700-ft. above sea level, lat. 42° 38′ 11″, long. 73° 10′ 04″.

**Network Service:** Same as WTEN, Albany, N. Y.

**Ownership:** Same as WTEN.

**Began Operation:** Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (*Television Digest*, Vol. 12:49; 13:6, 8).

**Personnel:**

Len Lavendol, *resident manager.*

**Rates:** Sold only in combination with WTEN, Albany, N. Y.

## WGBH-TV
### Boston
**(Ch. 2)**
**Non-Commercial Educational Station**

**Licensee:** WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.

**Studio:** 84 Massachusetts Ave., Cambridge. **Transmitter:** Great Blue Hill, Milton, Mass.

**Telephone:** University 4-6400.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level, lat. 42° 12′ 42″, long. 71° 06′ 51″.

easy living . . .

*since he saved twice as much*

*with* ORTH$AVER

*like* WCPO-TV CINCINNATI, OHIO

SCRIPPS-HOWARD RADIO, INC.

*call or write*

**VISUAL ELECTRONICS CORP.**

342 WEST 40 ST., NEW YORK 18, N. Y.

LO 4-0518


**FM Affiliate:** WGBH-FM, 15.5-kw, 89.7 mc (No. 209), 550-ft. antenna height.

**Ownership:** Foundation officers: Trustee of the Lowell Institute, President of Harvard College, Treasurer of Harvard College, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Chairman of the Board of Trustees of Boston Symphony Orchestra, Inc., Director of the Lowell Institute Cooperative Broadcasting Council, Chairman or Vice-Chairman of the Board of Trustees of the Twentieth Century Fund.

**Began Operation:** May 2, 1955.

**Represented (legal) by** Covington & Burling.

**Represented (engineering) by** Jansky & Bailey Inc.

**Personnel:**

Ralph Lowell, *president.*
Hartford N. Gunn Jr., *general manager.*
Philip K. Allen, *asst. general manager for finance.*
Paul Rader, *asst. general manager for motion pictures & development.*
David M. Davis, *asst. general manager.*
Henry Morgenthau III, *TV projects manager.*
Robert L. Larsen, *program manager.*
Norman J. Feather, *film manager.*
Peter Winn, *director of public relations.*
G. Franco Romagnoli, *director of cinematography.*
Frank Harvey, *director of engineering.*

## WBZ-TV
### Boston
**(Ch. 4)**

**Licensee:** Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd.

**Studio:** 1170 Soldiers Field Rd. **Transmitter:** 350 Cedar St., Needham Heights, Mass.

**Telephone:** Algonquin 4-5670. **TWX No.:** BRTN 1054.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 56.24-kw visual, 28.12-kw aural. Antenna: 1182-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level, lat. 42° 18′ 37″, long. 71° 14′ 14″.

**Network Service:** NBC.

**AM Affiliate:** WBZ, 50-kw, 1030 kc.

**Ownership:** Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; William J. Kaland, national program mgr.; Alexander W. Dannenbaum, Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Cleveland (KYW); KPIX, San Francisco; WJZ, Baltimore; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago, and CP for WIND-TV (Ch. 20).

**Began Operation:** June 9, 1948.

**Represented (sales) by** Peters, Griffin, Woodward Inc.

**Personnel:**

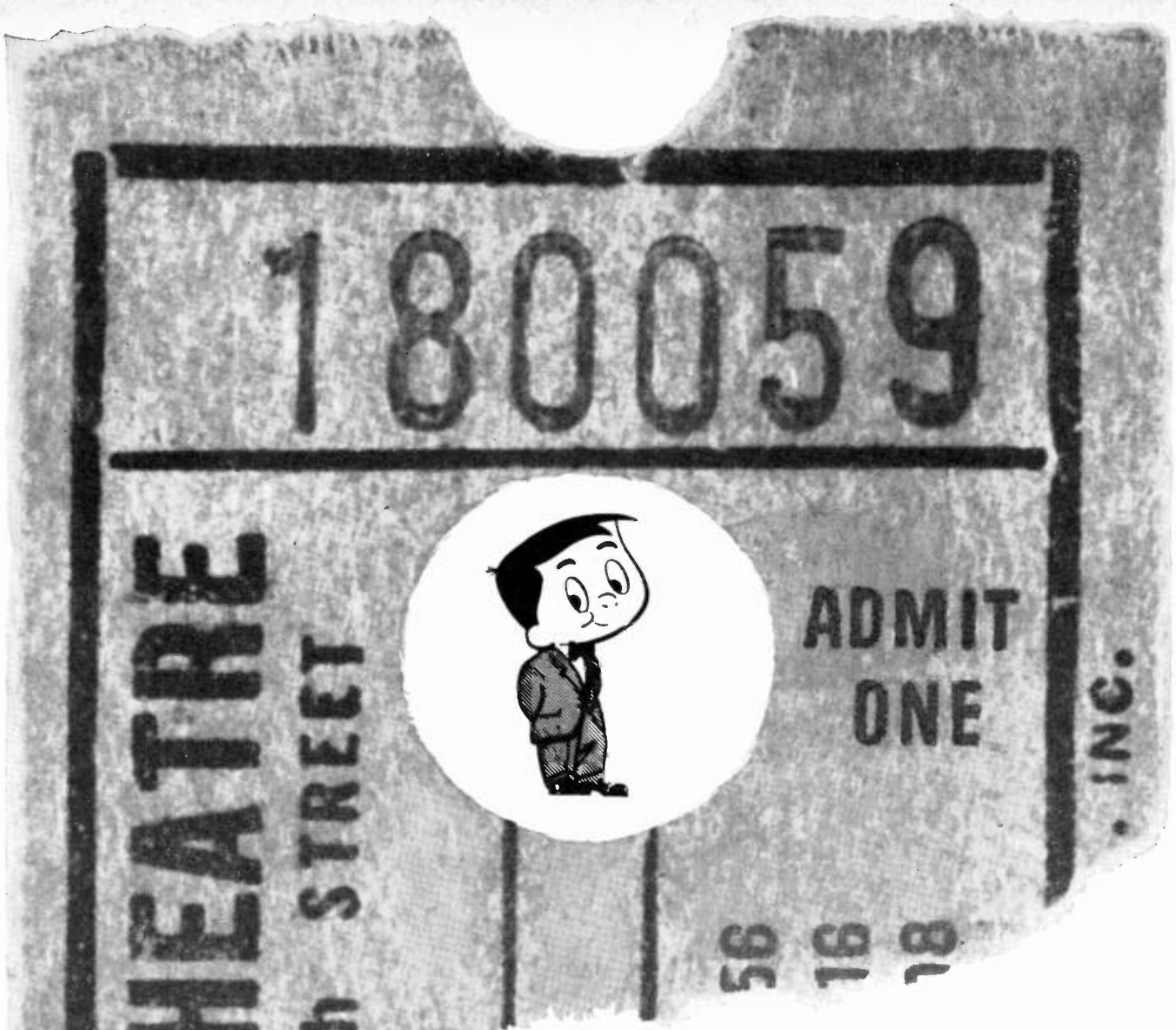
Donald H. McGannon, *president.*
W. C. Swartley, *v.p. (Boston).*
Franklin A. Tooke, *general manager.*
W. H. Hauser, *assistant manager and chief engineer.*
George D. Borden, *asst. chief engineer.*
Jim Allen, *sales manager.*
Edward (Ned) Ryan, *advertising & sales promotion mgr.*
Henry V. Greene Jr., *asst. sales manager.*
Herbert B. Cahan, *program manager.*
Ray Hubbard, *asst. program manager.*
George E. Moynihan, *public affairs director.*
A. A. Palmer, *auditor.*
Robert G. Duffield, *traffic manager.*
Frances Corcoran, *publicity director.*
F. Whitmarsh, *news director.*

**DIGEST OF RATE CARD NO. 11**
**(Dec. 16, 1956)**

| Hour | 30 Min. | 15 Min | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 8 or 10 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. | | | | | | | |
| $2400.00 | $1440.00 | $960.00 | $840.00 | $720.00 | ..... | $590.00 | $295.00 |
| **Class A**—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun. | | | | | | | |
| 2100.00 | 1260.00 | 840.00 | 735.00 | 630.00 | $440.00 | 440.00 | 220.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11-11:45 p.m., daily. | | | | | | | |
| 1600.00 | 960.00 | 640.00 | 560.00 | 480.00 | 350.00 | 350.00 | 175.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 300.00 | 250.00 | 200.00 | 100.00 |
| **Class D**—Sign-on-9 a.m., 11:45 p.m.-sign-off, daily. | | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 240.00 | 180.00 | 150.00 | 75.00 |

*Class **AA**—7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun. **Class A**—6:59-7:59 p.m., Mon.-Sat.; 10:30 p.m.-11 p.m., daily; 6-6:59 p.m., Sun. **Class B**—6-6:59 p.m., Mon.-Sat.; 3-6 p.m., Sun.; 11-11:15 p.m., daily. **Class C**—11:59 a.m.-6:00 p.m., Mon.-Sat.; 11:59 a.m.-3:00 p.m., Sun.; 11:15 p.m.-sign-off, Mon.-Sun.; **Class D**—Sign-on-11:50 a.m., Mon.-Sun.

Subject to frequency discounts.




# Your buy on Beezee's a ticket to Boston!

Here's a ticket to the big audiences, big sales in the Boston area. Feature film on WBZ-TV's the best seat in the house!

Ratings through '57's fourth quarter show WBZ-TV topping all competition with its weekly and multi-weekly film shows: Pleasure Playhouse (Sun.) . . . Boston Movietime (Mon.-Sat.) . . . Hollywood Playhouse (Mon.-Fri.) . . . Hollywood's Best (Sun.-Sat.). "Starring John Wayne" (2:00-4:00 PM, Sun.) burst into the spotlight in January with a healthy 17.8 rating (ARB).

WBZ-TV rolls film Boston wants to see. That's why, in the Boston area . . . *no selling campaign is complete without the WBC station . . .*

**WBZ 4 TV BOSTON**

Represented by Peters, Griffin, Woodward, Inc.

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

BOSTON, WBZ + WBZA, WBZ-TV · BALTIMORE, WJZ-TV · PITTSBURGH, KDKA, KDKA-TV · CLEVELAND, KYW, KYW-TV · FORT WAYNE, WOWO · CHICAGO, WIND · PORTLAND, KEX · SAN FRANCISCO, KPIX

# Massachusetts

## WHDH-TV
### Boston
(Ch. 5)

**Grantee:** WHDH Inc., 6 St. James Ave.

**Studio:** 6 St. James Ave. **Transmitter:** Chestnut St., Newton, Mass.

**Telephone:** Hancock 6-5500.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 65.2-kw visual, 32.6-kw aural. Antenna: 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level, lat. 42° 18′ 27″, long. 71° 13′ 27″.

**Network Service:** ABC.

**AM Affiliate:** WHDH, 50-kw, 850 kc. **FM Affiliate:** WHDH-FM, 20-kw, 94.5 mc (No. 233), 430-ft. antenna height.

**Ownership:** Subsidiary of *Boston Herald-Traveler*: Robert B. Choate, pres.; Roger P. Talmadge, treas.

**Began Operation:** Nov. 26, 1957.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
William B. McGrath, *v.p. & managing director.*
Alexander Tanger, *sales v.p.*
David Abbott, *national sales manager.*
Leslie G. Arries Jr., *director of television.*
Robert B. Cheyne, *sales promotion director.*
Joe Levine, *news editor.*
Phillip Baldwin, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class A**—7-11 p.m., daily. | | | | | | |
| $2500.00 | $1500.00 | $1000.00 | $875.00 | $625.00 | $500.00 | $250.00 |
| **Class B**—5-7 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 1250.00 | 750.00 | 500.00 | 437.50 | 312.50 | 250.00 | 125.00 |
| **Class C**—Sign-on-5 p.m., midnight-sign-off, daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 187.50 | 150.00 | 75.00 |

Color—No additional charge for color.

## WNAC-TV
### Boston
(Ch. 7)

**Licensee:** RKO Teleradio Pictures, Inc. (Yankee Division), 21 Brookline Ave.

**Studio:** 21 Brookline Ave. **Transmitter:** Murray St., Medford.

**Telephone:** Commonwealth 6-0800. **TWX No.:** BS 89.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 428-ft. above ground, 600-ft. above sea level, lat. 42° 25′ 56′, long. 71° 05′ 21″ Requests change to 1000-ft. above av. terrain, 1160-ft. above ground, 1246-ft. above sea level, lat. 42° 17′ 42″, long. 71° 14′ 31.6″; transmitter to West St., Needham, Mass.

**Network Service:** CBS.

**AM Affiliate:** WNAC, 50-kw, 680 kc (MBS, NBC). **FM Affiliate:** WNAC-FM, 20-kw, 98.5 mc (No. 253), 410-ft. antenna height.

**Ownership:** See WOR-TV, New York.

**Began Operation:** June 21, 1948.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**
Norman Knight, *president.*
George Steffy, *executive vice-president.*
Harry Whittemore, *technical director.*
Tom Bateson, *v.p. for sales.*
Proctor Jones, *national sales manager.*
James Pike, *film director.*
Phyllis Doherty, *publicity director.*
George Hallberg, *sales promotion director.*

**DIGEST OF RATE CARD NO. 10**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AAA**—8-10 p.m., daily. | | | | | | | |
| $3000.00 | $1800.00 | $1200.00 | $1050.00 | $750.00 | $660.00 | $580.00 | $290.00 |
| **Class AA**—6-8 p.m., Sat. & Sun.; 7:30-8 p.m., Mon.-Fri.; 10-10:30 p.m., daily. | | | | | | | |
| 2600.00 | 1560.00 | 1040.00 | 910.00 | 650.00 | 550.00 | 490.00 | 245.00 |
| **Class A**—7-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 2200.00 | 1320.00 | 880.00 | 770.00 | 550.00 | 380.00 | 340.00 | 170.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 11-11:45 p.m., daily. | | | | | | | |
| 1600.00 | 960.00 | 640.00 | 560.00 | 400.00 | 290.00 | 260.00 | 130.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-1 p.m., Sun.; 11:45 p.m.- sign-off, daily. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 250.00 | 220.00 | 200.00 | 100.00 |
| **Class D**—Sign-on-9 a.m., Mon.-Fri. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 100.00 | 50.00 |

Subject to frequency discounts.

## WRLP
### Greenfield
(Ch. 32)
**(Satellite of WWLP, Springfield, Mass.)**
**(Also serves Keene, N. H. & Brattleboro, Vt.)**

**Licensee:** Greenfield Television Broadcasting Corp., Box 2210, Springfield, Mass.

**Studio and Transmitter:** Bolton Rd., Winchester, N.H.

**Mailing Address:** Box 32, Northfield, Mass.

**Telephone:** Northfield 336. **TWX No.:** SM 462.

**Technical Facilities:** Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 918-ft. above av. terrain. 663-ft. above ground, 1623-ft. above sea level, lat. 42° 45′ 35″, long. 72° 26′ 01″.

**Network Service:** Same as WWLP, Springfield, Mass.

**Ownership:** Subsidiary of WWLP, Springfield. also owner of translators W79AA & W81AA, which repeat WRLP, holds CP for Ch. 71 translator in Newport. N.H. (planned as WRLP repeater) and is applicant for 3 other translators in N.H.-Vt. area.

**Began Operation:** June 1, 1957.

**Represented (sales)** by George P. Hollingbery Co.; Kettell-Carter (Boston).

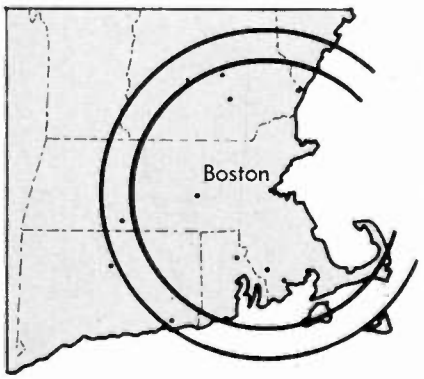
**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
Wallace I. Green, *station manager.*
James H. Ferguson Jr., *general sales manager (WWLP & WRLP).*
Horace Nichols, *sales manager (WRLP).*
Burleigh M. H. Brown, *program director.*
John A. Fergie, *chief engineer.*
Ralph L. Jay, *asst. chief engineer.*

**Rates:** Sold only in combination with WWLP, Springfield.

# BOSTON Comes Alive to Channel 5!

## WHDH-TV




**SALES AREA**

**Population**
6,271,300

**Families:**
1,830,600

**Retail Sales:**
$7,652,484,000

# WHDH-TV

BOSTON CHANNEL 5

## RATE CARD

PROGRAMS — Daily

| | | 5 Min. | 10 Min. | ¼ Hour | ½ Hour | 1 Hour |
|---|---|---|---|---|---|---|
| Class A | 7:00 PM – 11:00 PM | $625.00 | $875.00 | $1,000.00 | $1,500.00 | $2,500.00 |
| Class B | 11:00 PM – 12:00 M | 312.50 | 437.50 | 500.00 | 750.00 | 1,250.00 |
| | 5:00 PM – 7:00 PM | 312.50 | 437.50 | 500.00 | 750.00 | 1,250.00 |
| Class C | 12:00 M – Sign-off | 187.50 | 262.50 | 300.00 | 450.00 | 750.00 |
| | Sign-on – 5:00 PM | 187.50 | 262.50 | 300.00 | 450.00 | 750.00 |

SPOTS — Daily

| | | Fixed Position (flat) | 3 Plan* | 5 Plan* | 10 Plan* |
|---|---|---|---|---|---|
| 1 Minute or Chainbreak | | | | | |
| Class A | 7:00 PM – 11:00 PM | $500.00 | $400.00 | $350.00 | $250.00 |
| Class B | 11:00 PM – 12:00 M | 250.00 | 200.00 | 175.00 | 125.00 |
| | 5:00 PM – 7:00 PM | 250.00 | 200.00 | 175.00 | 125.00 |
| Class C | 12:00 M – Sign-off | 150.00 | 120.00 | 105.00 | 75.00 |
| | Sign-on – 5:00 PM | 150.00 | 120.00 | 105.00 | 75.00 |
| 8 Second or 10 Second I D's | | | | | |
| Class A | 7:00 PM – 11:00 PM | $250.00 | $200.00 | $175.00 | $125.00 |
| Class B | 11:00 PM – 12:00 M | 125.00 | 100.00 | 87.50 | 62.50 |
| | 5:00 PM – 7:00 PM | 125.00 | 100.00 | 87.50 | 62.50 |
| Class C | 12:00 M – Sign-off | 75.00 | 60.00 | 52.50 | 37.50 |
| | Sign-on – 5:00 PM | 75.00 | 60.00 | 52.50 | 37.50 |

*3, 5, and 10 plan spots are fixed, but subject to pre-emption on one week's notice for advertisers who buy at the fixed-position, flat rate.

- **ABC Network outlet in New England's largest market.**
- **RCA's finest color TV single-station installation.**
- **New England's tallest TV tower gives maximum coverage.**

Represented Nationally by **BLAIR-TV**

# NOW... a complete AM-FM Service

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*Television Digest* with ELECTRONICS REPORTS

WYATT BUILDING WASHINGTON 5, D. C. STERLING 3-1755

## WWLP
### Springfield
(Ch. 22)

**(Also operates satellite WRLP, Greenfield, Mass.)**

**Licensee:** Springfield Television Broadcasting Corp., Box 2210.

**Studio and Transmitter: Provin Mt., Agawam, Mass.**

**Telephone:** State 5-5311. **TWX No.:** SM 462.

**Technical Facilities:** Channel No. 22 (518-524 mc). Authorized power: 219-kw visual, 107-kw aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level, lat. 42° 05′ 04″, long. 72° 42′ 18″.

**Network Service: ABC, NBC.**

**Ownership:** Roger L. Putnam, chairman, 21%; William L. Putnam, pres., 6.1%; Raymond T. King, clerk, .3%; George R. Townsend, v.p., 1.1%; the following directors: Charles L. Furcolo; Joseph J. Deliso, 4.1%; George Vadnais, 19.2%; John Oakley, 1.8%; James Y. Scott, 4.5%; and following who are not officers: WSPR Inc., 12.1%; James Fitzgerald, 7.5%; Conrad Fafard, 7.5%; and 42 others, none owning over 2% each. WWLP also owns WRLP Ch. 32 satellite in Greenfield, Mass.; operates translators W79AA, Claremont; W81AA, Lebanon, both N. H. and holds CP for translator in Newport, N. H. which will rebroadcast WRLP programs.

**Began Operation: March 17, 1953.**

**Represented (sales)** by George P. Hollingbery Co.; Kettell-Carter (Boston).

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
Roger L. Putnam, *chairman.*
William L. Putnam, *president & general manager.*
George R. Townsend, *v.p.*
Howard S. Keefe, *station manager.*
James H. Ferguson Jr., *general sales manager.*
Edmund J. Hughes Jr., *sales manager, WWLP.*
Jerome A. Barnes, *program director.*
George Mitchell, *assistant program director.*
Wallace Sawyer, *film director and buyer.*
Wayne H. Latham, *production director.*
Donald C. Shaw, *chief engineer.*

**DIGEST OF RATE CARD NO. 8*—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7:59-10 p.m., daily. | | | | | | | |
| $700.00 | $420.00 | $280.00 | $250.00 | $220.00 | $170.00 | $140.00 | $70.00 |
| Class A—6:59-7:59 p.m., 10-11 p.m., daily. | | | | | | | |
| 550.00 | 330.00 | 220.00 | 190.00 | 160.00 | 130.00 | 110.00 | 55.00 |
| Class B—4:59-6:59 p.m., 11 p.m.-midnight, daily. | | | | | | | |
| 400.00 | 240.00 | 160.00 | 130.00 | 100.00 | 90.00 | 80.00 | 40.00 |
| Class C—12:59-4:59 p.m., midnight-sign-off, daily. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 75.00 | 60.00 | 50.00 | 25.00 |
| Class D—Sign-on-12:59 p.m., daily. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 40.00 | 35.00 | 30.00 | 15.00 |

Subject to frequency discounts.
* Rates include satellite WRLP and all translators.

## WHYN-TV
### Springfield-Holyoke
(Ch. 40)

**Grantee (STA):** Hampden-Hampshire Corp., 1300 Liberty St., Springfield.

**Studios:** 1300 Liberty St., Springfield.

**Transmitter:** Top of Mt. Tom.

**Telephone:** Republic 4-1126. **TWX No.:** SM 566.

**Technical Facilities:** Channel No. 40 (626-632 mc). Authorized power: 163.4-kw maximum and 141-kw horizontal visual, 82.3-kw maximum and 72.4-kw horizontal aural, with beam tilt. Antenna: 990-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level, lat. 42° 14′ 32″, long. 72° 38′ 55″.

**Network Service: CBS.**

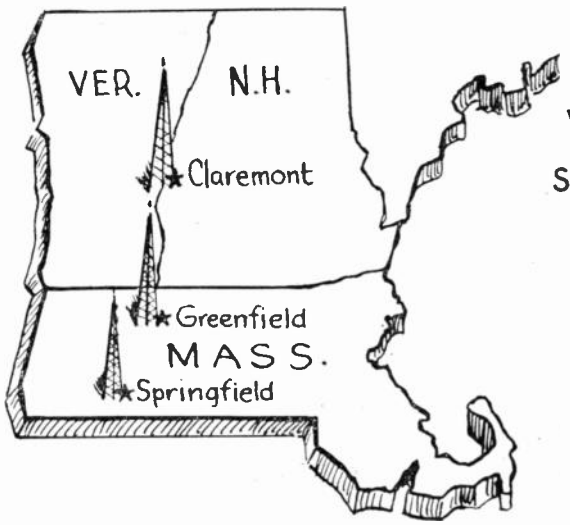
**AM Affiliate: WHYN, 1-kw, 560 kc (CBS). FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.**

**Ownership:** Republican Television Inc., 50%; William Dwight, pres., 4.08⅓%; Charles N. DeRose, v.p., 8.375%; Harriet W. & Charles N. DeRose, jointly, 8.29%; Arthur Ryan, asst. treas., .084%; Valley Photo Engraving, 16.67%; Wm. Dwight Jr., 4.08⅓%; Donald R. Dwight, 4.08⅓%; Mary Emily Dwight, 4.08⅓%. Same interests publish *Holyoke Transcript* and *Northampton Daily Gazette.* Republican Television Inc. is owned by Employees Beneficial Fund of the *Springfield Union News* and *Sunday Republican.*

**Began Operation:** April 14, 1953. Sale of 50% to Republican TV Inc. approved July 21, 1954. (See *Television Digest,* Vol. 10:10, 30.)

**(Continued on next page)**


NOW—COVERAGE THAT REALLY COUNTS IN WESTERN NEW ENGLAND




WWLP – Ch. 22
Springfield-Holyoke, Mass.

WRLP – Ch. 32
Greenfield, Mass.

Ch. 79
Claremont, N. H.

NBC

CO-BASIC

ABC

Representatives: National: George P. Hollingbery Co. (N.Y.-Chi.) Regional: Kettell-Carter (Boston)
Tel.: Springfield STate 8-0971—TWX: SM462

**SPRINGFIELD: WHYN-TV—(Continued)**

**Represented (sales)** by The Branham Co.; Harry Wheeler & Co. (New England).

**Represented (legal)** by Bingham, Collins, Porter & Kistler.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Charles N. DeRose, *general manager.*
Patrick J. Montague, *commercial manager.*
Manning V. Tesser, *program director.*

**DIGEST OF RATE CARD NO. 4—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—8-10 p.m., daily. | | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $180.00 | $140.00 | $120.00 | $60.00 |
| **Class A**—7-8 p.m., 10-11 p.m., daily. | | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 100.00 | 90.00 | 45.00 |
| **Class B**—5-7 p.m., 11 p.m.-midnight, daily. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 80.00 | 70.00 | 60.00 | 30.00 |
| **Class C**—1-5 pm., midnight-sign-off, daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 30.00 | 20.00 |
| **Class D**—Sign-on-1 p.m., daily. | | | | | | | |
| 125.00 | 75.00 | 50.00 | 40.00 | 30.00 | 25.00 | 20.00 | 12.50 |

Note: Class B, C & D spots adjacent to higher rate, take higher rate.
Subject to frequency discounts.

# MICHIGAN

## WNEM-TV
### Bay City-Flint-Saginaw
**(Ch. 5)**

**Licensee:** Gerity Broadcasting Co., 2982 Treat Rd., Adrian, Mich.

**Executive & National Sales Offices:** Bishop Airport, Flint, Mich. **Telephone:** Cedar 5-3555.

**Sales Offices:** Bay City, Wenonah Hotel; Twinbrook 3-4502. Saginaw, 201 N. Washington; Pleasant 5-4471. Flint, Bishop Airport; Cedar 5-3555. New York, 101 Park Ave.; Murray Hill 3-4852.

**Studio, Transmitter & Operations Office:** 4700 Becker Rd., Saginaw, Mich., **Telephone:** Pleasant 5-8191. **TWX Nos.:** Saginaw 76, Flint 07.

**Technical Facilities:** Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level, lat. 43° 28′ 13″, long. 83° 50′ 35″.

**Network Service:** NBC, ABC.

**Ownership:** James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian, Mich.

**Began Operation:** Feb. 16, 1954.

**Represented (sales)** by Edward Petry & Co. Inc.; Michigan Spot Sales (Detroit).

**Represented (legal)** by Berge, Fox & Arent.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
James Gerity, Jr., *president & general manager.*
Harry E. Travis, *v.p., asst. general manager & sales manager.*
D. Scott Hager, *v.p. & treasurer.*
Tom Matthews, *director of operations & film buyer.*
Dean James E. McCarthy, *v.p.-education & public affairs.*
Robert Beurket, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $200.00 | $160.00 | $80.00 |
| **Class A**—6-8 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 680.00 | 408.00 | 272.00 | 238.00 | 170.00 | 135.00 | 67.50 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 560.00 | 336.00 | 224.00 | 196.00 | 140.00 | 112.00 | 56.00 |
| **Class C**—Sign-on-5 p.m., Mon-Fri.; sign-on-noon, Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 93.75 | 75.00 | 37.50 |

Subject to frequency discounts.

## WWTV
### Cadillac
**(Ch. 13)**

**Licensee:** Sparton Bcstg. Co., Arcade Bldg., 417 N. Mitchell St.

**Studio & Transmitter:** 5.7-mi. E. of Tustin, Mich.

**Telephone:** Prospect 5-3478. **TWX No.:** 325.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1640-ft. above av. terrain, 1282-ft. above ground, 2986-ft. above sea level, lat. 44° 08′ 12.4″, long. 85° 20′ 23.4″.

**Network Service:** CBS, ABC.

**Ownership:** Sparton Corp., 100%. WWTV officers: John J. Smith, pres. (also pres. of Sparton Corp.); Gene Ellerman, v.p.; Harold M. Johnston, secy.-treas (treas. of Sparton Corp.); Harold P. Katherman, asst. secy.-treas.; Daryl Sebastian, asst. treas.

**Began Operation:** Dec. 11, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Personnel:**
John J. Smith, *president.*
Gene Ellerman, *v.p. & general manager.*
Daryl Sebastian, *asst. general manager.*
George Wilson, *chief engineer.*
Paul Hill, *program director.*
Richard W. Schappa, *promotion & merchandising manager.*
Dwayne X. Riley, *news director.*
Cynthia Harlan, *women's director.*
Merri L. Gallivan, *program coordinator.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $150.00 | $125.00 | $105.00 | $70.00 | $35.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; 2-6 p.m., Sat.; 1-5 p.m., Sun. | | | | | | |
| 262.50 | 157.50 | 112.50 | 93.75 | 78.75 | 52.50 | 26.25 |
| **Class C**—All other times. | | | | | | |
| 175.00 | 105.00 | 75.00 | 62.50 | 52.50 | 35.00 | 17.50 |

## WJBK-TV
### Detroit
**(Ch. 2)**

**Licensee:** Storer Broadcasting Co., 7441 Second Blvd., Detroit.

**Studio:** 7441 Second Blvd.

**Transmitter:** Southfield Township, Mich.

**Telephone:** Trinity 3-7400. **TWX No.:** DE 891.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level, lat. 42° 27′ 38″, long. 83° 12′ 47″.

**Network Service:** CBS.

**AM Affiliate:** WJBK, 10-kw, 1500 kc. **FM Affiliate:** WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** Oct. 24, 1948.

**Represented (sales)** by Katz Agency Inc.

**Represented (legal)** by Robert F. Jones.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
George B. Storer, *president.*
Bill Michaels, *v.p. & managing director.*
Keith McKenney, *local sales manager.*
Bob Buchanan, WJBK-TV *national sales mgr.* (N.Y.C.).
Bob Edell, *promotion & merchandising director.*
Ralph Rust, *program director.*
George Kenyon, *service coordinator.*
Chuck Bergeson, *news-special events director.*
Robert White, *public service director.*
Joseph B. Haigh, *chief engineer.*

**DIGEST OF RATE CARD NO. 14—(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun. | | | | | |
| $2600.00 | $1560.00 | $1040.00 | ..... | $650.00 | $325.00 |
| **Class A**—7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7 p.m., Sun. | | | | | |
| 2000.00 | 1200.00 | 800.00 | ..... | 440.00 | 220.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun. | | | | | |
| 1500.00 | 900.00 | 600.00 | $460.00 | 300.00 | 150.00 |
| **Class C**—11-11:30 p.m., daily. | | | | | |
| 1300.00 | 780.00 | 520.00 | 400.00 | 250.00 | 125.00 |
| **Class D**—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-4 p.m., Sun.; 11:30-midnight, daily. | | | | | |
| 1100.00 | 660.00 | 440.00 | 340.00 | 190.00 | 95.00 |
| **Class E**—Midnight-9 a.m., daily. | | | | | |
| 700.00 | 420.00 | 280.00 | 220.00 | 130.00 | 65.00 |

Subject to frequency discounts. Color—No premium at present, subject to change without notice.

# LOOK WHAT YOU HAVE IN THE PALM OF OUR HAND

CHANNEL 5

SAGINAW • BAY CITY • MIDLAND

FLINT METROPOLITAN AREA

COMPOSITE AVERAGE, 4 CITY MARKET

| | | | |
|---|---|---|---|
| SIGN-ON TO NOON | 70.7 | 12.1 | 41.4 |
| NOON TO 6:00 P.M. | 72.4 | 18.1 | 45.3 |
| 6:00 P.M. TO 12:00 M | 64.2 | 18.5 | 41.3 |

ARB — STATION SHARE SETS IN USE SURVEY Nov. 1957

**ARB SURVEY PROVES . . .**

WNEM-TV . . . and WNEM-TV ***alone*** . . . delivers ***all*** of Michigan's rich 2nd Market, consisting of Flint, Saginaw, Bay City, Midland and all of Eastern Michigan! 2½ million people, 580,000 TV homes—a ***four billion dollar market that no other one station can cover!***

**NBC—RCA FIELD INTENSITY SURVEY**

| Flint, Mich. | Grade A |
|---|---|
| WNEM-TV CHANNEL 5 | 42.5 |
| Station B LANSING | 4.5 |
| Station C DETROIT | .0 |
| Station D DETROIT | .0 |

*Oct. 1957*

2½ Million People

580,000 TV Homes

Studios: Saginaw-Bay City

Studios: Flint Airport

COVERAGE

NBC's Field Intensity measurements in Flint, (completed October, 1957, by R.C.A. Service Company) prove what Flint people have long known . . . WNEM-TV has the greatest Grade "A" signal penetration of any station in the area. ***9 times greater than its nearest competitor!*** **See Your Petryman**

NBC · Gerity STATION · abc

# WNEM-TV

Bay City offices:
Hotel Wenonah
Tw 3-4504

Central offices:
Bishop Airport
Flint CE 5-3555

Saginaw offices:
201 N. Washington
PL 5-4471

# Michigan

## WWJ-TV
### Detroit
(Ch. 4)

Licensee: Evening News Assn., 622 W. Lafayette Ave.

Studio: 622 W. Lafayette Ave. Transmitter: Greenfield & 10½ Mile Rds.

Telephone: Woodward 2-2000. TWX No.: DE 24.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 50.1-kw aural. Antenna: 1010-ft. above av. terrain, 1064-ft. above ground, 1749-ft. above sea level, lat. 42° 28′ 59″, long. 83° 12′ 20″.

**Network Service: NBC.**

**AM Affiliate: WWJ, 5-kw, 950 kc (NBC). FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.**

**Ownership: Evening News Assn., publisher of *The Detroit News;* Warren S. Booth, pres.**

**Began Operation: March 4, 1947.**

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

**Personnel:**

**Edwin K. Wheeler,** ***general manager.***
**Don DeGroot,** ***assistant general manager.***
James Schiavone, *station manager.*
Ray W. Colie, *national sales manager.*
John A. Wales, *local sales manager.*
Frank Steltenkamp, *sales development manager.*
Glenn Kyker, *promotion manager.*
**Ian K. Harrower,** ***program & production manager.***
Peter S. Good, *asst. program manager.*
**James F. Clark,** *news editor.*
Paul Williams, *public affairs manager.*
Henry C. Rogers, *business manager.*
E. J. Love, *general engineering manager.*

**DIGEST OF RATE CARD NO. 15**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily (Winter Cycle); 7-9:30 p.m., daily (Summer Cycle). | | | | | | |
| $2400.00 | $1440.00 | $960.00 | $840.00 | $720.00 | $600.00 | $300.00 |
| Class A—7-8 p.m., 10:30-11 p.m., daily (Winter Cycle); 6:30-7 p.m., 9:30-10:30 p.m., daily (Summer Cycle). | | | | | | |
| 1800.00 | 1080.00 | 720.00 | 540.00 | 450.00 | 400.00 | 200.00 |
| Class B—6:30-7 p.m., daily (Winter Cycle); 10:30-11 p.m., daily (Summer Cycle). | | | | | | |
| 1600.00 | 960.00 | 640.00 | 480.00 | 400.00 | 320.00 | 160.00 |
| Class C—6-6:30 p.m., 11-11:15 p.m., daily (Both Cycles). | | | | | | |
| 1200.00 | 720.00 | 480.00 | 360.00 | 300.00 | 240.00 | 120.00 |
| Class D—7 a.m.,-6 p.m., 11:15 p.m.-1 a.m., daily (Both Cycles). | | | | | | |
| 1000.00 | 600.00 | 400.00 | 300.00 | 250.00 | 175.00 | 87.50 |
| Class E—1 a.m.-7 a.m. daily (Both Cycles). | | | | | | |
| 700.00 | 420.00 | 280.00 | 210.00 | 175.00 | 140.00 | 70.00 |


Newsfilm sent

story by story,

like news dispatches

UNITED PRESS MOVIETONE NEWS


## WXYZ-TV
### Detroit
(Ch. 7)

Licensee: WXYZ Inc., 1700 Mutual Bldg.

**Studio and Transmitter: Maccabees Bldg.**

Telephone: Woodward 3-8321. TWX No.: DE 273.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 460-ft. above av. terrain, 468-ft. above ground, 1097-ft. above sea level, lat. 42° 21′ 28″, long. 83° 03′ 56″.

**Network Service: ABC.**

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABN). FM Affiliate: WXYZ-FM, 14-kw, 101.1 mc (No. 266), 410-ft. antenna height.

**Ownership: American Bcstg. Co., 100%, see WABC-TV, New York.** WXYZ Inc.; James G. Riddell, pres.

**Began Operation: Oct. 9, 1948.**

**Represented (sales) by Blair TV.**

Represented (legal) by McKenna & Wilkinson.

**Represented (engineering) by Kear & Kennedy.**

**Personnel:**

James G. Riddell, *president & general manager.*
John Pival, *v.p. for television.*
Harold S. Christian, *v.p. merchandising, research.*
Ralph Dawson, *sales director.*
Peter Strand, *executive producer.*
John Lee, *studio manager.*
Jack Hurford, *operations manager.*
Bud Kirvan, *promotion & publicity director.*
Chas. Kocher, *chief engineer.*
Richard Femmel, *news director.*

**DIGEST OF RATE CARD NO. 12**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | Min. or 20 Sec | 10 Sec. |
|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | |
| $2200.00 | $1320.00 | $880.00 | $550.00 | $220.00 |
| Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-7:30 p.m., Sun. | | | | |
| 1600.00 | 960.00 | 640.00 | 300.00 | 150.00 |
| Class B—5-7 p.m., Mon.-Sat. | | | | |
| 1250.00 | 750.00 | 500.00 | 250.00 | 125.00 |
| Class C—11-11:30 p.m., daily. | | | | |
| 850.00 | 510.00 | 340.00 | 200.00 | 100.00 |
| Class D—Noon-5 p.m., 11:30 p.m.-midnight, daily. | | | | |
| 750.00 | 450.00 | 300.00 | 150.00 | 75.00 |
| Class E—Midnight-noon, daily. | | | | |
| 600.00 | 360.00 | 240.00 | 100.00 | 50.00 |

Also has 5 Min. Class D $187; Class E $150.
Subject to frequency discounts.

## WTVS
### Detroit
(Ch. 56)
**Non-Commercial Educational Station**

Licensee: Detroit Educational Television Foundation Inc., 749 Free Press Bldg.

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne State U.; U. of Detroit.

**Transmitter: 9345 Lawton Ave.**

**Telephone: Woodward 1-5650.**

**Technical Facilities: Channel No. 56 (722-728 mc). Authorized** power: 178-kw visual, 100-kw aural. Antenna: 540-ft above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22′ 25″, long. 83° 06′ 50″.

**Ownership: Foundation officials: C. Allen Harlan, pres.;** James Cope, v.p.; Mrs. Gerard Slattery, treas.; Henry D. Brown, chairman, gen. committee; William Murphy, chairman, operations committee.

**Began Operation: Aug. 8, 1955.**

**Represented (legal) by Krieger & Jorgensen.**

**Personnel:**

Franklin G. Bouwsma, *exec. secretary.*
Leontine Rita Keane, *asst. to exec. secy.*
Dean C. Cook, *consulting engineer.*
Robert Tryon, *chief engineer.*

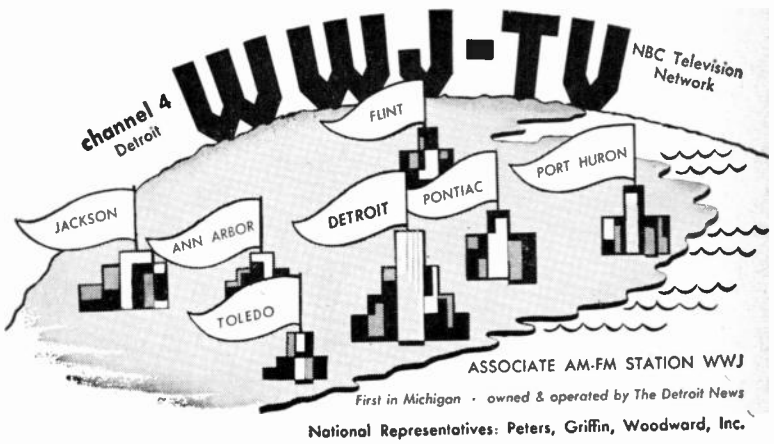
# BELIEVABILITY

## ...*the Priceless Advantage You Get When You Buy* WWJ-TV *in* Detroit

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—WWJ-TV backs up your advertising with a very special quality of its own. That quality is *believability.*

Detroiters have faith in WWJ-TV, respect its traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ-TV, it *must* be good."

**Put this believability to work for you on Michigan's First Television Station.**




National Representatives: Peters, Griffin, Woodward, Inc.

# Michigan

## CKLW-TV
### Windsor-Detroit
(Ch. 9)

**Licensee:** W. Ontario Bcstg. Co. Ltd., Riverside Dr. W., Windsor, Ont.

**Detroit & Business office:** Guardian Bldg.

**Studio & Transmitter:** 825 Riverside Drive W., Windsor.

**Telephone:** Woodward 1-7200, Detroit; Clearwater 4-1155, Windsor. **TWX No.:** DE 48.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 650-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level, lat. 42° 18′ 59″, long. 83° 02′ 58″.

**Network Service:** CBC.

**AM Affiliate:** CKLW, 50-kw, 800 kc (CBC, MBS). **FM Affiliate:** CKLW-FM, .25-kw, 93.9 mc (No. 230), 414-ft. antenna height.

**Ownership:** CKLW-TV officers: J. E. Campeau, pres.; W. H. Gatfield, treas. Note: RKO Distributing Corp. of Canada (RKO Teleradio Pictures Inc.) owns ⅓ of stock; for other interests, see WOR-TV, New York.

**Began Operation:** Sept. 16, 1954.

**Represented (sales)** by Young Television Corp. (for U.S.) & All-Canada Television.

**Represented (legal)** by Samuel Rogers Q.C., Toronto, Ont.

**Personnel:**

J. E. Campeau, *president & general manager.*
S. Campbell Ritchie, *operations manager.*
Norman Hawkins, *national sales manager.*
C. E. Gunn, *local sales manager.*
Arthur MacColl, *film director.*
Arthur Gloster, *publicity & advertising director.*
Austin Grant, *news editor.*
Bruce Chick, *traffic director.*
Stewart Clark, *engineering director.*

**DIGEST OF RATE CARD NO. 4 (U.S. rates)—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Sat.; 3:30-11 p.m., Sun. | | | | | | | |
| $1400.00 | $840.00 | $560.00 | $420.00 | $350.00 | $280.00 | $200.00 | $110.00 |
| Class B—5-7 p.m., Mon.-Sat.; 1-3:30 p.m., Sun. | | | | | | | |
| 900.00 | 540.00 | 360.00 | 270.00 | 225.00 | 180.00 | 135.00 | 75.00 |
| Class C—All other times. | | | | | | | |
| 550.00 | 330.00 | 220.00 | 165.00 | 138.00 | 110.00 | 80.00 | 44.00 |

## WKAR-TV
### East Lansing
(Ch. 60)
**Non-Commercial Educational Station**

**Grantee (STA):** State Board of Agriculture, Michigan State University.

**Studio:** Michigan State University campus.

**Transmitter:** Okemos, Mich.

**Telephone:** Edgewood 2-1511, ext. 2261.

**Technical Facilities:** Channel No. 60 (746-752 mc). Authorized power: 126-kw visual, 63.1-kw aural. Antenna: 990-ft. above av. terrain, 1034-ft. above ground, 1886-ft. above sea level using .77° electrical beam tilt, lat. 42° 42′ .08″, longitude 84° 24′ 51″. Note: Has filed share-time application for Channel 10, Onondaga, Mich. with Television Corporation of Michigan Inc. Will drop Channel 60 if granted.

**AM Affiliate:** WKAR, 5-kw, 870 kc. **FM Affiliate:** WKAR-FM, 74-kw, 90.5 mc (No. 213) 270-ft. antenna height.

**Began Operation:** Jan. 13, 1954.

**Represented (legal)** by Barnes & Neilson.

**Represented (engineering)** by William L. Foss Inc.

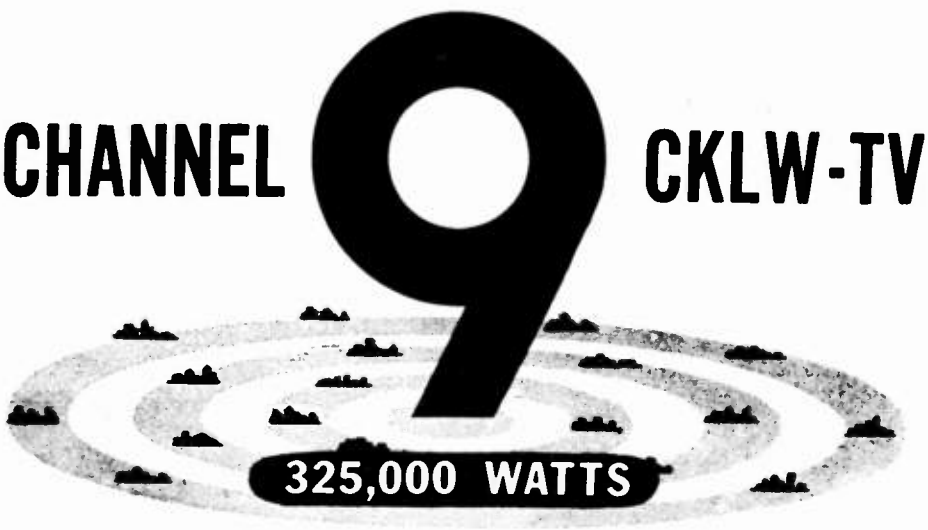
**Personnel:**

Dr. Armand L. Hunter, *general manager.*
J. D. Davis, *operations manager.*
Charles Ruffing, *program manager.*
Patrick J. Callihan, *production manager.*
James R. Culver, *film director.*
Linn Towsley, *chief engineer.*

## WJIM-TV
### Flint
(See Lansing, Mich.)


THE DETROIT AREA'S
MOST POWERFUL TV STATION

CHANNEL 9 CKLW-TV




CHANNEL 9
CKLW-TV

Young Television Corporation National Rep.

J. E. Campeau, President
Guardian Bldg. Detroit

# WHAT ARE WE

("foreigners")

# DOING HERE?

***You'll wonder—when we tell you that we are not in TV—station, production, sales or otherwise. No connection with the medium whatever . . . and no future plans in that direction. There is a thing, we've heard, called Playhouse 90, but we've never "attended". Such terms as "vidicon" and "film chain" baffle, almost frighten us. And, though the medium has, in Marty Codel and Sol Taishoff, two of the really great trade-paper editors of the country—if not the greatest—we sadly confess we never get to read them—about Television.***

***So probably we're myopic, provincial, bucolic—if not downright ignorant. Then what are we doing here—in a Television Factbook? ?***

It happens that we are in Television's forefather and lively contemporary—Radio. We think that perhaps many Media Directors, Account Executives, and Time-Buyers who have to do with Television (and who are less myopic than ourselves) may also be interested—buying-wise—in the big new Radio factor in one of the country's largest markets—Detroit . . . the station that has in the past year completed perhaps the largest move and expansion of any radio station in history . . . is now operating 50,000 watts on 1130 kc . . . more important, the station (formerly a 1 kw Pontiac daytimer) that in Detroit climbed in a few months from just a "dash" to No. 2 rating (Nielsen Station Index) 12 hours daily . . . without gimmicks, give-aways, or the "Top 40" played again and again and again—but "just the pleasant, relaxing music all Detroit was waiting to hear" . . . and most important of all, the station that offers the LOWEST COST PER THOUSAND in Detroit radio. AM Radio Sales will gladly furnish details on the vast audience, the coverage (24 Michigan and 8 Ohio counties), and still-low rates of this No. 1 value Detroit Independent—that "does it different"—in a way that Detroiters seem to like so well. Different—even to things like advertising in a Television Factbook. W-CAR—Detroit.

# Michigan

## WOOD-TV
### Grand Rapids-Kalamazoo
**(Ch. 8)**

**Licensee:** WOOD Broadcasting Inc., 120 College Ave. SE.

**Studio:** 120 College Ave. SE. **Transmitter:** 6101 Five Mile Rd.

**Telephone:** Glendale 9-4125. **TWX No.:** GR. 261.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 925-ft. above ground, 1810-ft. above sea level, lat. 43° 02′ 37″, long. 85° 31′ 08″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WOOD, 5-kw, 1300 kc (NBC).

**Ownership:** Subsidiary of TLF Broadcasters Inc., subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

**Began Operation:** Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (*Television Digest*, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

**Represented (sales)** by Katz Agency, Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**

Willard Schroeder, *president & general manager.*
Art Swift, *general sales manager.*
Jack Markward, *TV sales manager.*
John H. Clay, *sales service manager.*
Clark Grant, *promotion director.*
John Shaw, *program director.*
R. H. Smith, *asst. program director & film director.*
Richard Lamoreaux, *production manager.*
David Hoyle, *continuity director.*
Charles Robison, *chief engineer.*
Leonard Bridge, *controller.*

**DIGEST OF RATE CARD NO. 6—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $1050.00 | $630.00 | $420.00 | $368.00 | $300.00 | $250.00 | $125.00 |
| **Class A**—6:30-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 975.00 | 585.00 | 390.00 | 341.00 | 244.00 | 180.00 | 90.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 175.00 | 135.00 | 67.50 |
| **Class C**—All other times. | | | | | | |
| 450.00 | 270.00 | 180.00 | 158.00 | 112.50 | 85.00 | 42.50 |

## WKZO-TV
### Kalamazoo
**(Ch. 3)**

**Licensee:** Fetzer Broadcasting Co., 590 W. Maple St.

**Studio:** 590 W. Maple St. **Transmitter:** Plainwell, Mich.

**Telephone:** Fireside 5-2101. **TWX No.:** KZ 33.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1012-ft. above av. terrain, 952-ft. above ground, 1952-ft. above sea level, lat. 42° 24′ 57″, long. 85° 31′ 49″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WKZO, 5-kw, 590 kc (CBS).

**Ownership:** John E. Fetzer, pres.-treas., 52%; Rhea Y. Fetzer, v.p., 48%. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb., and radio station WJEF, Grand Rapids, Mich. Also owns 33.33% of interest in WMBD-TV & WMBD, Peoria, Ill.

**Began Operation:** June 1, 1950.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**

John E. Fetzer, *president.*
Carl E. Lee, *v.p. & managing director.*
Donald DeSmit, *sales manager.*
Charles T. Lynch, *program director.*
Carl Collin, *farm director.*
Len Colby, *news, sports & special events director.*
Arthur Covell, *chief engineer.*

**DIGEST OF RATE CARD NO. 11—(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:59-10:31 p.m., daily. | | | | | | |
| $1300.00 | $780.00 | $520.00 | $455.00 | $351.00 | $270.00 | $135.00 |
| **Class A**—5:59-7:59 p.m., Mon.-Sat.; 11:59 a.m.-7:59 p.m., Sun.; 10:31-11:01 p.m., daily. | | | | | | |
| 1150.00 | 690.00 | 460.00 | 402.00 | 310.00 | 230.00 | 115.00 |
| **Class B**—4:59-5:59 p.m., 11:01-11:15 p.m., Mon.-Fri.; 11:59 a.m.-5:59 p.m., Sat.; 11:01 p.m.-sign-off, Sat. & Sun. | | | | | | |
| 865.00 | 519.00 | 346.00 | 303.00 | 234.00 | 176.00 | 88.00 |
| **Class C**—Sign-on-4:59 p.m., 11:15 p.m.-sign-off, Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 135.00 | 90.00 | 45.00 |

## WJIM-TV
### Lansing-Flint
**(Ch. 6)**

**Licensee:** Gross Telecasting Inc., WJIM Country House.

**Studio and Transmitter:** Vanatta Rd., near Cavanaugh Rd.

**Flint Studio:** Mott Bldg.

**Telephone:** Ivanhoe 2-1233. **TWX No.:** LG 72.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level, lat. 42° 41′ 14″, long. 84° 22′ 35″.

**Network Service:** ABC, CBS, NBC.

**AM Affiliate:** WJIM, .25-kw, 1240 kc (NBC-ABN).

**Ownership:** Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10.6%, Howard Finch, v.p., 1.2%. Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock. Mr. Gross also owns 10.593% of Toledo TV applicant.

**Began Operation:** May 1, 1950.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Personnel:**

Harold F. Gross, *president.*
Howard K. Finch, *v.p., program & production.*
Keith R. Oliver, *local sales manager.*
Phil Sherck, *film director.*
Carl Musson, *technical operations director.*

**DIGEST OF RATE CARD NO. 8—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $250.00 | $200.00 | $100.00 |
| **Class A**—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m.. daily. | | | | | | |
| 900.00 | 540.00 | 360.00 | 315.00 | 225.00 | 180.00 | 90.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 175.00 | 125.00 | 62.50 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 75.00 | 37.50 |

## WDMJ-TV
### Marquette
**(Ch. 6)**

**Licensee:** Lake Superior Bcstg. Co., Mining Journal Bldg.

**Studio:** 249 W. Washington St. **Transmitter:** Cliffs Hill Tower Rd.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level, lat. 46° 26′ 57″, long. 87° 37′ 49″.

**Network Service:** CBS.

**AM Affiliate:** WDMJ, 1-kw, 1320 kc (MBS).

**Ownership:** Subsidiary of *Marquette Mining Journal* (Frank J. Russell, publisher); Russell controls WMIQ, Iron Mountain, Mich., publishes *Iron Mountain News*. Also holds CP for Ch. 12, Ironwood, Mich., to be operated as satellite with private relay; also holds CP for radio station in Escanaba, Mich.

**Began Operation:** March 20, 1956.

**Represented (sales)** by Weed Television Corp.; Harry S. Hyett Co. (Midwest).

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by George C. Davis.

**Personnel:**

Frank J. Russell Jr., *president.*
W. H. Treloar, *v.p., & general manager.*
Robert J. Luke, *station & sales manager.*
Wallace C. Johnson, *comptroller.*
Ted Hansen, *office mgr. & program director.*
Paul Anick, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:59-10.30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $60.00 | $48.00 | $40.00 | $20.00 |
| **Class B**—5-7 p.m., 10:30-11 p.m., daily | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 36.00 | 30.00 | 15.00 |
| **Class C**—Sign-on-5 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 112.50 | 67.50 | 45.00 | 30.00 | 24.00 | 22.00 | 12.00 |

## WKNX-TV
### Saginaw-Bay City
**(Ch. 57)**

**Licensee:** Lake Huron Bcstg. Corp., 221 S. Washington Ave., Saginaw.

**Studio: 221 S. Washington Ave. Transmitter: Bridgeport Twp.**

**Telephone:** 3-4471. **TWX No.:** SG 61.

**Technical Facilities:** Channel No. 57 (728-734 mc). Authorized power: 174-kw visual, 95.5-kw aural . Antenna: 450-ft. above av. terrain, 459-ft. above ground, 1061-ft. above sea level, lat. 43° 23′ 32″, long. 83° 55′ 32″. Requests change to Ch. 12, Flint, Mich., 316-kw visual, 158-kw aural, 973-ft. above av. terrain, 1024-ft. above ground, 1645-ft. above sea level, lat. 43° 12′ 08″, long. 84° 03′ 14″; transmitter to Chesaning Rd. & Gasper Rd.

**Network Service:** CBS, ABC.

**AM Affiliate: WKNX, 1-kw, 1210 kc.**

**Ownership: William J. Edwards, pres., 33⅓%; Alvin M. Bentley** (Congressman), v.p., 33⅓%; Howard H. Wolfe, secy.-treas., 33⅓%.

**Began Operation:** April 5, 1953.

**Represented (sales)** by Gill-Perna Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
William J. Edwards, *president & general manager.*
Alvin M. Bentley, *v.p.*
Howard H. Wolfe, *station manager.*
Robert M. Chandler, *commercial manager.*
Robert Oliver, *program director.*
Howard H. Wolfe, *sales promotion director.*
Max W. Thomas, *director technical operations.*
Lee Purvis, *business manager.*
Otto Allen, *film editor.*
Don Potter, *news director.*
Dorothy Shufelt, *production coordinator.*
Carol Kennedy, *woman's program director.*

**DIGEST OF RATE CARD NO. 2**
**(Nov. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun. | | | | | | |
| $375.00 | $225.00 | $150.00 | $131.25 | $93.75 | $75.00 | $37.50 |
| **Class B**—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily. | | | | | | |
| 280.00 | 168.00 | 112.00 | 98.00 | 70.00 | 56.00 | 28.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun. | | | | | | |
| 187.50 | 112.50 | 75.00 | 65.60 | 47.00 | 37.50 | 18.75 |

Subject to frequency discounts.

## WPBN-TV
### Traverse City
**(Ch. 7)**

**Licensee:** Midwestern Bcstg. Co., Paul Bunyan Bldg.

**Studio & Transmitter: 3 mi. W. of center of Traverse City.**

**Telephone:** Windsor 7-7675.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 53.7-kw visual, 32.4-kw aural. Antenna: 760-ft. above av. terrain, 462-ft. above ground, 1538-ft. above sea level, lat. 44° 36′ 32″, long. 85° 41′ 02″.

**Network Service:** NBC.

**AM Affiliate:** WTCM, .25-kw, 1400 kc (NBC).

**Ownership: Les Biederman,** pres., 30%; **William H. Kiker,** v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%; Edward Biederman, 22.5%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations.

**Began Operation:** Sept. 13, 1954.

**Represented (sales) by Hal Holman Co.**

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Les Biederman, *president & general manager.*
John Anderson, *station manager.*
R. E. Detwiler, *commercial manager.*
Wm. H. Kiker, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-10:31 p.m., Mon.-Fri.; 6:59-11:01 p.m., Sat.; 6:59-10:31 p.m., Sun. | | | | | | |
| $144.00 | $104.50 | $69.00 | $55.00 | $43.00 | $26.50 | $14.50 |
| **Class A**—4:59-7:29 p.m., Mon.-Fri.; 4:59-6:59 p.m., Sun.; 10:31 p.m.-midnight, Sun.-Fri.; 4:59-6:59 p.m., 11:01 p.m.-midnight, Sat. | | | | | | |
| 120.00 | 72.00 | 48.00 | 38.50 | 30.00 | 18.00 | 12.00 |
| **Class B**—Sign-on-4:59 p.m., midnight-sign-off, daily. | | | | | | |
| 90.00 | 54.00 | 36.00 | 29.00 | 21.50 | 14.50 | 9.00 |

# MINNESOTA

## KMMT
### Austin
**(Ch. 6)**

**Licensee:** Minnestoa-Iowa Television Co., Highway 105 S.

**Studio and Transmitter: 2.5-mi. S. of Austin on Hwy. No. 105.**

**Telephone:** Hemlock 3-8836. **TWX No.:** AUS MINN 369.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 520-ft. above av. terrain, 542-ft. above ground, 1767-ft. above sea level, lat. 43° 37′ 13″, long. 92° 59′ 24″.

**Network Service:** ABC.

**AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).**

**Ownership:** Chester A. Weseman, pres., 20%; Albert W. Smith, v.p., 20%; George Wilson estate, 20%; Harold O. Westby, v.p., 20%; Martin Bustad, secy., 20%. Has agreement with KWWL-TV, Waterloo, Iowa, whereby latter has option to buy KMMT & KAUS. (*Television Digest,* Vol. 13:6).

**Began Operation:** July 27, 1953.

**Represented** (sales) by Avery-Knodel Inc.

**Represented (legal)** by Roberts & McInnis.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Don E. Inman, *sales director.*
James S. Dugan, *national sales manager.*
Leo Chenier, *technical director.*

**DIGEST OF RATE CARD NO. 2—(Feb. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—5:59-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat. & Sun. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $50.00 | $30.00 | $18.00 |
| **Class B**—4:59-5:59 p.m., Mon.-Fri. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 25.50 | 15.30 |
| **Class C**—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 15.00 | 9.00 |

**Note:** For combination rates see KWWL-TV, Waterloo, Ia.

## KDAL-TV
### Duluth-Superior
**(Ch. 3)**

**Licensee:** Red River Bostg. Co. Inc., Bradley Bldg., Duluth.

**Studio:** Bradley Bldg. **Transmitter:** Observation Rd. & 11th St.

**Telephone:** Randolph 2-4466. **TWX No.:** DU 7019.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level, lat. 46° 47′ 08″, long. 92° 07′ 15″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KDAL, 5-kw, 610 kc (CBS).

**Ownership:** Dalton LeMasurier estate, 70% (Dorothy LeMasurier, Odin Ramsland and First & American National Bank, joint executors); Robert A. Dettman, exec. v.p., 10%; Odin S. Ramsland, v.p., 10%; Charles LeMasurier, 10%. Mrs. LeMasurier & Odin Ramsland each own 20% of radio WECL, Eau Claire, Wis.

**Began Operation:** March 14, 1954.

**Represented (sales)** by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); W. E. McClenahan (Milwaukee).

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Odin S. Ramsland, *v.p. & general manager.*
John Grandy, *sales manager.*
Earl Henton, *program director.*
Robert Dettman, *v.p. & chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—6:59-10 p.m., daily. | | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $110.00 | $100.00 | $50.00 |
| **Class A**—6:30-6:59 p.m., 10-10:30 p.m., daily; 6-6:59 p.m., Sun. | | | | | | | |
| 350.00 | 210.00 | 140.00 | 125.00 | 90.00 | 80.00 | 70.00 | 35.00 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 275.00 | 165.00 | 110.00 | 95.00 | 70.00 | 60.00 | 55.00 | 27.50 |
| **Class C**—All other times. | | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 40.50 | 32.50 | 18.00 |

# Minnesota

## WDSM-TV
### Duluth-Superior
**(Ch. 6)**

**Licensee:** Northwest Publications Inc., 230 East Superior St., Duluth; 921 Tower Ave., Superior, Wis.

**Studios:** 230 E. Superior St., Duluth & 921 Tower Ave., Superior.

**Transmitter:** 5th Ave. W. & 10th St., Duluth.

**Telephones:** Randolph 7-6875, Duluth; Export 4-9238, Superior.

**TWX No.:** DU 7071.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level, lat. 46° 47′ 20″, long. 92° 06′ 51″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WDSM, 5-kw, 710 kc.

**Ownership:** Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes *Duluth Herald-News Tribune*. Ridder also controls WCCO-TV, Minneapolis-St. Paul. For other interests, see WCCO-TV.

**Began Operation:** Feb. 23, 1954.

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Bulmer & Johnson Inc. (Minneapolis).

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Personnel:**

C. D. (Duke) Tully, *general manager.*
Carlo Anneke, *general sales manager.*
Martin Olson, *promotion & merchandising manager.*
Edwin M. Conrad, *program director.*
Lew Martin, *production manager.*
Bob Ball, *news director.*
Jim Payton, *sports director.*
George Carlson, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—6:59-10 p.m., daily. | | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $110.00 | $100.00 | $50.00 |
| **Class A**—6-6:59 p.m., Sun.; 6:30-6:59 p.m., 10-10:30 p.m., daily. | | | | | | | |
| 350.00 | 210.00 | 140.00 | 125.00 | 90.00 | 80.00 | 70.00 | 35.00 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 275.00 | 165.00 | 110.00 | 95.00 | 70.00 | 60.00 | 55.00 | 27.50 |
| **Class C**—All other times. | | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 40.50 | 37.50 | 18.00 |

## KMGM-TV
### Minneapolis-St. Paul
**(Ch. 9)**

**Grantee (STA):** United Television Inc., Foshay Tower, Minneapolis.

**Studio & Transmitter:** Foshay Tower.

**Telephone:** Federal 9-8811. **TWX No.:** MP 470.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level, lat. 44° 58′ 28.2″, long. 93° 16′ 16.7″.

**Ownership:** National Telefilm Associates Inc., 75%; MGM (Loew's Inc.), 25%. MGM also owns 25% of KTTV, Los Angeles, 100% of radio WMGM, New York. NTA's purchase of WATV, Newark-N.Y. with radio affiliates pends FCC approval. (*Television Digest*, Vol. 13:44, 49-51).

**Began Operation:** Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC ((*Television Digest*, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 by FCC (Vol. 13:34, 57).

**Represented (sales) by** The Branham Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**

Don Swartz, *general manager.*
Milt Westerman, *sales manager.*
Jim Anderson, *eastern sales manager (N.Y.C.)*
Joe Fisher, *midwestern sales manager (Chicago).*
Joe Carney, *director of operations.*
Gordon Benson, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(revised Jan. 25, 1958)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—9-10:45 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $250.00 | $200.00 | $120.00 | $80.00 |
| **Class B**—6-9 p.m., Mon.-Sat.; 4-6 p.m., Sun. | | | | | | |
| 600.00 | 400.00 | 250.00 | 175.00 | 150.00 | 90.00 | 60.00 |
| **Class C**—Sign-on-6 p.m., 10:45 p.m.-sign-off, Mon.-Sat.; sign-on-4 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 125.00 | 80.00 | 48.00 | 32.00 |

## WCCO-TV
### Minneapolis – St. Paul
**(Ch. 4)**

**Licensee:** Midwest Radio-Television Inc., Radio City, Minneapolis.

**Studio: Radio City, Minneapolis and Dispatch Bldg., St. Paul.**

**Transmitter:** Foshay Tower, Minneapolis.

**Telephone:** Federal 8-0552. **TWX No.:** MP 2 & MP 36.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level, lat. 44° 58′ 30″, long. 93° 16′ 01″.

**Network Service:** CBS.

**AM Affiliate:** WCCO, 50-kw, 830 kc (CBS).

**Ownership:** Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (Cowles). Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (*St. Paul Dispatch* and *Pioneer Press*, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; KILO, Grand Fork, N.D.; WDSM, Duluth-Superior. Other Ridder newspapers are *New York Journal of Commerce, Duluth Herald* and *News-Tribune, Aberdeen* (S.D.) *American* and *News, Grand Fork* (N.D.) *Herald, Long Beach* (Cal.) *Press-Telegram* and *Independent, Pasadena* (Cal.) *Independent* and *Star-News, San Jose* (Cal.) *News* and *Mercury*, and owns minority interest in *Seattle Times*. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

**Began Operation:** July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (*Television Digest*, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Television Digest, Vol. 10:45).

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Personnel:**

**William J. McNally,** *chairman of board.*
**Robert B. Ridder,** *president.*
**F. Van Konynenburg,** *executive v.p. & general manager.*
**Sherman Headley,** *asst. manager.*
**R. N. Ekstrum,** *sales manager.*
Don R. Gillies, *national sales manager.*
Robert A. Huelster, *local sales manager.*
Roger Gardner, *production manager.*
John M. Sherman, *director of engineering.*
Gwen Harvey, *program director.*
Harry Jones, *film director.*
Gene Godt, *publicity & promotion director.*
William J. McGinnis, *studio engineer.*
Neil B. Coil, *transmitter engineer.*
Robert R. Hansen, *merchandising director.*
Rollie Johnson, *news, sports & special events director.*
Arle Haeberle, *director of women's activities.*
Harry Seils, *farm director.*
H. W. Dornseif, *controller.*

**DIGEST OF RATE CARD NO. 10**
**(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun. | | | | | | |
| $1600.00 | $960.00 | $640.00 | $560.00 | $480.00 | $400.00 | $160.00 |
| **Class A**—6:29-6:59 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 4:59-5:59 p.m., Sun. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 300.00 | 250.00 | 100.00 |
| **Class B**—5:59-6:29 p.m., Mon.-Fri.; 1-6:29 p.m., Sat.; 1-4:59 p.m., Sun.; 10:30-11 p.m.. daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 240.00 | 160.00 | 80.00 |
| **Class C**—8:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 50.00 |
| **Class D**—Sign-on-8:59 a.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 109.00 | 80.00 | 35.00 |

Subject to frequency discounts. Color—Rates on request.


TODAY'S PICTURES WITH TODAY'S NEWS TODAY

U.P.

—BY UNITED PRESS

# WTCN-TV
## Minneapolis-St. Paul
(Ch. 11)

**Licensee:** Twin State Broadcasting Inc., 2925 Dean Blvd., Minneapolis.

**Studio:** 2925 Dean Blvd. **Transmitter:** Foshay Tower.

**Telephone:** Walnut 7-8881. **TWX No.:** MP 540.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 470-ft. above av. terrain. 601-ft. above ground, 1450-ft. above sea level, lat. 44° 58′ 28″, long. 93° 16′ 10″.

**Network Service:** ABC.

**AM Affiliate:** WTCN, 5-kw (1-kw night), 1280 kc (ABN).

**Ownership:** TLF Broadcasters Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

**Began Operation:** Sept. 1, 1953. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (*Television Digest*, Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**

Weston C. Pullen Jr., *president.*
Phil Hoffman, *v.p. and general manager.*
John M. Baldwin, *assistant manager.*
Dave Lee, *promotion director.*
James R. Hoel, *general sales manager.*
Ted Snider, *program director.*
Sheldon W. Peterson, *news director.*
Warren Fritze, *engineering director.*
Leonard C. Nachbar, *business manager.*

DIGEST OF RATE CARD NO. 5A—(Oct. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | |
| $1200.00 | $720.00 | $480.00 | $420.00 | $320.00 | $250.00 | $125.00 |
| Class A—6:30-7 p.m., 9:30-10 p.m., daily. | | | | | | |
| 900.00 | 540.00 | 360.00 | 315.00 | 243.00 | 170.00 | 85.00 |
| Class B—6-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 162.00 | 110.00 | 55.00 |
| Class C—Sign-on-6 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 123.00 | 95.00 | 65.00 | 32.50 |

# KROC-TV
## Rochester
(Ch. 10)

**Licensee:** Southern Minnesota Bcstg. Co., 100-First Ave. Bldg.

**Studio and Transmitter:** Highway 14, 2-mi. west of town.

**Telephone:** 3924.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 630-ft. above av. terrain, 576-ft. above ground, 1780-ft. above sea level, lat. 44° 01′ 27″, long. 92° 32′ 36″.

**Network Service:** NBC.

**AM Affiliate:** KROC, .25-kw, 1340 kc (NBC).

**Ownership:** Agnes P. Gentling, pres., 10.8%; G. David Gentling, v.p. & treas., 7.35%; Robert Cross, secy.; H. J. Postier, director, 11.5%, and the following who do not hold office: Gordon P. Gentling, 8.9%; Philip H. Gentling, 5.12%; trustees for the estate of G. P. Gentling, 56.27%.

**Began Operation:** July 14, 1953.

**Represented (sales)** by The Meeker Co. Inc.; Harry S. Hyett Co. (Minneapolis).

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**

G. David Gentling, *general manager & sales manager.*
Don Perry, *program director.*
Willard N. Lampman, *station manager.*
John Z. Miller, *promotion director.*
Robert Cross, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Dec. 31, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10:15 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| Class A—6-7 p.m., 10:15-10:30 p.m., daily. | | | | | | |
| 240.00 | 144.00 | 96.00 | 84.00 | 60.00 | 48.00 | 24.00 |
| Class B—6-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 36.00 | 18.00 |
| Class C—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 30.00 | 27.00 | 13.50 |

Subject to frequency discounts.

# KSTP-TV
## St. Paul-Minneapolis
(Ch. 5)

**Licensee:** KSTP Inc., 3415 University Ave., St. Paul, Zone 14.

**Studio and Transmitter:** 3415 University Ave.

**Telephone:** Midway 5-2724.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level, lat. 44° 58′ 08″, long. 93° 12′ 20″.

**Network Service:** NBC.

**AM Affiliate:** KSTP, 50-kw, 1500 kc (NBC).

**Ownership:** Stanley E. Hubbard, pres. & director, 62.17%; Kenneth M. Hance, exec. v.p. & treas.; Marvin L. Rosene, v.p.; Stanley S. Hubbard, v.p.; Else Ryberg, secy. Directors: A. G. Bush (Minnesota Mining & Manufacturing Co.); Thomas E. Bragg, 8.18%, Philip A. Du Frene; Stanley S. Hubbard; and the following stockholders not holding office: Didrikke S. Hubbard, 15.84%; Vera S. Bragg, 8.18%; Mrs. Paulette E. Godfrey, 5.64%. KSTP Inc. owns KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; holds 23% of KWK-TV, St. Louis. Mr. Bush also owns 50% of WKAI, Macomb, Ill.

**Began Operation:** April 23, 1948.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

**Stanley E. Hubbard, *president and general manager.***
Kenneth M. Hance, *executive v.p. and treasurer.*
Marvin L. Rosene, *v.p., sales.*
Stanley S. Hubbard, *v.p., research and development.*
James E. Blake, *national TV sales manager.*
William P. Davey, *promotion manager.*
Del Franklin, *production manager & film director.*
Dick Nesbitt, *sports director.*
William S. Sadler, *chief engineer.*

DIGEST OF RATE CARD NO. 18—(May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $1650.00 | $970.00 | $650.00 | $570.00 | $490.00 | $360.00 | $180.00 |
| Class A—6:30-7 p.m., Mon.-Sat.; 5:30-6 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 300.00 | 250.00 | 125.00 |
| Class B—6-6:30 p.m., Mon.-Sat.; 5-5:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 800.00 | 500.00 | 350.00 | 300.00 | 250.00 | 160.00 | 80.00 |
| Class C—1-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 180.00 | 150.00 | 100.00 | 50.00 |
| Class D—Sign-on-1 p.m., midnight-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 110.00 | 80.00 | 40.00 |

Subject to frequency discounts

# KTCA-TV
## St. Paul-Minneapolis
(Ch. 2)
**Non-Commercial Educational Station**

**Grantee (STA):** Twin City Area Educational Television Corp., Room 110, Bldg. TSA, U of Minnesota (Agricultural) Campus, St. Paul.

**Studio:** Bldg. TSA, U of Minnesota (Agricultural) Campus.

**Transmitter:** 1 mi. N of St. Paul (Agricultural) Campus of U of Minn.

**Telephone:** Midway 5-5565.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level, lat. 44° 59′ 54″, long. 93° 11′ 17″.

**Ownership:** Non-profit organization. Officers: Loring M. Staples, pres.; Wendell T. Burns, v.p.; Ronald M. Hubbs, v.p.; Philip H. Nason, v.p.; John deLaittre, secy.; A. A. Heckman, treas.

**Began Operation:** Sept. 3, 1957.

**Represented (legal)** by Faegre & Benson, Minneapolis.

**Personnel:**

John C. Schwarzwalder, *general manager.*
Paul Owen, *program director & asst. manager.*
Berten A. Holmberg, *chief engineer & asst. manager.*
Harold O. Bergman, *asst. to general manager.*
W. D. Donaldson, *senior producer-director.*

# MISSISSIPPI

## WCBI-TV
### Columbus
(Ch. 4)

**Licensee:** Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.

**Studio & Transmitter:** Hwy. 12, 4-mi. NE of Columbus.

**Telephone:** Fairfax 8-5631.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level, lat. 33° 32′ 34″, long. 88° 23′ 38″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** WCBI, 1-kw, 550 kc, (MBS).

**Ownership:** Birney Imes Jr., 100%. Mr. Imes also publishes *Columbus Commercial Dispatch* and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX, Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

**Began Operation:** July 13, 1956.

**Represented (sales)** by Everett-McKinney Inc.; James S. Ayres Co. (South).

**Represented (legal)** by Birge, Fox & Arent.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Bob McRaney, *general manager.*
P. B. Hinman, *station manager.*
W. W. Whitfield, *sales manager.*
Tom McFerrin, *chief engineer.*

**DIGEST OF RATE CARD NO. 2 (revised)**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:29-9:30 p.m., daily. | | | | | | |
| $180.00 | $100.00 | $65.00 | $55.00 | $45.00 | $35.00* | $15.00 |
| **Class A**—5:30-6:20 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 48.00 | 40.00 | 22.50 | 12.00 |
| **Class B**—All other times. | | | | | | |
| 90.00 | 65.00 | 45.00 | 35.00 | 22.50 | 15.00 | 7.50 |

* 20 Sec. $30.00. Subject to frequency discounts.

## WDAM-TV
### Hattiesburg
(Ch. 9)

**Licensee:** Lion Television Corp., Box 1649, Hattiesburg.

**Studio and Transmitter:** U. S. Hwy. 11, approx. 1.2 mi. N of Eastabutchie.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 55-kw visual, 33.1-kw aural. Antenna: 490-ft. above av. terrain, 537-ft. above ground, 732-ft. above sea level, lat. 31° 27′ 12″, long. 89° 17′ 05″. **Note:** Has petitioned for move of Ch. 9 to Baton Rouge for use by WAFB-TV (Ch. 28), with WDAM-TV facilities to be sold to grantee WTLM, Laurel, Miss. (Ch. 7); see *Television Digest*, Vol. 13:44.

**Network Service:** NBC, ABC.

**Ownership:** WDSU-TV, New Orleans, 51%; remaining 49% is equally owned by: Dave A. Matison Jr., Harold M. Matison, Milton J. Fine, Alvin H. Fine. Dave A. Matison Jr. and his brother Harold M. Matison each owns 28.35% of WAML, Laurel and WABO, Waynesboro, both Miss.; Dave Matison Jr. owns 66% of CP for radio WXXX, Hattiesburg. WDSU also owns control of WAFB-TV, Baton Rouge, La.

**Began Operation:** June 8, 1956.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Page, Creutz, Steel and Waldschmidt.

**Personnel:**
Marvin Reuben, *v.p. & general manager.*
Jerry Keith, *sales manager.*
David L. Waite, *program and promotion director.*
John Carroll, *chief engineer & operations manager.*

**DIGEST OF RATE CARD NO. 1**
**(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun. | | | | | | |
| $175.00 | $105.00 | $70.00 | $60.00 | $52.50 | $35.00 | $17.50 |
| **Class B**—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 12.00 |

## WJTV
### Jackson
(Ch. 12)

**Licensee:** Capital Broadcasting Co. Inc., Box 8187.

**Studio & Transmitter:** Robinson Rd. extension, .3-mi. N. of Route 18.

**Telephone:** 4-2512. **TWX No.:** JN 598.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 700-ft. above av. terrain, 666-ft. above ground, 1045-ft. above sea level, lat. 32° 17′ 02″, long. 90° 15′ 52.5″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WSLI, 5-kw, 930 kc (ABN).

**Ownership:** Mississippi Publishers Corp., publishers of *Jackson Clarion Ledger* and *Daily News*, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 100% of KALB-TV, Alexandria, La., 66⅔% of KPLC-TV, 100% of KPLC, Lake Charles, La.; has interest in radios KRMD, Shreveport and KRRV, Sherman, Tex. Sepaugh also has 33⅓% interest in KPLC-TV & KPLC.

**Began Operation:** March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (*Television Digest*, Vol. 11:16, 21, 23).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
L. M. Sepaugh, *general manager.*
Owens F. Alexander, *station & national sales manager.*
William Carlier, *local sales manager.*
L. M. Sepaugh Jr., *film director.*
C A. Perkins, *chief engineer.*
Ken Parks, *production manager.*

**DIGEST OF RATE CARD NO. 5**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $90.00 | $45.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| **Class B**—5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat. & Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 45.00 | 22.50 |
| **Class C**—Noon-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 11 p.m.-sign-off, Sat. & Sun. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 35.00 | 17.50 |
| **Class D**—Sign-on-noon, daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

Subject to frequency discounts.

## WLBT
### Jackson
(Ch. 3)

**Licensee:** Lamar Life Bcstg. Co., Box 2171.

**Studio:** 715 S. Jefferson St. **Transmitter:** Red Hill.

**Telephone:** 2-2691.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain 589-ft. above ground, 1055-ft. above sea level, lat. 32° 15′ 48″, long. 90° 06′ 22″. Requests change to 1579-ft. above av. terrain, 1523-ft. above ground, 1943-ft. above sea level, lat. 32° 12′ 46″, long. 90° 22′ 54″; transmitter to 12-mi. SW of Jackson.

**Network Service:** NBC, ABC.

**AM Affiliate:** WJDX, 5-kw (1-kw night), 620 kc (NBC). **FM Affiliate:** WJDX-FM, 50-kw, 102.9 mc (No. 275), 600-ft. antenna height.

**Ownership:** Peter Koch Lutken, pres., 40%; Fred L. Beard, secy.-treas., 20%; Maurice Thompson, v.p., 20%; William Calvin Wells III, v.p., 20%. Mr. Lutken is pres. of Lamar Life Ins. Co.

**Began Operation:** Dec. 20, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Fred L. Beard, *general manager.*
Frank Gentry, *sales manager.*
Maurice Thompson, *program director.*
Chuck Allen, *promotion director.*
Howard Langfitt, *farm director.*
Bob Smathers, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $90.00 | $45.00 |
| **Class A**—5:59-6:59 p.m., 10:01-10:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| **Class B**—5-6 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 45.00 | 22.50 |
| **Class C**—Noon-5 p.m., Mon.-Sat.; 10:30-11 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 35.00 | 17.50 |
| **Class D**—Sign-on-noon, 11 p.m.-sign-off, daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 37.50 | 25.00 | 12.50 |

## WTOK-TV
### Meridian
**(Ch. 11)**

**Licensee:** Southern Television Corp., Box 1771, Meridian.

**Studio:** Southern Bldg. **Transmitter:** U.S. Hwy. 45, ⅛-mi. S of city.

**Telephone:** 3-1441. **TWX No.:** MERID 281.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level, lat. 32° 19′ 40″, long. 88° 41′ 30″.

**Network Service:** CBS, NBC, ABC.

**Ownership:** Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 18%; Thomas Y. Minniece, secy., 6%; S. A. Rosenbaum, treas., 12%; and the following directors: James H. Skewes, 6.5%; H. M. Minniece, 6%; I. A. Rosenbaum, Jr., 12%; H. K. Griffin; 4 others, none over 5%. Mr. Skewes publishes *Meridian Star.*

**Began Operation:** Sept. 25, 1953.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
Robert F. Wright, *president & general manager.*
William B. Crooks, *v.p. & sales manager.*
Cecil Germany, *traffic & program manager.*
George E. Shannon, *production director.*
Joe H. Saxon, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(April 1, 1957)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | | |
| $275.00 | $165.00 | $137.50 | $110.00 | $96.25 | $68.75 | $55.00 | $27.50 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 206.25 | 123.75 | 103.13 | 82.50 | 72.19 | 51.56 | 41.25 | 20.63 |
| **Class C**—All other times. | | | | | | | |
| 137.50 | 82.50 | 68.75 | 55.00 | 48.13 | 34.38 | 27.50 | 13.75 |

## WTWV
### Tupelo
**(Ch. 9)**

**Grantee (STA):** Tupelo Citizens Television Co., P.O. Box 163, Tupelo, Miss.

**Studio & Transmitter:** Beech Spring Rd., 2.5 mi. N. of city limits. **Telephone:** Vinewood 2-7620.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 26.9-kw visual, 13.6-kw aural. Antenna: 509-ft. above av. terrain, 529 ft. above ground, 854-ft. above sea level, lat. 34° 19′ 24″, long. 88° 42′ 39″.

**Network Service:** NBC.

**Ownership:** Frank K. Spain, 35%; Joseph G. Petit, 25%; Walter D. Spain, 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%.

**Began Operations:** March 18, 1957.

**Represented (sales)** by Jack Masla & Co. Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**
Frank K. Spain, *general manager.*
Charles H. Hicks, Jr., *sales manager.*
Robert Gordon, *program director.*
James Stembridge, *operations supervisor.*
Hilda L. Hill, *women's director.*

**DIGEST OF RATE CARD NO. 1—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—5:45-10:15 p.m., Mon.-Sat.; 2-10:15 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $40.00 | $30.00 | $18.00 |
| **Class B**—5-5:45 p.m., Mon.-Fri.; 2-5:45 p.m., Sat.; 10:15-11 p.m., daily. | | | | | | |
| 120.00 | 72.00 | 48.00 | 36.00 | 32.00 | 25.00 | 15.00 |
| **Class C**—All other times. | | | | | | |
| 90.00 | 54.00 | 36.00 | 27.00 | 24.00 | 20.00 | 12.00 |

# MISSOURI

## KFVS-TV
### Cape Girardeau
**(Ch. 12)**

**Licensee:** Hirsch Bcstg. Co., Box 422.

**Studio:** 324 Broadway. **Transmitter:** 3 mi. NW on U.S. 61.

**Telephone:** Edgewater 5-5511.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 892-ft. above ground, 1439-ft. above sea level, lat. 37° 20′ 25″, long. 89° 35′ 21″.

**Network Service:** CBS.

**AM Affiliate:** KFVS, 1-kw (.5 kw night), 960 kc.

**Ownership:** Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

**Began Operation:** Oct. 3, 1954.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by McConnaughey, Sutton & L'Heureux.

**Personnel:**
Oscar C. Hirsch, *president & general manager.*
Robert O. Hirsch, *manager of TV operations.*

**DIGEST OF RATE CARD NO. 4**
**(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $192.00 | $150.00 | $120.00 | $60.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 9:30-11 p.m., daily; 5-7 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 128.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 96.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 64.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KOMU-TV
### Columbia
**(Ch. 8)**

**Licensee:** Curators of the University of Missouri.

**Studio & Transmitter:** Hwy. 63 South.

**Telephone:** Gibson 2-1122. **TWX No.:** CLBA 597.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 251-kw visual, 126-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level, lat. 38° 53′ 16″, long. 92° 15′ 48″.

**Network Service:** NBC, ABC.

**Ownership:** University of Missouri. Member of Curators is Lester E. Cox who owns 10% of KOAM-TV, Pittsburg, Kan., and 49% of radio KWTO, Springfield, Mo.

**Began Operation:** Dec. 21, 1953.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Edward C. Lambert, *director of television, general manager.*
John O. Conwell, *commercial manager.*
Allen H. Scollay, *program director.*
Milton E. Gross, *promotion manager.*
Phillip E. Berk, *news director.*
Ron Hunt, *film editor.*
William J. Reagan, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-9 p.m., daily. | | | | | | |
| $250.00 | $150.00 | ..... | ..... | ..... | $50.00 | $25.00 |
| **Class A**—6:30-8 p.m., Mon.-Fri.; 9-10 p.m., Mon.-Sat.; 6-8 p.m., Sat. & Sun.; 9-11 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; 5-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, Sun. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |
| **Class C**—7 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Sat. | | | | | | |
| 100.00 | 60.00 | 40.00 | 32.50 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.

# Missouri

## KHQA-TV
### Hannibal-Quincy, Ill.
(Ch. 7)

**Licensee:** Lee Bcstg. Inc., 510 Maine St., Quincy, Ill.

**Studios:** 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill.

**Business & National Sales Office:** WCU Bldg., Quincy.

**Transmitter:** Columbus Rd., Quincy, Ill.

**Telephone:** Baldwin 2-6200, Quincy; 2762, Hannibal. **TWX No.:** QCY 93.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level, lat. 39° 58′ 22″, long. 91° 19′ 54″.

**Network Service:** CBS.

**AM Affiliate:** WTAD (Quincy), 5-kw, 930 kc (CBS). **FM Affiliate:** WTAD-FM, 27-kw, 99.5 mc (No. 258), 770-ft. antenna height.

**Ownership:** Lee Radio Inc., 51% (interlocking with Lee Bcstg. Inc.); Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* 20%; Lee P. Loomis, pres., 3.16%; Herbert R. Ohrt, exec. v.p., 2.3%; E. L. Sparks, v.p.; Walter J. Rothschild, secy.-treas. 1.18%; Lee Radio Inc. operates KGLO-TV & KGLO, Mason City, Ia. For other interests, see *Mason City Globe-Gazette* under newspaper ownership.

**Began Operation:** Aug. 27, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Page. Creutz, Steel & Waldschmitt.

**Personnel:**

Walter J. Rothschild, *general & national sales manager.*
Merritt Milligan, *program director & asst. manager.*
Paul Millen, *national sales asst.*
Dick Moore, *promotion director.*
Jean Eager, *film director.*
Gene Terry, *news director.*
Dick Faler, *farm director.*
J. E. Gray, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| Class B—4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., daily. | | | | | | |
| 260.00 | 156.00 | 104.00 | 91.00 | 65.00 | 52.00 | 26.00 |
| Class C—All other times | | | | | | |
| 170.00 | 102.00 | 68.00 | 60.00 | 43.00 | 34.00 | 17.00 |

Subject to frequency discounts.

## WGEM-TV
### Hannibal
(See Quincy, Ill.)


Provides news-scripts

by wire, timed to

fit every film clip

UNITED PRESS MOVIETONE NEWS


## KRCG
### Jefferson City
(Ch. 13)

**Grantee (STA):** Jefferson Television Co., Callaway Hills Farm.

**Studio:** Callaway Hills Farm. **Transmitter:** U. S. Hwy. 54, 2 mi. S of New Bloomfield.

**Telephone:** 6-6188. **TWX No.:** JFS CY MO 641.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 923-ft. above ground, 1767-ft. above sea level, lat. 38° 41′ 28″, long. 92° 05′ 43″.

**Network Service:** CBS, ABC.

**Ownership:** Mrs. W. H. Weldon, exec. vice pres., 98.2%; Robert Blosser, v.p., .6%; Edward J. Schuelein, .6%; Camille Williams, secy.-treas., .6%; Mrs. Weldon holds interest in *Jefferson City Capital News & Post Tribune* and Capital Bcstg. Co., licensee of radio KWOS, Jefferson City.

**Began Operation:** Feb. 13, 1955.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

W. H. Weldon, *president.*
Mrs. W. H. Weldon, *exec. vice president.*
Robert Blosser, *general manager.*
Ed Schuelein, *chief engineer.*
Ron Maxwell, *sales manager.*

**DIGEST OF RATE CARD NO. 3—(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| Class AA—7:29-9:31 p.m., Mon.-Sat.; 6:59-9:31 p.m., Sun. | | | | | |
| $300.00 | $180.00 | $120.00 | $75.00 | $60.00 | $30.00 |
| Class A—6:30-7:29 p.m., 9:31-10:01 p.m., Mon.-Sat.; 6-6:59 p.m., 9:31-10:01 p.m., Sun. | | | | | |
| 200.00 | 120.00 | 80.00 | 50.00 | 40.00 | 20.00 |
| Class B—5-6:30 p.m., 10:01-11:01 p.m., Mon.-Sat.; sign-on-6 p.m., 10:01-11:01 p.m., Sun. | | | | | |
| 150.00 | 90.00 | 60.00 | 37.50 | 30.00 | 15.00 |
| Class C—Sign-on-5 pm., Mon.-Sat.: 11:01 p.m.-sign-off. daily. | | | | | |
| 100.00 | 60.00 | 40.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.

## KODE-TV
### Joplin
(Ch. 12)

**Licensee:** WSTV Inc., Exchange Realty Bldg., Steubenville, O.

**Studio & Transmitter:** 1928 W. 13th St.

**Telephone:** Mayfair 3-7260.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 229-kw horizontal visual, 178-kw maximum and 129-kw horizontal aural. Antenna: 710-ft. above av. terrain, 626-ft. above ground, 1675-ft. above sea level, lat. 37° 04′ 37.4″, long. 94° 32′ 10.24″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KODE, .25-kw, 1230 kc (CBS).

**Ownership:** Same as WSTV-TV, Steubenville, O.

**Began Operation:** Sept. 26, 1954. Sale to present owner by Austin Harrison approved Oct. 21, 1956 by FCC (*Television Digest*, Vol. 12:39, 44).

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**

John J. Laux, *exec. v.p.*
Harry D. Burke, *v.p. & general manager.*
Rod Gibson, *national sales manager.*
D. T. Knight, *local sales manager.*
Ron Robson, *program director.*
Jack Langford, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $67.50 | $60.00 | $30.00 |
| Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun. | | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.00 | 56.00 | 50.65 | 45.00 | 23.00 |
| Class C—All other times. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 37.00 | 33.75 | 30.00 | 15.00 |

Subject to frequency discounts.

# KCMO-TV
## Kansas City
(Ch. 5)

**Licensee:** Meredith Engineering Co., 125 E. 31st St.

**Studio & Transmitter:** 125 E. 31st St.

**Telephone:** Jefferson 1-6789. **TWX No.:** KC 165.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1130-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level, lat. 39° 04′ 14″, long. 94° 34′ 59″.

**Network Service:** CBS.

**AM Affiliate:** KCMO, 50-kw (10-kw night), 810 kc (CBS). **FM Affiliate:** KCMO-FM, 56-kw, 94.9 mc (No. 235), 420-ft. antenna height.

**Ownership:** Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohen, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohen, secy.-treas.; Rowland G. Wright, asst. secy. & asst. treas.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N. Y.; KPHO-TV & KPHO, Phoenix, Ariz.; WOW-TV & WOW, Omaha; radio KRMG, Tulsa.

**Began Operation:** Sept. 27, 1953.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
E. K. Hartenbower, *general manager.*
C. E. Breazeal, *asst. manager.*
Karl Troeglen, *technical director.*
Sid B. Tremble, *commercial manager.*
Ken Heady, *program director.*
Steve Mills, *production director.*
F. C. Strawn, *promotion director.*
Jim Monroe, *news director.*
T. R. Thompson, *film director.*
George Stephens, *agricultural director.*

DIGEST OF RATE CARD NO. 5
(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $1350.00 | $810.00 | $540.00 | $473.00 | $338.00 | $300.00 | $150.00 |
| Class A—10-10:30 p.m., daily. | | | | | | |
| 1150.00 | 690.00 | 460.00 | 403.00 | 288.00 | 250.00 | 125.00 |
| Class B—6:30-7 p.m., Mon.-Sat. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 250.00 | 200.00 | 100.00 |
| Class C—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 245.00 | 175.00 | 150.00 | 75.00 |
| Class D—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-12:30 a.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 60.00 |
| Class E—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| Class F—After 12:30 a.m., daily. 50% of Class E rates. | | | | | | |

Subject to frequency discounts.

# WDAF-TV
## Kansas City
(Ch. 4)

**Licensee:** The Kansas City Star Co., 1729 Grand Ave.

**Studio and Transmitter:** 3030 Summit St.

**Telephone:** Harrison 1-1200. **TWX No.:** KC 259 and KC 50.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level, lat. 39° 04′ 19″, long. 94° 35′ 43″.

**Network Service:** NBC.

**AM Affiliate:** WDAF, 5-kw, 610 kc (NBC).

**Ownership:** The Kansas City Star Co., publisher of *The Kansas City Star;* Roy A. Roberts, pres. Sale to National Theatres Inc. pends FCC approval (*Television Digest*, Vol. 13:47, 49).

**Began Operation:** Oct. 16, 1949.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
H. Dean Fitzer, *managing director.*
Bill Bates, *station manager.*
E. Manne Russo, *commercial manager.*
Jay Barrington, *program director.*
Bob Wormington, *production manager.*
Randall Jessee, *director of news & special events.*
James Schmidt, *chief engineer.*

DIGEST OF RATE CARD NO. 10
(Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10 p.m., daily. | | | | | | |
| $1060.00 | $636.00 | $424.00 | $371.00 | $265.00 | $212.00 | $106.00 |
| Class B—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 960.00 | 576.00 | 384.00 | 336.00 | 240.00 | 192.00 | 96.00 |
| Class C—5:30-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10-30-11 p.m., daily. | | | | | | |
| 640.00 | 384.00 | 256.00 | 224.00 | 160.00 | 128.00 | 64.00 |
| Class D—Sign-on-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily. | | | | | | |
| 440.00 | 264.00 | 176.00 | 154.00 | 110.00 | 88.00 | 44.00 |
| Class E—Sign-on-1 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |

Multiple discount plan on purchase of 5, 7 or 10 or more announcements per week, at discount of 20%, 25% or 30%, respectively, on all announcements within Class C, D, or E time periods.

# KMBC-TV
## Kansas City
(Ch. 9)

**Licensee:** KMBC Bcstg. Co., KMBC Bldg., 11th & Central, Kansas City, Mo.

**Studio:** KMBC Bldg. **Transmitter:** 5701 E. 22nd St.

**Telephone:** Harrison 1-2650. **TWX No.:** KC181.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1080-ft. above av. terrain, 1025-ft. above ground, 1946-ft. above sea level, lat. 39° 05′ 51″, long. 94° 35′ 04″.

**Network Service:** ABC.

**AM Affiliates:** KMBC, 5-kw, 980 kc (ABN); KFRM, Concordia, Kan., 5-kw, 550 kc, (ABN).

**Ownership:** Cook Paint & Varnish Co., 100%. Following officers are stockholders of record, but have no beneficial interests: Lathrop G. Backstrom, 99.4%; Donald D. Davis, pres., .2%; Harold Fisher, v.p-treas., .2%; M. D. Blackwell, secy., .2%.

**Began Operation:** Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved merger whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV & KMBC and retained KMBC call letters (*Television Digest*, Vol. 10:17, 20, 24).

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Donald D. Davis, *president & commercial manager.*
John T. Schilling, *exec. v.p. & general manager.*
George J. Higgins, *v.p. in charge of spot sales.*
Mori Greiner, *television station manager.*
Lou Kemper, *production supervisor.*
Claude Dorsey, *news director.*
Phil Evans, *farm director.*
Sam Molen, *sports director.*
Bea Johnson, *women's dept. director.*
Edwin L. Dennis, *local sales manager.*
Fred Harris, *promotion dept.*
Henry Goldenberg, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(July 1, 1956)

| 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | |
| $660.00 | $440.00 | $330.00 | $275.00 | $250.00 | $125.00 |
| Class A—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | |
| 480.00 | 320.00 | 240.00 | 200.00 | 160.00 | 80.00 |
| Class B—5-6:30 p.m., 10:30 p.m.-sign-off, daily. | | | | | |
| 400.00 | 267.00 | 200.00 | 167.00 | 120.00 | 60.00 |
| Class C—Sign-on-5 p.m., daily. | | | | | |
| 300.00 | 200.00 | 150.00 | 125.00 | 100.00 | 50.00 |

# KOAM-TV
## Joplin
(See Pittsburg, Kan.)

# Missouri

## KTVO
### Kirksville-Ottumwa, Ia.
(Ch. 3)

**Licensee:** KBIZ Inc. KBIZ-KTVO Bldg., Ottumwa, Ia.

**Studios:** KBIZ-KTVO Bldg., Ottumwa, Ia.; Lancaster, Mo. **Transmitter:** U.S. Hwy. 136, near Lancaster, Mo.

**Telephone:** Murray 2-4535, Ottumwa. **TWX No.:** OTUM 463.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level, lat. 40° 31′ 41″, long. 92° 26′ 33″.

**Network Service:** CBS, NBC.

**AM Affiliate:** KBIZ. Ottumwa, Ia., .25-kw, 1240 kc (ABN).

**Ownership:** James J. Conroy, pres., 66.32%; Merrill Gilmore, v.p., .16⅔%; B. E. Allison, .16⅔%; Raymond E. Russell, 33.33%.

**Began Operation:** Nov. 21, 1955.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
James J. Conroy, *president & general manager.*
Berg E. Allison, *station manager.*
Jim Bolen, *program manager.*
James Riley, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(April 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:29-10 p.m., daily | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $60.00 | $30.00 |
| **Class B**—6:29-5:59 p.m., 10-10:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## KFEQ-TV
### St. Joseph
(Ch. 2)

**Licensee:** KFEQ Broadcasting Co., 40th & Faraon Sts.

**Studio & Transmitter:** 40th & Faraon Sts.

**Telephone:** 3-2528. **TWX No.** ZJ 8396.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level, lat. 39° 46′ 12″, long. 94° 47′ 53″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KFEQ, 5-kw, 680 kc (MBS).

**Ownership:** Jesse D. Fine, pres., 30%; Ted Nelson, exec. v.p., 5%; Isadore J. Fine, v.p., 20%; Oscar K. Fine, treas., 30%; Eugene P. Fine, secy., 12.5%; Marvin Cohen, director, 2.5%; Fine family operates Indiana theatre chain. Ted Nelson is president and principal owner of radio stations WOHP, Bellefontaine, O.; WILO, Frankfort, Ind.; WHLT, Huntington, Ind.

**Began Operation:** Sept. 13, 1953. Sale to present owners by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (*Television Digest*, Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Jesse D. Fine, *president.*
Ted Nelson, *v.p. & general manager.*
Wayne Beavers, *sales manager.*
Gene Milsteen, *program manager.*
Lafe R. Williams, *news editor.*
Harold J. Schmitz, *farm director.*
John Carroll, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., Mon.-Fri.; 6:30-9:30 p.m., Sat. & Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $133.00 | $100.00 | $80.00 | $40.00 |
| **Class A**—6:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat. & Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 75.00 | 50.00 | 25.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.,-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KETC
### St. Louis
(Ch. 9)

**Non-Commercial Educational Station**

**Grantee (STA):** St. Louis Educational Television Commission, Millbrook & Big Bend Blvd., Washington U. Campus.

**Studio:** 6996 Millbrook. **Transmitter:** 5031 Berthold Ave.

**Telephone:** Volunteer 3-0995.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 27.5-kw visual, 13.8-kw aural. Antenna: 600-ft. above av. terrain. 637-ft. above ground, 1117-ft. above sea level, lat. 38° 37′ 41.5″, long. 90° 16′ 09″.

**Ownership:** Commission officers: Raymond H. Wittcoff, chairman; Oscar A. Ehrhardt, vice-chairman; Malcolm Martin, secy.; Harry F. Harrington, treas.

**Began Operation:** Sept. 20, 1954.

**Represented (legal)** by Jones, Hocker, Grand, Peper, Martin & Roudebush, St. Louis.

**Personnel:**
Henry F. Chadeayne, *executive director.*
George L. Arms, *operations manager.*
Clair R. Tettemer, *director of school programs.*
Jack A. Chenoweth, *chief engineer.*

## KSD-TV
### St. Louis
(Ch. 5)

**Licensee:** The Pulitzer Publishing Co., 1111 Olive St.

**Studio:** 1111 Olive St. **Transmitter:** Post-Dispatch Annex.

**Telephone:** Main 1-1111. **TWX No.:** SL 480.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 510-ft. above av. terrain, 544-ft. above ground, 1014-ft. above sea level, lat. 38° 37′ 48″, long. 90° 11′ 47″. Holds CP for 60.3-kw aural 1088-ft. above av. terrain, 1152-ft. above ground. 1649-ft. above sea level, lat. 38° 34′ 08″, long. 90° 19′ 51″; transmitter to .2-mi NE of intersection of Vermont & Heege Rds.

**Network Service:** NBC.

**AM Affiliate:** KSD, 5-kw, 550-kc (NBC).

**Ownership:** Same as *St. Louis Post-Dispatch*, Joseph Pulitzer Jr., pres.

**Began Operation:** Feb. 8. 1947.

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by A. D. Ring & Co.

**Personnel:**
Joseph Pulitzer Jr., *president.*
Harold Grams, *general manager.*
Guy E. Yeldell, *sales manager.*
Fred J. Mueller, *promotion director.*
Keith Gunther, *film buyer.*
Austin Bridgman, *news editor.*
Ed Risk, *chief engineer.*

**DIGEST OF RATE CARD NO. 12**
**(Jan. 1. 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:45-10:30 p.m., daily. | | | | | | |
| $1200.00 | $720.00 | $480.00 | $400.00 | $318.00 | $300.00 | $150.00 |
| **Class A**—6-6:45 p.m., 10:30-11 p.m., daily. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 333.00 | 265.00 | 200.00 | 100.00 |
| **Class B**—9 a.m.-6 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 200.00 | 159.00 | 105.00 | 52.50 |
| **Class C**—Midnight-9 a.m., daily. | | | | | | |
| 333.00 | 200.00 | 133.00 | 111.00 | 88.00 | 58.00 | 29.00 |

Subject to frequency discounts.

# ST. LOUIS' TOP BUY... REALLY GREAT FOR '58

This year, advertisers looking over America's Ninth Market will find KSD-TV continues the television leader in the St. Louis Market Area.

During 1957, national advertisers again verified* the consistent faith and confidence they have in KSD-TV's performance in this prosperous mid-America market. KSD-TV duplicated its success of the previous year and again ranked FIFTH among television stations in the nation's TOP TEN markets in the number of regional and national spot accounts carried.

Early in 1958, KSD-TV, a real pioneer television station in the United States†, will be the first in the area to put a tall tower into operation. The new tower, 1152 feet tall (1649 feet above sea level), and its new transmitter will serve the St. Louis Market area with the most powerful signal in the area. Even more exciting for advertisers, of course, is the fact that St. Louis' Channel 5 will add some 7,000 square miles of coverage to its present populous 39-county area.

Audience-wise and sales-wise, national advertisers know KSD-TV's success as a performer has been constant year in and year out. Its ability to plan for the future with the best facilities and the best service is a matter of record. That's why more national advertisers buy KSD-TV consistently when they consider the St. Louis market. They and their agencies know where to get the most for their advertising dollars. And KSD-TV will be an even better buy in 1958!

*Rorabaugh Reports, '56; first three reports '57.
†KSD-TV went on the air February 8, 1947.

**KSD-TV**
MAXIMUM POWER
*channel* **5**

THE ST. LOUIS POST-DISPATCH STATION

NBC SPOT SALES
*National Representative*
BASIC AFFILIATE NBC

# Missouri

## KTVI
### St. Louis
(Ch. 2)

**Grantee (STA):** Signal Hill Telecasting Corp., 5915 Berthold Ave.

**Studio & Transmitter:** 5915 Berthold Ave.

**Telephone:** Mission 7-3600.

**Technical Facilities:** Channel No. 2 (54-60 mc). Holds temporary authority to operate on Ch. 2, 100-kw visual, 50-kw aural. Antenna: 577-ft. above av. terrain, 592-ft. above ground, 1127-ft. above sea level, lat. 38° 37′ 48″, long. 90° 17′ 08.5″. Requests 1047-ft. above av. terrain, 1018-ft. above ground, 1608-ft. above sea level, lat. 38° 32′ 06″, long. 90° 22′ 22″; transmitter to intersection of Gravois & Lindberg Blvds., Sappington, Mo.

**Network Service:** ABC.

**AM Affiliate:** None.

**Ownership:** Harry Tenenbaum, pres., 49.95%; Paul E. Peltason, exec. v.p., 49.95%. **Note:** *Globe-Democrat* purchase of 22.7% pends FCC approval (*Television Digest*, Vol. 13:43); Louisiana Purchase Co. stockholders also hold option for 9.92% Vol. 14:6).

**Began Operation:** Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted to facilities and Ch. 36, acquired from KSTM-TV, off-air (*Television Digest*, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 13:16).

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Roberts & McInnis.

**Personnel:**
Harry Tenenbaum, *president.*
Paul E. Peltason, *exec. v.p.*
Joseph J. Bernard, *v.p. & general manager.*
John I. Hyatt, *commercial manager.*
Shaun Murphy, *national sales manager.*
James W. Svehla, *sales service director.*
Fred Buschmeyer Jr., *program director.*
Don B. Curran, *promotion manager.*
**Richard J. Trompeter, *chief engineer.***

**DIGEST OF RATE CARD NO. 4—(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | |
| $1000.00 | $600.00 | $400.00 | $300.00 | $250.00 | $125.00 |
| Class A—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | |
| 800.00 | 500.00 | 350.00 | 250.00 | 200.00 | 100.00 |
| Class B—6-6:30 p.m., 10:30-11 p.m., daily. | | | | | |
| 650.00 | 400.00 | 275.00 | 200.00 | 160.00 | 80.00 |
| Class C—All other times. | | | | | |
| 400.00 | 240.00 | 160.00 | 100.00 | 80.00 | 40.00 |

Subject to frequency discounts.

## KWK-TV
### St. Louis
(Ch. 4)

**Licensee:** KWK Inc., 1215 Cole St.

**Studio & Transmitter:** 1215 Cole St.

**Telephone:** Main 1-9100. **TWX No.:** SL 281.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 523-ft. above av. terrain, 563-ft. above ground, 1031-ft. above sea level, lat. 38° 38′ 10″, long. 90° 11′ 44″. CP for 1110-ft. above av. terrain, 1210-ft. above ground, 1645-ft. above sea level, lat. 38° 31′ 47″, long. 90° 17′ 58″; transmitter to Ave. H, north of Reavis Barracks Rd.

**AM Affiliate:** KWK, 5-kw, 1380 kc.

**Ownership:** Robert T. Convey, voting trustee, 28%; 800 North 12th Inc. (formerly KXOK Inc.), 23%; Globe-Democrat Publishing Co., (Newhouse) 23%; KSTP Inc., 23%; Missouri Valley Television stockholders, 3%. KWK Inc. also owns WGTO, Haines City, Fla. For other Newhouse interests see WSYR-TV, Syracuse, N.Y. KSTP Inc. owns KSTP-TV, St. Paul (KSTP) and KOB-TV, Albuquerque (KOB). **Note:** Sale to Columbia Broadcasting System Inc. was not consummated at press time, although FCC approved transfer on Oct. 30, 1957 (see *Television Digest*, Vol. 13:36, 43).

**Began Operation:** July 8, 1954.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Robert T. Convey, *president.*
V. E. Carmichael, *general manager.*
James M. Henneberry, *sales promotion manager.*
John W. Tinnea, *executive program director & film buyer.*
Jack Griffin, *news editor.*
Dick Kimball, *production coordinator.*
N. J. Zehr, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Nov. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $1500.00 | $900.00 | $600.00 | $500.00 | $375.00 | $330.00 | $165.00 |
| Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 1000.00 | 600.00 | 400.00 | 335.00 | 250.00 | 240.00 | 120.00 |
| Class B—4-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun. | | | | | | |
| 750.00 | 450.00 | 300.00 | 250.00 | 188.00 | 165.00 | 82.50 |
| Class C—11 p.m.-midnight, daily; 9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 167.00 | 125.00 | 110.00 | 55.00 |
| Class D—Midnight-9 a.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |

Subject to frequency discounts.

## KDRO-TV
### Sedalia
(Ch. 6)

**Licensee:** Milton J. Hinlein, 2100 W. Broadway.

**Studio & Transmitter:** 2100 W. Broadway.

**Telephone:** Taylor 6-1651.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 16.4-kw visual, 8.71-kw aural. Antenna: 360-ft above av. terrain, 321-ft. above ground, 1211-ft. above sea level, lat. 38° 42′ 20″, long. 93° 15′ 13″.

**Ownership:** Milton J. Hinlein, 100%.

**Began Operation:** July 1, 1954.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Miss Le Chapman, *general manager.*
Harry Trotman, *sales manager.*
Dick Younger, *program director.*
Bob Klein, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1954)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| $200.00 | $114.00 | $62.00 | $46.00 | $35.00 | $30.00 | $25.00 |

## KTTS-TV
### Springfield
(Ch. 10)

**Licensee:** Independent Bcstg. Co., Chamber of Commerce Bldg.

**Studio:** Chamber of Commerce Bldg. **Transmitter:** E. Division St. Rd., 1 mi. E. of Glenstone Rd.

**Telephone:** 2-7474. **TWX No.:** SO 8581.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 190.55-kw maximum and 141-kw horizontal aural. Antenna 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level, lat. 37° 13′ 24.61″, long. 93° 14′ 30.08″.

**Network Service:** CBS.

**AM Affiliate:** KTTS, .25-kw, 1400 kc (CBS). **FM Affiliate:** KTTS-FM, 9.1-kw, 94.7 mc (No. 234), 660-ft. antenna height.

**Ownership:** J. H. G. Cooper, pres., 54.87% (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v. p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

**Began Operation:** March 14, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by James C. McNary.

**Personnel:**
**G. Pearson Ward, *v.p. & manager.***
**William F. Curry, *chief engineer.***
Kevin McAndrews, *program director.*
**Bill Bowers, *news editor.***
Jack Lloyd, *sales.*

**DIGEST OF RATE CARD NO. 4—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $325.00 | $195.00 | $130.00 | $113.75 | $95.00 | $81.25* | $32.50* |
| Class B—5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun. | | | | | | |
| 243.75 | 146.25 | 97.50 | 85.00 | 73.00 | 48.75 | 24.50 |
| Class C—11 p.m.-sign-off, daily. | | | | | | |
| 162.50 | 97.50 | 65.00 | 56.75 | 47.50 | 32.50 | 16.25 |

* Also has Class AA announcements (7:29-9:30 p.m., daily) 20 Sec. $81.25; 10 Sec. $40.65.

## KYTV
### Springfield
(Ch. 3)

**Licensee:** Springfield Television Inc., 999 W. Sunshine.

**Studio & Transmitter:** 999 W. Sunshine.

**Telephone:** 6-2766. **TWX No.:** SO 8560.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 545-ft. above av. terrain, 550-ft. above ground, 1285-ft. above sea level, lat. 37° 10′ 59″, long. 93° 18′ 11″.

**Network Service:** ABC, NBC.

**Ownership:** Springfield Newspapers, Inc., 49.866% (publishers of *Springfield News* and *Leader & Press* and operators of KGBX, Springfield); Tams Bixby III, pres.; Lester L. Cox, v.p., 24.966%; Keith G. Wells, secy., .033% (gen. mgr. KGBX); Tams Bixby, Jr., .033% (general mgr. of Springfield Newspapers); Lynn E. Bussey, treas., 24.96%. Tams Bixby Jr., with son, owns 70% of *Muskogee Phoenix* and *Times Democrat* (KBIX). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

**Began Operation:** Sept. 30, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Ralph L. Stufflebam, *co-manager & sales manager.*
Carl Fox, *co-manager & program manager.*
E. Dennis White, *chief engineer.*
Fred Raines, *executive producer.*

**DIGEST OF RATE CARD NO. 6—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 11 a.m.-11 p.m., Sun. | | | | | | |
| $325.00 | $195.00 | $130.00 | $113.75 | $97.50 | $65.00* | $32.50 |
| Class B—Noon-1 p.m., 4-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. | | | | | | |
| 243.75 | 146.25 | 97.50 | 85.31 | 73.13 | 48.75 | 24.38 |
| Class C—7 a.m.-noon, 1-4 p.m., Mon.-Fri.; sign-on-11 a.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 162.50 | 97.50 | 65.00 | 56.88 | 48.75 | 32.50 | 16.25 |

* 20 Sec. only. Min. $81.25. Also has Class AA (7:29-9:30 p.m., daily) Min. or 20 Sec. $81.25, 8 Sec. $40.65.

# MONTANA

## KGHL-TV
### Billings
(Ch. 8)

### (Due to Begin Operation in Spring)

**Grantee:** Midland Empire Broadcasting Co., 5th Ave. & North Broadway.

**Studio:** 214 N. 30 and 17th Sts. **Transmitter:** 2.7-mi. E. of Billings.

**Telephone:** 2-2222.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level, lat. 45° 45′ 40.5″, long. 108° 27′ 17″.

**Network Service:** NBC.

**AM Affiliate:** KGHL, 5-kw, 790 kc (NBC).

**Ownership:** P. N. Fortin, pres., 50%; W. J. Hancock, v.p. & secy.-treas., 25%; Kenneth L. Hancock, 25%.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**

Jeff Kilchli, *general manager.*
Warren Marshall, *sales manager.*
Doug Wildfoerster, *program director.*
Wilber Myhre, *engineering supervisor.*

**DIGEST OF RATE CARD NO. 1—(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $72.00 | $60.00 | $45.00 | $22.50 |
| Class B—6-7 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 63.00 | 53.00 | 35.00 | 18.00 |
| Class C—10:30-midnight, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 54.00 | 45.00 | 30.00 | 15.00 |
| Class D—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 22.50 | 11.25 |

Subject to frequency discounts.

## KOOK-TV
### Billings
(Ch. 2)

**Licensee:** The Montana Network, 7002 S. Billings Blvd., Box 2557.

**Studio & Transmitter:** 2-mi. ESE of Billings on Westergard Hill.

**Telephone:** 9-2382. **TWX No.:** BL 488.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level, lat, 45° 46′ 18″, long. 108° 28′ 00″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KOOK, 5-kw, 970 kc (CBS).

**Ownership:** J. S. Sample, pres., 93.28%; V. V. Clark, v.p., .72%; John G. Sample, 5.85%; Patricia L. Sample, .15%. Jerome Anderson, secy.

**Began Operation:** Nov. 9, 1953.

**Represented (sales)** by Headley-Reed TV; Art Moore & Assoc. (Seattle & Portland).

**Represented (legal)** by John H. Midlen.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

J. S. Sample, *president.*
V. V. Clark, *general manager.*
John Conner, *commercial manager.*
Edmund Peiss, *program & operations director.*
Grant French, *chief engineer.*
Conna G. May, *merchandising director.*

**DIGEST OF RATE CARD NO. 2—(Jan. 20, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10:29 p.m., Mon.-Fri.; 5-10:29 p.m., Sat.; sign-on-10:29 p.m., Sun. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $45.00 | $22.50 |
| Class B—6-6:29 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily. | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 36.00* | 18.00 |
| Class C—Sign-on-5:59 p.m., Mon.-Fri.; sign-on-4:59 p.m., Sat. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 22.50 | 11.25 |

* Min. only; 20 Sec. is $27.00. Subject to frequency discounts.

## KXLF-TV
### Butte
(Ch. 4)

(Also operates satellite KXLJ-TV, Helena, Mont.)

**Licensee:** Television Montana, Box 1988.

**Studio:** 1003 S. Montana St.

**Transmitter:** 3 mi. E. of Butte on XL Heights.

**Telephone:** 2-9111.

**Technical Facilities:** Channel No. 4 (82-88 mc). Authorized power: 56.19-kw visual, 29.58-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level, lat. 46° 00′ 27″, long. 112° 26′ 30″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KXLF, 5-kw, 1370 kc (NBC).

**Ownership:** KXLF, Butte, 58.95%; KXLJ, Helena, 22.68%; KXLQ, Bozeman, 4.39%; KXLL, Missoula, 4.53%; KXLK, Great Falls, 2.27%. Officers: A. T. Hibbard, pres., .05% (owns 10% of KXLJ, KXLK, KXLL); Barclay Craighead, v.p., .05% (owns 58% of KXLK, 15% of KXLJ); E. B. Craney, treas., .1% (owns 49.6% of KXLQ, 49.4% of KXLF, 42% of KXLJ, 30% of KXLL); J. J. Manning, secy., .45% (owns 10% of KXLL). Also operates satellite KXLJ-TV, Helena, Mont. and, with Arthur Schwieder, is buying KFBB-TV, Great Falls, Mont. (*Television Digest*, Vol. 14:5).

**Began Operation:** Aug. 14, 1953.

**Represented (sales)** by The Walker Representation Co. Inc. (East); Pacific Northwest Broadcasters (western); Tracy Moore & Assoc. (West Coast).

**Represented (legal)** by Wheeler & Wheeler; Fanny Litvin.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**

E. B. Craney, *president & general manager.*
Jim Manning, *station manager.*
W. Jake Walker, *commercial manager.*
Lloyd Scott, *chief engineer.*

**DIGEST OF RATE CARD NO. 5 (July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| Class A—6:29-11 p.m., Mon.-Sat.; 3:59-11 p.m., Sun. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $40.00 | $20.00 |
| Class B—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 20.00 | 10.00 |

**Note:** Group discount offered advertisers who use more than one of following: KXLF-TV, Butte; Z radio net of Mont. (KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula).

# Montana

## KXGN-TV
### Glendive
(Ch. 5)

**Licensee:** Glendive Broadcasting Corp., Merrill Ave. & Valentine Street.

**Studio & Transmitter:** Merrill Ave. & Valentine St.

**Telephone:** Empire 5-3377.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 5-kw visual, 2.51-kw aural. Antenna: minus 90-ft. above av. terrain, 137-ft. above ground, 2280-ft. above sea level, lat. 47° 06′ 26″, long. 104° 42′ 36″.

**Network Service:** CBS.

**AM Affiliate:** KXGN, .25-kw, 1400 kc.

**Ownership:** Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theatre.

**Began Operation:** Nov. 1, 1957.

**Represented (sales)** by Grant Webb.

**Represented (legal)** by Harry J. Daly.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Lewis W. Moore, *president & film buyer.*
Dan C. Palen, *general manager.*
Karl Johnson, *sales director.*
Donald J. Powers, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AAA**—7:30-10 p.m., daily. | | | | | | | |
| $125.00 | $75.00 | $50.00 | $40.00 | $30.00 | $25.00 | $18.75 | $12.50 |
| **Class AA**—6:30-7:30 p.m., 10-10:30 p.m., daily. | | | | | | | |
| 112.50 | 67.50 | 45.00 | 37.50 | 28.25 | 22.50 | 17.00 | 11.75 |
| **Class A**—6-6:30 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 15.00 | 10.00 |
| **Class B**—All other times. | | | | | | | |
| 50.00 | 30.00 | 20.00 | 17.00 | 12.50 | 10.00 | 7.50 | 5.00 |

Subject to frequency discounts.

## KFBB-TV
### Great Falls
(Ch. 5)

**Licensee:** Wilkins Broadcast Inc., Box 1139.

**Studio & Transmitter:** 3-mi. W of city limits on U. S. Hwy. 89-91.

**Telephone:** Glendale 3-4377. **TWX No.:** 25.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 4066-ft. above sea level, lat. 47° 31′ 19″, long. 111° 23′ 18″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KFBB, 5-kw, 1310 kc (CBS).

**Ownership:** Joseph P. Wilkins, pres., 50.04%; E. F. Galt, v.p. & secy.-treas., 1.8%; Fairmont Corp., 30.5%; Roy H. Glover, 5% (jointly with wife); Grace M. Hoover, 4.82%; 4 others, none owns as much as 4%. Fairmont Corp. is subsidiary of Anaconda Copper Co. and publishes daily newspapers in Butte, Livingston, Billings and Helena, Mont. Anaconda also operates Weed Heights, Nev. translator station. **Note:** Sale of KFBB-TV & KFBB to E. B. Craney and Arthur Schwieder pends FCC approval (*Television Digest*, Vol. 14:5).

**Began Operation:** March 21, 1954.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Wheeler & Wheeler.

**Personnel:**
Joseph P. Wilkins, *president & general manager.*
W. C. Blanchette, *station & commercial manager.*
William Spahr, *asst. manager, public relations & production.*
Pen Brown, *program director.*
Anthony J. Lopuch, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(March 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $65.00 | $55.00 | $40.00 | $20.00 |
| **Class A**—6-7:30 p.m., 10:10:30 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 75.00 | 60.00 | 50.00 | 35.00 | 16.00 |
| **Class B**—4-6 p.m., 10:30-11 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 45.00 | 30.00 | 15.00 |
| **Class C**—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 12.00 |

Subject to frequency discounts.

## KXLJ-TV
### Helena
(Ch. 12)
(Satellite of KXLF-TV, Butte, Mont.)

**Grantee:** Capital City Television Inc., 1306 11th Ave.

**Studio & Transmitter:** Montana Ave. & Cherry St.

**Telephone:** Hickory 2-6620

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: .973-kw visual, .486-kw aural. Antenna: minus 370-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level, lat. 46° 36′ 33″, long. 112° 01′ 10″.

**Network Service:** Same as KXLF-TV, Butte.

**AM Affiliate:** KXLJ, .25-kw, 1240 kc (NBC).

**Ownership:** Z Net. 98.8% (controlled by Ed Craney, pres. & majority owner of KXLF-TV & KXLF, Butte); Barclay Craighead, pres., .4%; A. T. Hibbard, v.p., .4%; Jim Manning, secy.-treas., .4%.

**Represented (sales)** by The Walker Representation Co Inc. (East); Pacific Northwest Broadcasters (West Coast).

**Personnel:**
Barclay Craighead, *resident manager.*
Tony de Orzie, *chief engineer.*

**Rates:** Sold only in combination with KXLF-TV, Butte, Mont.

## KGEZ-TV
### Kalispell
(Ch. 9)

**Licensee:** KGEZ-TV Inc., Box 439.

**Studio & Transmitter:** Flathead, approx. 1.3-mi. N of Kalispell on U.S. Hwy. 93.

**Telephone:** Skyline 6-5056.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 15.1-kw visual, 8.91-kw aural. Antenna: 220-ft. above av. terrain, 322-ft. above ground, 3339-ft. above sea level, lat. 48° 12′ 49″, long. 114° 19′ 23″.

**Network Service:** CBS, NBC.

**AM Affiliate:** KGEZ, 1-kw, 600 kc (MBS).

**Ownership:** KGEZ Inc., 81.8%; Copper City Radio Co. Inc., 14.4% (KBOW, Butte). Officers: Frank Reardon, pres., 1%; Richard V. Vick, v.p., 2.4%; Mary Adele Sullivan, v.p., .1%; Albert J. Schumacher, v.p., .1%; Wm. K. Carroll, exec. v.p.; Helen Reardon, secy.-treas., .1%. Mr. Frank Reardon controls KBOW which in turn controls KGEZ; he also owns KLCB, Libby, Mont. All other officers have interest in either KGEZ or KBOW.

**Began Operation:** July 9, 1957.

**Represented (sales)** by Donald Cooke Inc.; Art Moore & Assoc. (Portland & Seattle).

**Represented (legal)** by Wheeler & Wheeler.

**Personnel:**
Richard V. Vick, *v.p. & general manager.*
Allen Herriges, *program director.*
Jess Waymire, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Fri.; sign-on-10:30 p.m., Sun., | | | | | | |
| $125.00 | $75.00 | $50.00 | $43.75 | $31.25 | $20.00 | $10.00 |
| **Class B**—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 15.00 | 7.50 |

Subject to frequency discounts.

## KMSO-TV
### Missoula
(Ch. 13)

**Licensee:** Mosby's Inc., 127 E. Main St.

**Studio:** 340 W. Main St. **Transmitter:** 10 mi. N of Missoula, near Evaro, Mont.

**Telephone:** 9-4169. **TWX No.:** MS 5.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 191-kw visual, 95.5-kw aural. Antenna: 2030-ft. above av. terrain, 274-ft. above ground, 7124-ft. above sea level, lat. 47° 01′ 05″, long. 114° 00′ 41″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KGVO, 5-kw, 1290 kc (CBS).

**Ownership:** A. J. Mosby, pres., 99.36%; R. G. Mosby, v.p., .54%; Don Bradley, secy., .05%.

**Began Operation:** July 1, 1954.

**Represented (sales)** by Gill-Perna Inc.; Hugh Feltis & Assoc. (Seattle, Wash.); H. Quentin Cox & Assoc. (Portland, Ore.).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Archer Taylor, Missoula.

**Personnel:**
A. J. Mosby, *president.*
S. John Schile, *general manager.*
Ron Maines, *program director.*
Lynn Paoli, *film director.*
Maida Guenther, *traffic manager.*
Amos Hargrove, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $60.00 | $50.00 | $40.00 | $20.00 |
| Class A—6-7:30 p.m., 10-10:30 p.m., Mon.-Sat. | | | | | | |
| 175.00 | 105.00 | 75.00 | 65.00 | 55.00 | 35.00 | 16.00 |
| Class B—4-6 p.m., 10:30-11 p.m., Mon.-Sat. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 45.00 | 30.00 | 15.00 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 30.00 | 25.00 | 20.00 | 10.00 |

# NEBRASKA

## KHAS-TV
### Hastings
**(Ch. 5)**

**Licensee:** Nebraska Television Corp., Hwy. 281, Box 476, 3 mi. N. of Hastings.

**Studio & Transmitter:** Hwy. 281, 3 mi. N. of Hastings.

**Telephone:** 3-1321.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level, lat. 40° 39′ 06″, long. 98° 23′ 04″.

**Network Service:** NBC.

**AM Affiliate:** KHAS, .25-kw, 1230 kc.

**Ownership:** *Hastings Tribune*, 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns *Hastings Tribune* and KHAS, controls KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of western newspapers as well as magazine *Western Farm Life* (Denver). Meves owns KPLK, Dallas, Ore.

**Began Operation:** Jan. 1, 1956.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Frank H. McIntosh & Assoc.

**Personnel:**
Duane L. Watts, *general manager.*
Robert Schnuelle, *operations and sales manager.*
Duane B. Allison, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $43.75 | $21.88 |
| Class B—5-7 p.m., daily. | | | | | | |
| 206.25 | 114.75 | 82.50 | 72.90 | 52.19 | 36.10 | 18.05 |
| Class C—Sign-on-5 p.m., 10:30 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 26.25 | 13.13 |

## KDUH-TV
### Hay Springs
**(Ch. 4)**
**(Satellite of KOTA-TV, Rapid City, S.D.)**

**Grantee:** Duhamel Enterprises Inc., Box 1752, Rapid City, S.D.

**Studio:** Hay Springs, Neb. **Transmitter:** Hwy. 87.

**Telephone:** 8-2741.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 583-ft. above ground, 4578-ft. above sea level, lat. 42° 38′ 25′, long. 102° 42′ 04″.

**Network Service:** Same as KOTA-TV, Rapid City.

**Ownership:** Same as KOTA-TV, Rapid City.

**Began Operation:** Feb. 20, 1958.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**
George Jelinek, *chief engineer.*

**Rates:** Sold only in combination is KOTA-TV, Rapid City, S.D.



## KHPL-TV
### Hayes Center
**(Ch. 6)**
**(Satellite of KHOL-TV, Kearney, Neb.)**

**Grantee (STA):** Bi-States Co., 414 East Ave., Holdrege, Neb.

**Studio & Transmitter:** County Rd., 8-mi. N. of Hayes Center.

**Telephone:** Wyman 5-5952, Holdrege Neb.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 28.2-kw visual, 14.1-kw aural, 710-ft. above av. terrain, 583-ft. above ground, 3848-ft. above sea level, lat. 40° 37′ 29″, long. 101° 01′ 58″.

**Network Service:** Same as KHOL-TV.

**Ownership:** See KHOL-TV, Kearney, Neb.

**Began Operation:** Feb. 9, 1956.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Jack Gilbert, *manager, KHOL-TV, Kearney, Neb.*
W. M. Greely, *director of engineering.*
Wayne Pash, *chief engineer.*

**Rates:** Sold only in combination with KHOL-TV, Kearney, with rates applying to simultaneous telecasts on both stations.

## KHOL-TV
### Kearney
**(Ch. 13)**
**(Also operates satellite KHPL-TV, Hayes Center, Neb.)**

**Licensee:** Bi-States Co., 414 East Ave., Holdrege, Neb.

**Studio & Transmitter:** 2.5-mi. E. of Axtell, Neb.

**Telephone:** Wyman 5-5952, Holdrege. **TWX No.:** 8220, Axtell.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 204-kw visual, 110-kw aural. Antenna: 552-ft. above av. terrain, 578-ft. above ground, 2793-ft. above sea level, lat. 40° 29′ 43″, long. 99° 05′ 01″.

**Network Service:** CBS, ABC.

**Ownership:** F. Wayne Brewster, pres., 55.5%; C. E. Freas Jr., v.p., 13.9%; Harold J. Hamilton, secy.-treas., 5.6%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and is Channel 3 applicant for Sterling, Colo.

**Began Operation:** Dec. 24, 1953.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Jack Gilbert, *station manager.*
Paul Freygang, *regional sales.*
Art Pierce, *art director.*
Marlyn (Moe) Milliken, *production director.*
Ed Strasburger, *traffic and office manager.*
Tom Nuss, *promotion director.*
Art Eckdahl, *news director.*
Jerry Granger, *sports director.*
W. M. Greely, *director of engineering.*

**DIGEST OF RATE CARD NO. 3***
**(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $75.00 | $60.00 | $30.00 |
| Class A—6:30-7 p.m.; 9:30-10 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 85.00 | 62.50 | 50.00 | 25.00 |
| Class B—10-10:30 p.m., Mon.-Sat.; 10-10:45 p.m., Sun.; 5:30-6:30 p.m., daily. | | | | | | |
| 187.50 | 112.50 | 75.00 | 65.00 | 47.00 | 37.50 | 18.75 |
| Class C—10:30 p.m.-sign-off, Mon.-Sat.; 10:45 p.m.-sign-off, Sun.; sign-on-5:30 p.m., daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 42.50 | 31.25 | 25.00 | 12.50 |

*Includes satellite KHPL-TV, Hayes Center.
Subject to frequency discounts.

*Extra copies of this*
**Television Factbook No. 26**
**available at $5.00 each**

# Nebraska

## KOLN-TV
### Lincoln
**(Ch. 10)**

**Licensee:** Cornhusker Television Corp., 40th & W Sts.

**Studio:** 40th & W Sts. **Transmitter:** 6-mi. E. of Beaver Crossing.

**Telephone:** 6-2367. **TWX No.:** LI 8134.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level, lat. 40° 48′ 07″, long. 97° 10′ 46″.

**Network Service:** CBS, ABC.

**Ownership:** John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich.

**Began Operation:** Feb. 10, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John E. Fetzer approved by FCC Nov. 15, 1955. (*Television Digest*, Vol. 9:30, 34, 10:9, 13, 20.)

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
John E. Fetzer, *president.*
A. James Ebel, *v.p. & manager.*
Lester C. Rau, *sales manager.*
Bob Johnson, *program director.*
Bill Hemke, *production director.*
Les Blauvelt, *farm director.*
Ramona Deitemeyer, *women's director.*
Ray Taylor, *engineering director.*

**DIGEST OF RATE CARD NO. 5**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:59-9:31 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $135.00 | $112.50 | $90.00 | $45.00 |
| **Class A**—6:29-6:59 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 9:31-10:31 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 105.00 | 87.50 | 70.00 | 35.00 |
| **Class B**—4:59-6:29 p.m., Mon.-Sat.; 12:59-5:59 p.m., Sun.; 10:31-11:01 p.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 82.50 | 68.75 | 55.00 | 27.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## KUON-TV
### Lincoln
**(Ch. 12)**

**Non-Commercial Educational Station**

**Licensee:** University of Nebraska, 12th & R Sts.

**Studios:** University campus, 12th & R Sts.

**Transmitter:** 40th & W Sts. **Telephone:** 2-7631, Ext. 3275.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 360-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level, lat. 40° 49′ 23″, long. 96° 39′ 28″.

**Began Operation:** Nov. 1, 1954.

**Represented (legal)** by Cline, Williams, Wright & Johnson, Lincoln, and Dow, Lohnes & Albertson.

**Personnel:**
Jack McBride, *station director.*
Bob Schlater, *program manager.*
Ronald Hull, *production director.*
Wm. Boyd Rooney, *film director.*
Betty Meisinger, *traffic manager.*
Shirley Marsh, *home economics specialist.*
Dwaine Trenkle, *agricultural specialist.*
Adolph R. Dvorak, *chief engineer.*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## KETV
### Omaha
**(Ch. 7)**

**Licensee:** Herald Corp., 27th & Douglas Sts.

**Studio & Transmitter:** 27th & Douglas Sts.

**Telephone:** Harney 4848. **TWX No.:** Omaha 154.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level, lat. 41° 15′ 29.5″, long. 95° 57′ 04″.

**Network Service:** ABC.

**Ownership:** Herald Corp. (Ben. H. Cowdery, pres.; Eugene S. Thomas, v.p.), wholly owned subsidiary of World Publishing Co., publisher of *Omaha World-Herald* (Henry Doorly, chairman; Walter E. Christenson, pres.).

**Began Operation:** Sept. 17, 1957.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Eugene S. Thomas, *v.p. and general manager.*
Robert O. Paxson, *sales manager.*
John Quigley, *program manager.*
Robert Coats, *public service & promotion director.*
Jack Petrik, *chief engineer.*
Bill Beindorff, *sales service director.*

**DIGEST OF RATE CARD NO. 1—(September 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | ..... | ..... | $200.00 | $100.00 |
| **Class A**—6:30-7 p.m., 9:30-10 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | $230.00 | $175.00 | 140.00 | 70.00 |
| **Class B**—6-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 165.00 | 125.00 | 100.00 | 50.00 |
| **Class C**—Sign-on-6 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 67.00 | 50.00 | 40.00 | 20.00 |

## KMTV
### Omaha
**(Ch. 3)**

**Licensee:** May Broadcasting Co., 2615 Farnam St.

**Studio and Transmitter:** 2615 Farnam St.

**Telephone:** Harney 3333. **TWX No.:** OM 176.

**Technical Facilities:** Channel No. 3 (60-66mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 550-ft. above ground, 1720-ft. above sea level, lat. 41° 15′ 35″, long. 95° 56′ 58″.

**Network Service:** NBC.

**AM Affiliate:** KFAB, Omaha, 50 kw, 1110 kc (NBC).

**Ownership:** May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.) & Central Bcstg. Co., (WOC-TV & WOC, Davenport, Ia., and WHO-TV & WHO, Des Moines) owns 25% of May Bcstg. Co. May Bcstg owns 48.86% of KFAB, Omaha (*Television Digest*, Vol. 13:13). Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; R. H. Sawyer, secy.; and the following directors: Gertrude W. May, Ralph Evans, William D. Wagner, J. D. Rankin Jr., Raymond Sawyer, Raymond J. Schroeder and Owen L. Saddler.

**Began Operation:** Sept. 1, 1949.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
**Edward W. May, *president.***
Owen Saddler, *executive v.p. & general manager.*
Arden Swisher, *general sales manager.*
Frank Peddle, *regional & local sales manager.*
Lew Jeffrey, *general program manager.*
Norman Williams, *production manager.*
Amos E. Eastridge, *promotion manager.*
Jack Katz, *film director.*
**R. J. Schroeder, *chief engineer.***
Wally Schwentser, *asst. chief engineer.*

**DIGEST OF RATE CARD NO. 10—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | ..... | ..... | $225.00 | $115.00 |
| **Class A**—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | $280.00 | $200.00 | 160.00 | 80.00 |
| **Class B**—6-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 100.00 | 50.00 |
| **Class C**—Sign-on-6 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 290.00 | 174.00 | 116.00 | 101.50 | 72.50 | 60.00 | 30.00 |

# WOW-TV
## Omaha
**(Ch. 6)**

**Licensee:** Meredith WOW Inc., Insurance Bldg.

**Studio and Transmitter:** 3509 Farnam St.

**Telephone:** Webster 3400. TWX No.: OM 297.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level, lat. 41° 15′ 26″, long. 95° 57′ 49″.

**Network Service:** CBS.

**AM Affiliate:** WOW, 5-kw, 590 kc (CBS).

**Ownership:** Meredith Publishing Co. Home Office: 1716 Locust St., Des Moines, Ia. Payson Hall, director of radio & television and treas.; C. Alfred Larson, asst. director of radio & television. Meredith WOW Inc. officers: Frank P. Fogarty, v.p. and general manager; Payson Hall, v.p. and treas. Other Affiliations: KCMO-TV, & KCMO, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N. Y.; KRMG, Tulsa.

**Began Operation:** Aug. 29, 1949. Sold to present owner Sept. 1951 (see *Television Digest*, Vol. 7:32, 39).

**Represented (sales) by** Blair-TV.

Represented (legal) by Haley, Wollenberg & Kenehan.

**Represented (engineering) by** A. D. Ring & Assoc.

**Personnel:**
Frank P. Fogarty, *v.p. & general manager.*
**Lyle DeMoss, *asst. general manager.***
**Fred Ebener, *sales manager.***
J. M. "Willie" Wilson, *local sales manager.*
Richard Higgs, *sales service director.*
George C. Mirras, *sales development manager.*
**Bill McBride, *program director.***
Robert Froemming, *asst. program director.*
Richard Carlson, *production supervisor.*
William J. Kotera, *director of engineering.*
**Glenn Flynn, *chief engineer.***
Robert Seitzer, *promotion manager.*
**Patricia Muldoon, *continuity director.***
Mal Hansen, *farm director.*
James McGaffin, *news editor.*
William J. Templin, *office manager.*

DIGEST OF RATE CARD NO. 11
(Revised to July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min.* | 5 Min.** | 1 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | | |
| $900.00 | $540.00 | $360.00 | ..... | ..... | $250.00 | $225.00 | $115.00 |
| Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun. | | | | | | | |
| 735.00 | 440.00 | 285.00 | ..... | ..... | 170.00 | 155.00 | 80.00 |
| Class B—6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | | |
| 650.00 | 390.00 | 265.00 | ..... | ..... | 160.00 | 145.00 | 75.00 |
| Class C—10:30-11 p.m., daily; 5-6 p.m., Sun. | | | | | | | |
| 500.00 | 300.00 | 220.00 | ..... | ..... | 115.00 | 100.00 | 50.00 |
| Class D—Sign-on-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 300.00 | 170.00 | 110.00 | ..... | ..... | 65.00 | 60.00 | 30.00 |

*85% of quarter-hour rate.
**Min. plus to 5 Min.: 75% of quarter-hour rate.
Subject to frequency discounts.

# KSTF
## Scottsbluff
**(Ch. 10)**

**(Satellite of KFBC-TV, Cheyenne, Wyo.)**

**Grantee (STA):** Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

**Studio:** 2923 E. Lincolnway, Cheyenne. **Transmitter:** 10.25-mi. S of Scottsbluff.

**Telephone:** 4-4461, Cheyenne.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 600-ft. above av. terrain, 100-ft. above ground, 6500-ft. above sea level, lat. 41° 42′ 46″, long. 103° 38′ 52″. CP for 11.2-kw visual, 5.62-kw aural, 240-ft. above av. terrain, 59-ft. above ground, 4526-ft. above sea level, lat. 41° 59′ 58″, long. 103° 39′ 55″; transmitter to 9.5-mi. N of center of Scottsbluff. Holds CP for 240-kw visual, 120-kw aural, 840-ft. above av. terrain, 674-ft. above ground 5141-ft. above sea level.

**Network Service:** Same as KFBC-TV, Cheyenne.

**Ownership:** See KFBC-TV, Cheyenne.

**Began Operation:** Aug. 7, 1955.

**Represented (sales) by** George P. Hollingbery Co.

**Represented (legal) by** Koteen & Burt.

**Rates:** Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

# NEVADA

# KLRJ-TV
## Henderson-Las Vegas
**(Ch. 2)**

Licensee: Southwestern Publishing Co. Inc., Box 550, Las Vegas.

**Studio & Transmitter:** 4850 Henderson Highway.

**Telephone:** Dudley 2-1760. TWX No.: LV 8649.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 12-kw visual, 6.03-kw aural. Antenna: 110-ft. above av. terrain 324-ft. above ground, 2134-ft. above sea level, lat. 36° 07′ 50″, long. 115° 05′ 06″.

Network Service: NBC.

**AM Affiliate:** KORK, .25-kw, 1340 kc (NBC).

**Ownership:** Donald W. Reynolds, pres., 75%; A. E. Cahlan, v.p.-treas., 25%. Reynolds also controls KOLO-TV, Reno and KFSA-TV, Fort Smith, Ark. and publishes *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma. Southwestern Publishing also is applicant for Ch. 9 Hot Springs, Ark. and Reynolds owns CP for Ch. 10, Elko, Nev. For radio interests, seee KFSA-TV, Fort Smith, Ark.

**Began Operation:** Jan. 23, 1955.

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** Haley, Wollenberg & Kenehan.

**Personnel:**
William D. Stiles, *general manager.*
Ralph W. Johnson, *sales manager.*
Allen W. Dunn, *national sales manager.*
David Rogers, *chief engineer.*
Mark Smith, *operations manager.*
**Anne Gibb, *advertising director.***
Ursula Schindler, *officer manager.*

DIGEST OF RATE CARD NO. 3
(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., daily. | | | | | | | |
| $275.00 | $160.00 | $105.00 | $95.00 | $80.00 | $50.00 | $45.00 | $30.00 |
| Class B—5-6:30 p.m., 10:30 p.m.-midnight, daily. | | | | | | | |
| 225.00 | 140.00 | 90.00 | 80.00 | 70.00 | 40.00 | 35.00 | 25.00 |
| Class C—Sign-on-5 p.m., midnight-sign-off, daily. | | | | | | | |
| 175.00 | 105.00 | 75.00 | 65.00 | 55.00 | 30.00 | 25.00 | 20.00 |

Subject to frequency discounts.

# KLAS-TV
## Las Vegas
**(Ch. 8)**

Licensee: Las Vegas Television Inc., 250 E. Desert Inn Rd.

**Studio and Transmitter: Wilbur Clark's Desert Inn.**

**Telephone:** Dudley 2-6138. TWX No.: LV 8654.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level, lat. 36° 07′ 49″, long. 115° 09′ 52″.

**Network Service:** CBS.

**Ownership:** Herman M. Greenspun, pres., 68.8%; J. Dewey Solomon, v.p., 10.92%; Oran Gragson, 5.05%; L. W. Mechem, 3.95%; C. H. Huntington, 3.31%; Harvey D. Luce, 2.89%; George Albright, 2.86%; William Urga, 2.86%; Frederick Stoye, .07%. Mr. Greenspun publishes *Las Vegas Sun.* Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company. (*Television Digest*, Vols. 12:25; 13:9).

**Began Operation: July 8, 1953.**

**Represented (sales) by** Weed Television Corp.

Represented (legal) by Welch, Mott & Morgan.

**Personnel:**
Marian Y. Komar, *general manager.*
Alex Gold, *sales manager.*
Don Holladay, *program director.*
Pete Elliott, *production manager.*
Ann B. Pollicino, *traffic manager.*

DIGEST OF RATE CARD NO. 3—(July 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| Class B—All other times. | | | | | | |
| 187.50 | 112.50 | 75.00 | 65.50 | 46.90 | 37.50 | 18.75 |

Subject to frequency discounts.

## KSHO-TV
### Las Vegas
**(Ch. 13)**

**Licensee:** Television Co. of America, Fremont Hotel.

**Studio:** Fremont Hotel, Las Vegas. **Transmitter:** El Rancho Vegas Hotel. **Telephone:** Dudley 2-8010.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 11-kw visual, 5.5-kw aural. Antenna: 130-ft. above av. terrain, 242-ft. above ground, 2296-ft. above sea level, lat. 36° 08′ 32″, long. 115° 09′ 37″.

**Network Service:** ABC.

**Ownership:** Mervyn L. Adelson, 51%; Nathan Adelson, 49%.

**Began Operation:** May 4, 1956. Sale of KSHO-TV to present owners by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (*Television Digest*, Vol. 13:34, 42, 47); Zugsmith group's purchase of KSHO-TV with radio KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol. 12:48).

**Represented (sales)** by McGavren-Quinn.

**Represented (engineering)** by Grant R. Wrathall, Aptos, Cal.

**Personnel:**
Mike Schulman, *general manager.*
Jay Cowan, *sales manager.*
Lee Peer, *operations director.*
Ed White, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $50.00 | $40.00 | $30.00 | $20.00 |
| **Class B**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 40.00 | 30.00 | 20.00 | 15.00 |

## KOLO-TV
### Reno
**(Ch. 8)**

**Licensee:** Nevada Radio-Television Inc., Box 2448.

**Studio:** 770 E. 5th St. **Transmitter:** Slide Mt., Washoe County.

**Telephone:** Fairview 3-0721. **TWX No.:** RE 38.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 11.5-kw visual, 5.75-kw aural. Antenna: 2920-ft. above av. terrain, 98-ft. above ground, 9767-ft. above sea level, lat. 39° 18′ 49″, long. 119° 53′ 00″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KOLO, 1-kw, 920 kc (CBS).

**Ownership:** Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KLRJ-TV, Henderson-Las Vegas and, CP for Ch. 10 Elko, Nev. and applicant for Ch. 9, Hot Springs, Ark. For Reynolds' other holdings see KFSA-TV, Fort Smith, Ark.

**Began Operation:** Sept. 26, 1953.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Hammett & Edison.

**Personnel:**
Harry Huey, *general manager.*
Lee Hirshland, *station manager.*
Don Thompson, *local sales director.*
Ed Cardinal, *operations manager.*
Durward Yasmer, *production director.*
George Rogers, *merchandising specialist.*
Thomas Hughes, *chief engineer.*
Roland DuBois, *floor director.*

**DIGEST OF RATE CARD NO. 7—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $75.00 | $60.00 | $40.00 | $30.00 |
| **Class B**—Sign-on-7 p.m., 10:30 p.m.-sign-off, daily. | | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 45.00 | 33.75 | 22.50 |

# NEW HAMPSHIRE

## WMUR-TV
### Manchester
**(Ch. 9)**

**Licensee:** Radio Voice of New Hampshire Inc., 1819 N. Elm St.

**Studio:** WMUR-TV Bldg. **Transmitter:** Goffstown, N. H.

**Telephone:** National 3-8061. **TWX No.:** MANCH 94.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 155-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level, lat. 42° 58′ 59″, long. 71° 35′ 19″.

**Network Service:** ABC, CBS.

**Ownership:** Francis P. Murphy, pres.-treas., 100%.

**Began Operation:** March 28, 1954.

**Represented (sales)** by Forjoe-TV Inc.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
Francis P. Murphy, *president.*
Norman A. Gittleson, *exec. v.p. & general manager.*
Gordon Moore, *national sales manager.*
William Gildersleeve, *promotion manager.*
Warren Park, *program manager.*
Charles Halle, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 or 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class A**—6:29-7:29 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B**—4:59-6:29 p.m., Mon.-Fri.; 2-6:29 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Sign-on-4:59 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WRLP
### Keene
(See Greenfield, Mass.)

# NEW JERSEY

## WATV
### Newark
(See New York, N. Y.)

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# NEW MEXICO

## KGGM-TV
### Albuquerque
**(Ch. 13)**

**Licensee:** New Mexico Bcstg. Co. Inc., Box 1294.

**Studio:** 14th & Coal SW. **Transmitter:** Sandia Crest.

**Telephone:** Chapel 3-2285. **TWX No.:** AQ 88.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 89.1-kw maximum and 44.7-kw horizontal visual, 44.6-kw maximum and 22.2-kw horizontal aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level, lat. 35° 12′ 40″, long. 106° 26′ 57″.

**Network Service:** CBS.

**AM Affiliate:** KGGM, 5-kw, 610 kc (CBS).

**Ownership:** A. R. Hebenstreit, pres., 62.79%; S. P. Vidal, v.p., 21.18%; N. M. Switzer, secy.-treas.; Gallup-Gamerco Coal Co., 5.26%; Maurice Liberman, 5.3%; Clinton P. Anderson, 5.26%; and 4 others less than 1% each. Also owns KVSF, Santa Fe.

**Began Operation:** Sept. 24, 1953.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

A. R. Hebenstreit, *president & general manager.*
R. C. (Dusty), Rhoads, *commercial manager.*
Bob Van Driel, *program director*
Vergie Abeyta, *traffic & national sales manager.*
Leonard Dodds, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., Mon.-Sat · 6-10 p.m., Sun. | | | | | | | |
| $400.00 | $250.00 | $160.00 | $125.00 | $100.00 | $85.00 | $75.00 | $45.00 |
| **Class A**—6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 80.00 | 60.00 | 55.00 | 30.00 |
| **Class B**—3-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10:30 p.m.-sign-off, daily. | | | | | | | |
| 180.00 | 110.00 | 75.00 | 65.00 | 50.00 | 35.00 | 30.00 | 18.00 |
| **Class C**—All other times. | | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 18.00 | 13.75 | 9.00 |

## KOAT-TV
### Albuquerque
**(Ch. 7)**

**Licensee:** Alvarado Television Co. Inc., 122 S.E. Tulane Dr.

**Studio:** 122 S.E. Tulane Dr. **Transmitter:** Sandia Crest.

**Telephone:** 5-8716. **TWX. No.:** AQ 187.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 87.1-kw visual, 44.7-kw aural. Antenna: 4270-ft. above av. terrain, 282-ft. above ground, 10,876-ft. above sea level, lat. 35° 12′ 53″, long. 106° 27′ 1.3″.

**Network Service:** ABC.

**Ownership:** Clinton McKinnon, 100%( also owns 25% of KVOA-TV, Tucson, Ariz.).

**Began Operation:** Sept. 28, 1953. Sale to present owner approved Feb. 6, 1957 (*Television Digest*, Vols. 12:51, 13:6).

**Represented (sales)** by The Bolling Co. Inc.; John L. McGuire & Co. (Denver); Clarke Brown (South).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**

Clinton D. McKinnon, *president & general manager.*
Evelene Wills, *film director.*
Howard Morgan, *program director.*
Frank Idaspe, *production manager.*
James Sharmon, *chief engineer.*

**DIGEST OF RATE CARD NO. 4A—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $82.00 | $63.00 | $44.00 | $31.00 | $19.00 |
| **Class A**—6-7:30 p.m., 10-10:30 p.m., daily. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 65.00 | 50.00 | 35.00 | 25.00 | 15.00 |
| **Class B**—2-6 p.m., 10:30-midnight, daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 48.75 | 37.50 | 26.25 | 18.75 | 11.25 |
| **Class C**—Sign-on-2 p.m., midnight-sign-off, daily. | | | | | | | |
| 135.00 | 80.00 | 54.00 | 36.00 | 28.00 | 19.00 | 14.00 | 8.00 |

Subject to frequency discounts.


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schedule

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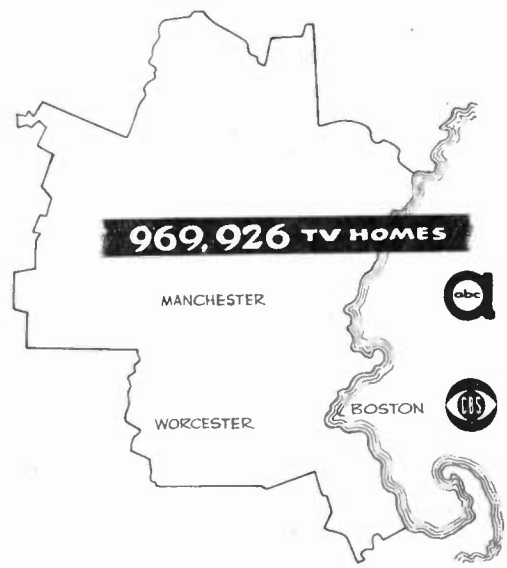
**WMUR-TV**

Manchester, N. H.

WMUR-TV is the TV station that helped start LESTOIL, the all-purpose liquid detergent, on its march to national prominence 3 years ago.

LESTOIL recognizes the vital part WMUR-TV played in creating consumer demand for their product in the Central Area of New England. This aggressive confidence is reflected in LESTOIL's *50% increase* in spot frequency and gross dollars for 1958 on WMUR-TV. *Do you know* the *facts* about WMUR-TV? For more information contact your nearest FORJOE office.




**WMUR-TV**

MANCHESTER, N. H.

# New Mexico

## KOB-TV
### Albuquerque
(Ch. 4)

**Licensee:** Albuquerque Broadcasting Co., 1430 Coal Ave. S.W.

**Studio:** 1430 Coal Ave. S.W. **Transmitter:** Sandia Crest.

**Telephone:** Chapel 3-4411.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt, lat. 35° 12′ 42″, long. 106° 26′ 57″.

**Network Service:** NBC.

**AM Affiliate:** KOB, 50-kw D, 25-kw N, 770 kc (NBC).

**Ownership:** KSTP Inc., see KSTP-TV, St. Paul-Minneapolis.

**Began Operation.** Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (*Television Digest*, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Spearman & Roberson.

**Personnel:**

Stanley E. Hubbard, *president & general manager.*
George S. Johnson, *station manager.*
Rolf S. Nielsen, *sales manager.*
Jerry Danziger, *TV operational manager.*
Lowell Christison, *promotion manager.*
Lawrence Billmaier, *technical operations.*

**DIGEST OF RATE CARD NO. 7**
**(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—6:30-10 p.m., daily.** | | | | | | |
| $410.00 | $260.00 | $170.00 | $125.00 | $100.00 | $85.00 | $45.00 |
| **Class A—6-6:30 p.m., 10-10:30 p.m., daily.** | | | | | | |
| 310.00 | 185.00 | 125.00 | 105.00 | 80.00 | 60.00 | 30.00 |
| **Class B—Noon-6 p.m., 10:30 p.m.-midnight, daily.** | | | | | | |
| 175.00 | 100.00 | 75.00 | 67.50 | 50.00 | 35.00 | 20.00 |
| **Class C—All other times.** | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 18.00 | 9.00 |

## KAVE-TV
### Carlsbad
(Ch. 6)

**Grantee (STA):** Voice of the Caverns Inc., Box 631.

**Studio & Transmitter:** 2907 W. Church St.

**Telephone:** Tuxedo 5-4101.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 380-ft. above av. terrain, 341-ft. above ground, 3691-ft. above sea level, lat. 32° 25′ 42″, long. 104° 16′ 01″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KAVE, .25-kw, 1240 kc (CBS).

**Ownership:** Nancy H. Battison, pres., 54.16%; Charles D. Cole, v.p., 4.1%; Edward P. Talbott (chief engineer of KROD-TV, El Paso), 21.7%; W. R. Carnahan, 13.6%; Philip M. Baker, 4.1%; 6 other stockholders, none with more than 1%. Note: Mrs. Battison is selling her stock to Ed P. Talbott and Ralph V. Davis (*Television Digest*, Vol. 14:2).

**Began Operation:** Aug. 24, 1956.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Philip M. Baker.

**Personnel:**

John H. Battison, *general manager.*
Don Husted, *asst. general manager.*
Jim Cooper, *program director.*
Bill Carnahan, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|
| **Class A—5-11 p.m., Mon.- Sat.; all day Sun.** | | | | | |
| $150.00 | $90.00 | $60.00 | $37.50 | $30.00 | $15.00 |

## KICA-TV
### Clovis
(Ch. 12)

**Licensee:** KICA Inc., Box 111.

**Studio & Transmitter:** 1000 Sycamore St.

**Telephone:** Porter 5511.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 30.2-kw visual, 15.2-kw aural. Antenna: 210-ft. above av. terrain, 240-ft. above ground, 4495-ft. above sea level, lat. 34° 24′ 30.5″, long. 103° 11′ 14.9″.

**Network Service:** CBS.

**AM Affiliate:** KICA, 1-kw, 980 kc.

**Ownership:** Frank Lesley, pres., 50%; Mae Strauss, secy., 50%.

**Began Operation:** Dec. 2, 1956.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Prince, Taylor & Crampton.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**

Gene P. Loffler, *v.p. & general manager.*
Jim Richardson, *sales manager.*
Bud LeRoy, *program manager.*
M. S. O'Dell, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A—5-11 p.m., Mon.-Sat.; all hours Sun.** | | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.50 | $45.00 | $30.00 | $22.50 | $15.00 |

Subject to frequency discounts.

## KSWS-TV
### Roswell
(Ch. 8)

**Grantee (STA):** John A. Barnett, Box 670.

**Studio:** 1717 W. Second St. **Transmitter:** 2.5-mi. S. of U.S. Hwy. 380 near Caprock.

**Telephone:** Main 2-6450.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1786-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level, lat. 33° 22′ 32″, long. 103° 46′ 05″.

**Network Service:** NBC, CBS, ABC.

**AM Affiliate:** KSWS, .25-kw, 1230 kc (NBC).

**Ownership:** John A. Barnett, 100%.

**Began Operation:** June 24, 1953.

**Represented (sales)** by The Meeker Co. Inc.; Clyde Melville (Southwest).

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**

John A. Barnett, *general manager.*
W. L. Shackelford, *asst. general manager.*
Paul B. McEvoy, *sales manager.*
Owen Moore, *production director.*
Ray Summersgill, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10 p.m., daily.** | | | | | | |
| $250.00 | $150.00 | $100.00 | $65.00 | $50.00 | $40.00 | $25.00 |
| **Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat.; noon-6 p.m., Sun.; 10-11 p.m., daily.** | | | | | | |
| 187.50 | 112.50 | 75.00 | 48.75 | 37.50 | 30.00 | 18.75 |
| **Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 125.00 | 75.00 | 50.00 | 32.50 | 25.00 | 20.00 | 12.50 |

Subject to frequency discounts.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## WTEN

(formerly WCDA)

**Albany**

(Ch. 10)

**(Also operates satellite WCDC, Adams, Mass.)**

**Grantee (STA):** Capital Cities Television Corp., Box 4100.

**Studio:** North Greenbush, N.Y. **Transmitter:** Vail Mills, N.Y.

**Telephone:** 3-2225, Albany; Bridge 1-2345, Troy. **TWX No.:** Troy, N.Y. 373.

**Technical Facilities:** Ch. 10 (192-198 mc). Authorized power: 145-kw visual, 72.5-kw aural. Antenna: 1291-ft. above av. terrain, 1353-ft. above ground, 2173-ft. above sea level, lat. 42° 41′ 23″, long. 73° 42′ 26″.

**Network Service:** CBS.

**AM Affiliate:** WROW, 5-kw (1-kw night), 590 kc (CBS).

**Ownership:** Frank M. Smith, pres., 13.26%; William J. Casey, v.p., 4.64%; Harmon L. Duncan, v.p., 2.08% (additional 1.82% held by wife Virginia D. Duncan); Thomas S. Murphy, v.p., 1.10%; J. Floyd Fletcher, v.p., .26% (additional 3.63% held jointly with wife); Gerald Dickler, secy., 1.73%; Joseph K. Mikita, treas., .27%; Robert I. Lipton, asst. secy.-treas., .20%; Lowell J. Thomas, director, 16.95%; Alger B. Chapman, director, 4.62%; John P. McGrath, director, 5.70%; Wm. S. Lasdon, director, 1.7%; Carl O. Council, director, .05% (pres. of radio WDNC, Durham, N.C., which owns 1.45%). Following are not officers: Dean P. Taylor, 3% (U. S. Congressman); Leo W. O'Brien, 2.23% (U. S. Congressman); John P. Sawyer, 2.64%; Janet H. Pistell, 3.04% (additional .99% in trusts); estate of Louis H. Gross, 2.07%; estate of Roger W. Straus, 2.16%. Over 40 other stockholders, none with over 2%. Capital Cities also operates satellite WCDC, Adams, Mass., holds CP for satellite WCDB, Hagaman, N. Y. and is licensee of WTVD, Durham-Raleigh, N. C.

**Began Operation:** Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (*Television Digest*, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49).

**Represented (sales) by Harrington, Righter & Parsons Inc.**

**Represented (legal) by Hogan & Hartson.**

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Frank M. Smith, *president & managing director.*
Thomas S. Murphy, *general manager.*
William J. Lewis, *sales manager.*
Harry L. Goldman, *promotion & merchandising manager.*
Charles G. Pogan, *director of operations.*
Charles R. Heisler, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**

**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|
| **Class A**—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | |
| $900.00 | $540.00 | $360.00 | $225.00 | $150.00* | $75.00* |
| **Class B**—5:30-7:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun. | | | | | |
| 675.00 | 405.00 | 270.00 | 168.75 | 120.00 | 60.00 |
| **Class C**—All other times. | | | | | |
| 450.00 | 270.00 | 180.00 | 112.50 | 85.00** | 32.50** |

* **Class AA** (7:30-10:30 p.m., daily): Min. or 20 Sec. $175. ID $87.50.
**Class A** (10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10:30-11 p.m., Sat. & Sun.)

** **Class C** (7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily); 20 Sec. $65. ID night rate: $42.50.

Color—Transmits network color.

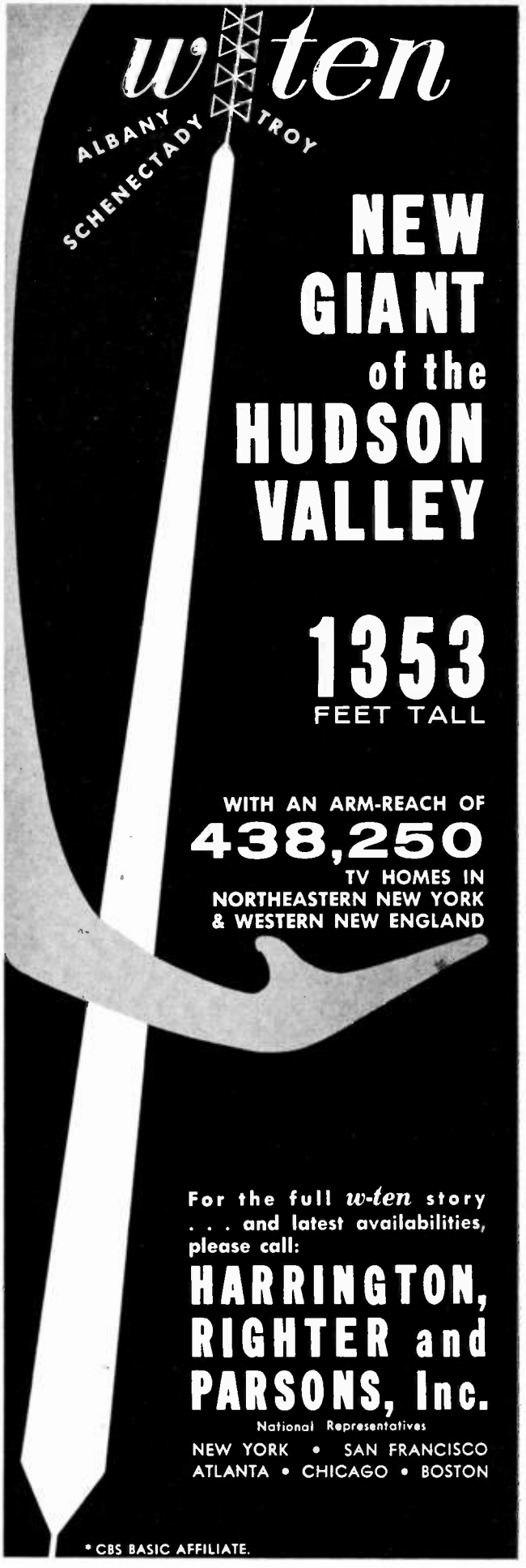
Rates include WCDC, Adams, Mass.

Subject to frequency discounts, except Class AA.

## WRGB

**Albany**

**(See Schenectady, N.Y.)**



# New York

## WTRI
### Albany-Troy-Schenectady
(Ch. 35)

**Grantee (STA):** Van Curler Broadcasting Corp., Box 4035, Albany, 4.

**Studio:** 15 N. Pearl St., Menands, Albany. **Transmitter:** Mt. Rafinesque, approx. 2-mi. E. of Troy.

**Telephone:** Albany 5-5291; Troy, Ashley 4-3414.

**Technical Facilities:** Channel No. 35 (596-602 mc). Authorized power: 380-kw maximum visual, 200-kw maximum aural. Antenna: Directional 994-ft. above av. terrain, 543-ft. above ground, 1503-ft. above sea level, lat. 42° 47′ 08″, long. 73° 37′ 46.5″. Holds CP for 883-kw max. and 490-kw horizontal visual, 442-kw max. and 251-kw horizontal aural. Also holds CP for Ch. 13, Albany, 152-kw visual, 76-kw aural, 1250-ft. above av. terrain, 307-ft. above ground, 2313-ft. above sea level, lat. 43° 12′ 59″, long. 73° 54′ 24″; transmitter to Spruce Mt., 5-mi. SW of Corinth, N.Y.

**Network Service:** ABC.

**Ownership:** Stanley Warner Corp., 100%.

**Began Operation:** Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (*Television Digest*, Vol. 12:24).

**Represented (sales)** by Venard, Rintoul & McConnell Inc.

**Represented (legal)** by Arnold, Fortas & Porter.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
William A. Riple, *general manager.*
Dominic Tovino, *sales manager.*
Elmer C. Snow, *chief engineer.*
Fred Shavor, *program director.*

**DIGEST OF RATE CARD NO. 3-A**
**(revised March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | |
| $500.00 | $300.00 | $200.00 | $125.00 | $100.00 | $50.00 |
| **Class B**—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:30 p.m., daily. | | | | | |
| 375.00 | 225.00 | 150.00 | 93.75 | 60.00 | 30.00 |
| **Class C**—All other times. | | | | | |
| 250.00 | 150.00 | 100.00 | 62.50 | 40.00 | 20.00 |

Subject to frequency discounts.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ZIV Television


## WINR-TV
### Binghamton
(Ch. 40)

**Grantee:** Binghamton Press Co. Inc., 58 Exchange St.

**Studio:** 70 Henry St. **Transmitter:** Hiner Rd.

**Telephone:** 4-4318. **TWX No.:** BN 80.

**Technical Facilities:** Channel No. 40 (626-632 mc). Authorized power: 1070-kw maximum and 575-kw horizontal visual, 535-kw maximum and 286-kw horizontal aural. Antenna: 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level, lat. 42° 06′ 47″, long. 75 ° 51′ 15″.

**Network Service:** NBC.

**AM Affiliate:** WINR, 1-kw (.5-kw night), 680 kc (NBC).

**Ownership:** Same as *Binghamton Press* (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

**Began Operation:** Nov. 1, 1957.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Albert B. Engelbert, *gen. mgr. of Binghamton Press Co. Inc.*
Dale Taylor, *general manager of TV-radio.*
A. Victor Ludington, *sales manager.*
Bill Densmore, *program director.*
Tom Cawley, *news editor.*
Jim Adleson, *sports director.*
Gino Ricciardelli, *technical director.*

**DIGEST OF RATE CARD NO. 1**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-11 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—5-6:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.00 | 45.00 | 23.00 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 53.00 | 38.00 | 30.00 | 15.00 |

## WNBF-TV
### Binghamton
(Ch. 12)

**Licensee:** Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

**Studio:** 1 Henry St. **Transmitter:** Ingraham Hill Rd.

**Telephone:** 3-7311. **TWX No.** BN 186.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 83.2-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level, lat. 42° 03′ 33.5″, long. 75° 57′ 06″. Requests 1102-kw visual.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** WNBF, 5-kw, 1290 kc (CBS). **FM Affiliate:** WNBF-FM, 4.6-kw, 98.1 mc (No. 251), 950-ft. antenna height.

**Ownership:** Triangle Publications Inc., see WFIL-TV, Philadelphia.

**Began Operation:** Dec. 1, 1949; sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (*Television Digest*, Vol. 11:11, 19).

**Represented (sales)** by Blair-TV Inc.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
George Dunham, *general manager.*
Edward M. Scala, *sales manager.*
Russ Baker, *operations manager.*
Sherman M. Egan, *chief engineer.*
E. W. Farneti, *business manager.*

**DIGEST OF RATE CARD NO. 9 ***
**(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | | |
| $1,000.00 | $600.00 | ..... | ..... | ..... | $225.00 | $200.00 | $100.00 |
| **Class A**—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 850.00 | 510.00 | $340.00 | $255.00 | $212.50 | 190.00 | 170.00 | 85.00 |
| **Class B**—4:30-6 p.m., Mon.-Fri.; 12-6 p.m., Sat.; 12-5 p.m., Sun.; 11-11:45 p.m., daily. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 150.00 | 135.00 | 120.00 | 60.00 |
| **Class C**—9 a.m.-4:30 p.m., Mon.-Fri.; 11:45 p.m.-sign-off, daily; 9 a.m.-noon, Sat. & Sun. | | | | | | | |
| 350.00 | 210.00 | 140.00 | 105.00 | 87.50 | 80.00 | 70.00 | 35.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 45.00 | 40.00 | 20.00 |

* Note: Feb. 10, 1958 WNBF-TV went on schedule of 24 hours per day, 7 days a week.

## WBEN-TV
### Buffalo
(Ch. 4)

**Licensee:** WBEN Inc., Hotel Statler.

**Studios:** Hotel Statler. **Transmitter:** Colden, N. Y.

**Telephone:** Mohawk 0930. **TWX No.:** BU 595.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1200-ft. above av. terrain, 1001-ft. above ground, 2641-ft. above sea level, lat. 42°, 39′ 33″, long. 78° 37′ 38″.

**Network Service:** CBS.

**AM affiliate:** WBEN, 5-kw, 930 kc (CBS). **FM Affiliate:** WBEN-FM, 52-kw, 106.5 mc (No. 293), 1200-ft. antenna height.

**Ownership:** Same as *Buffalo Evening News*. Mrs. Edward H. Butler, pres.

**Began Operation:** May 14, 1948.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Alfred H. Kirchhofer, *president & secretary.*
C. Robert Thompson, *general manager.*
George R. Torge, *station manager.*
N. J. Malter, *television sales manager.*
Fred Keller, *program director.*
Joseph Haeffner, *publicity director.*
Ralph J. Kingsley, *technical director.*
Glenn Beerbower, *asst. technical director in charge of TV.*
James A. Christensen, *executive producer.*

DIGEST OF RATE CARD NO. 10—(Feb. 1, 1958)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|
| Class A—7-11 p.m., daily. | | | | | |
| $1050.00 | $630.00 | $415.00 | $260.00 | $195.00 | $95.00 |
| Class B—6-7 p.m., daily; noon-7 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | |
| 788.00 | 473.00 | 311.00 | 195.00 | 135.00 | 75.00 |
| Class C—Noon-6 p.m., 11:30 p.m.-sign-off, Mon-Fri; sign-on-noon, 11:30 p.m.-sign-off, Sat. & Sun. | | | | | |
| 525.00 | 315.00 | 208.00 | 130.00 | 95.00 | 45.00 |
| Class D—7 a.m.-noon, Mon.-Fri. | | | | | |
| 420.00 | 252.00 | 166.00 | 105.00 | 70.00 | 30.00 |

Flat rates, no discounts. Color—Rates on request.

## WBUF
### Buffalo
(Ch. 17)

**Grantee (STA):** National Broadcasting Co. Inc., 30 Rockefeller Plaza, New York City.

**Studio & Transmitter:** 2077 Elmwood Ave.

**Telephone:** Victoria 8300.

**Technical Facilities:** Channel No. 17 (488-494 mc). Authorized power: 1000-kw maximum and 724-kw horizontal visual, 500-kw maximum and 362-kw horizontal aural. Antenna: 686-ft. above av. terrain, 742-ft. above ground, 1349-ft. above sea level, lat. 42° 57′ 13.87″, long. 78° 52′ 37.315″.

**Network Service:** NBC.

**Ownership:** See WRCA-TV, New York City.

**Began Operation:** Aug. 17, 1953. Sale to present owner by Sherwin Grossman-Gary L. Cohen interests approved by FCC Sept. 21, 1955, but was held up by protests, and received final approval Dec. 30, 1955 (*Television Digest*, Vol. 11:53).

**Represented (sales)** by NBC Spot Sales.

**Personnel:**
Charles C. Bevis, *general manager.*
William B. Decker, *sales manager.*
Neil J. Murhpy, *business manager.*
George Lenfest, *operations manager.*
Frank Harms, *program manager.*
Robert A. Fillmore, *advertising & promotion manager.*
Joseph Leeming, *press & publicity manager.*
Joseph P. Higgins, *manager of news & special events.*

DIGEST OF RATE CARD NO. 3
(Oct. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. | | | | | | |
| $650.00 | $390.00 | $260.00 | $227.50 | $162.50 | $135.00 | $60.00 |
| Class B—6-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 90.00 | 55.00 | 25.00 |
| Class C—Sign-on-6 p.m., daily; 11:30 p.m.-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 40.00 | 20.00 |

* Class AA (7:29-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.). Class A (10:30-11 p.m., daily). 20 Sec. $75. 10 Sec. $35. Class B (5:59-7:29 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 11-11:30 p.m., daily). Class C (sign-on-5:59 p.m., daily; 11:30 p.m.-sign-off, daily).
Subject to frequency discounts (except Class AA spots).


# Here's all you need to know-

# for sales success in Buffalo!

The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where 3½ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that "TV dollars count for more on Channel 4".

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department or HARRINGTON, RIGHTER & PARSONS, INC.

**WBEN-TV**

**channel 4**
**CBS in Buffalo**

*The Pioneer Station of Western New York*

# New York

## WGR-TV
### Buffalo
**(Ch. 2)**

**Licensee:** Transcontinent Television Corp., Box 66, Buffalo.

**Studio:** 184 Barton St. **Transmitter:** Hotel Lafayette Penthouse.

**Telephone:** Summer 7115. **TWX No.:** BU 245.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 66.1-kw aural. Antenna: 380-ft. above av. terrain, 436-ft. above ground, 1049-ft. above sea level, lat. 42° 53′ 05″, long. 78° 52′ 22″.

**Network Service:** ABC.

**AM Affiliate:** WGR, 5-kw, 550 kc (ABN).

**Ownership:** For ownership and other interests, see WROC-TV, Rochester, N.Y.

**Began Operation:** July 26, 1954.

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
David C. Moore, *president.*
Van Beuren W. DeVries, *station manager.*
Paul H. Sciandra, *program director.*
Albert L. Cooper, *program coordinator.*
G. Paschall Swift, *sales manager.*
Gene R. Kirshenstein, *business manager.*
Jack Dosdourian, *production manager.*
Walter L. Amidon, *traffic director.*
Oliver C. B. Howard, *public relations director.*

**DIGEST OF RATE CARD NO. 4—(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—8-10:30 p.m., daily.** | | | | | | |
| $1200.00 | $720.00 | $470.00 | $400.00 | $300.00 | $225.00 | $110.00 |
| **Class A—7-8 p.m., 10:30-11 p.m., daily.** | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 250.00 | 175.00 | 85.00 |
| **Class B—5-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11-11:30 p.m., daily.** | | | | | | |
| 650.00 | 400.00 | 265.00 | 240.00 | 165.00 | 120.00 | 60.00 |
| **Class C—Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11:30 p.m. sign-off, daily.** | | | | | | |
| 500.00 | 275.00 | 200.00 | 170.00 | 125.00 | 95.00 | 45.00 |
| **Class D—Sign-on-noon, Mon.-Fri.** | | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 110.00 | 80.00 | 40.00 |

Flat rates except for volume discount plan.

## WCNY-TV
### Carthage-Watertown
**(Ch. 7)**

**Licensee:** The Brockway Co., 120 Arcade St., Watertown, N.Y.

**Studio & Transmitter:** Champion Rd., 6 mi. W of Carthage & 9 mi. E of Watertown.

**Telephone:** Watertown 410; Sales office, Watertown 2930. **TWX No.:** Carthage 430.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 188-kw maximum and 178-kw horizontal visual, 105-kw maximum and 95.5-kw horizontal aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt, lat. 43° 57′ 16″, long. 75° 43′ 45″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WWNY, Watertown, 1-kw, 790 kc (CBS).

**Ownership:** John B. Johnson, pres. & treas., 89%; Catherine C. Johnson, v.p. & secy.; estate of Jessie R. Johnson, 11%. Also publishes *Watertown Daily Times* and operates WMSA and WMSA-FM, Massena, N.Y.

**Began Operation:** Oct. 22, 1954.

**Represented (sales)** by Weed Television Corp., (U. S.); Andy McDermott Radio & TV Sales (Toronto & Montreal, Canada).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Louis Saiff Jr., *general manager.*
James W. Higgins, *director of TV.*
Alfred M. Tauroney, *sales manager.*
David M. Graves, *program manager.*
Glenn H. Hall, *production manager.*
John A. LaLiberte, *film director.*
Raymond W. Steele, *art director.*
Donald K. Hopkins, *news director.*
John G. Case, *sports editor.*
Mrs. Loretta Rich, *traffic manager.*
Michael R. Yonkovig, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Sept. 30, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.** | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| **Class B—3-6 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 187.50 | 112.50 | 75.00 | 65.75 | 47.00 | 37.50 | 18.75 |
| **Class C—All other times.** | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |

Subject to frequency discounts.

## WSYE-TV
### Elmira
**(Ch 18)**
**(Semi-satellite of WSYR-TV, Syracuse)**

**Grantee (STA):** Central New York Broadcasting Corp., 224 Harrison St., Syracuse, N. Y.

**Telephone:** 3-5536.

**Transmitter:** Hawley Hill, approx. 3 mi. WNW of Elmira.

**Technical Facilities:** Channel No. 18 (494-500 mc). Authorized power: 175-kw max. and 120-kw horizontal visual, 87.5-kw max. and 60-kw horizontal aural. Antenna: 695-ft. above av. terrain, 314-ft. above ground, 2020-ft. above sea level, using 1° electrical and .5° mechanical beam tilt. Lat. 42° 06′ 20″, long. 76° 52′ 17″.

**Network Service:** Same as WSYR-TV, Syracuse.

**Ownership:** See WSYR-TV.

**Began Operation:** Sept. 10, 1956.

**Represented (sales)** by Harrington Righter & Parsons.

**Personnel:**
Paul S. Abbott, *manager.*
Ben Kilpatrick, *chief engineer.*

**Rates:** Sold in combination with WSYR-TV, Syracuse.

## WATV
### Newark-New York
**(Ch. 13)**

**Licensee:** Atlantic Tele Vision, Television Center, 1020 Broad St., Newark, N.J.

**Sales Office:** 575 Madison Ave., New York.

**Studio:** Television Center, Newark, N.J. **Transmitter:** Empire State Bldg., New York.

**Telephone:** Mitchell 2-6400, Newark; Barclay 7-3260, New York.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 178-kw visual, 89.1-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**AM Affiliate: WAAT, 5-kw (1-kw night), 970 kc. FM Affiliate: WAAT-FM, 13.5-kw, 94.7 mc (No. 234), 540-ft. antenna height.**

**Ownership:** Matthew B. Rosenhaus, chairman, 10.9%; Irving R. Rosenhaus, pres., 22.7%; Frank V. Bremer, v.p., 4.7%; Emanuel Pollack, secy., 13.5%; Jerome Cossman, treas.; Marcia Brezin, 12.96%; Morton Pollack, 13.5%; Sarah Rosenhaus, 11.3%; and 3 others, none owning more than 4.7%. Note: Sale with radio affiliates to NTA is being contested by N.Y. Board of Regents (*Television Digest*, Vol. 13:40, 44, 49).

**Began Operation:** Jan. 27, 1948

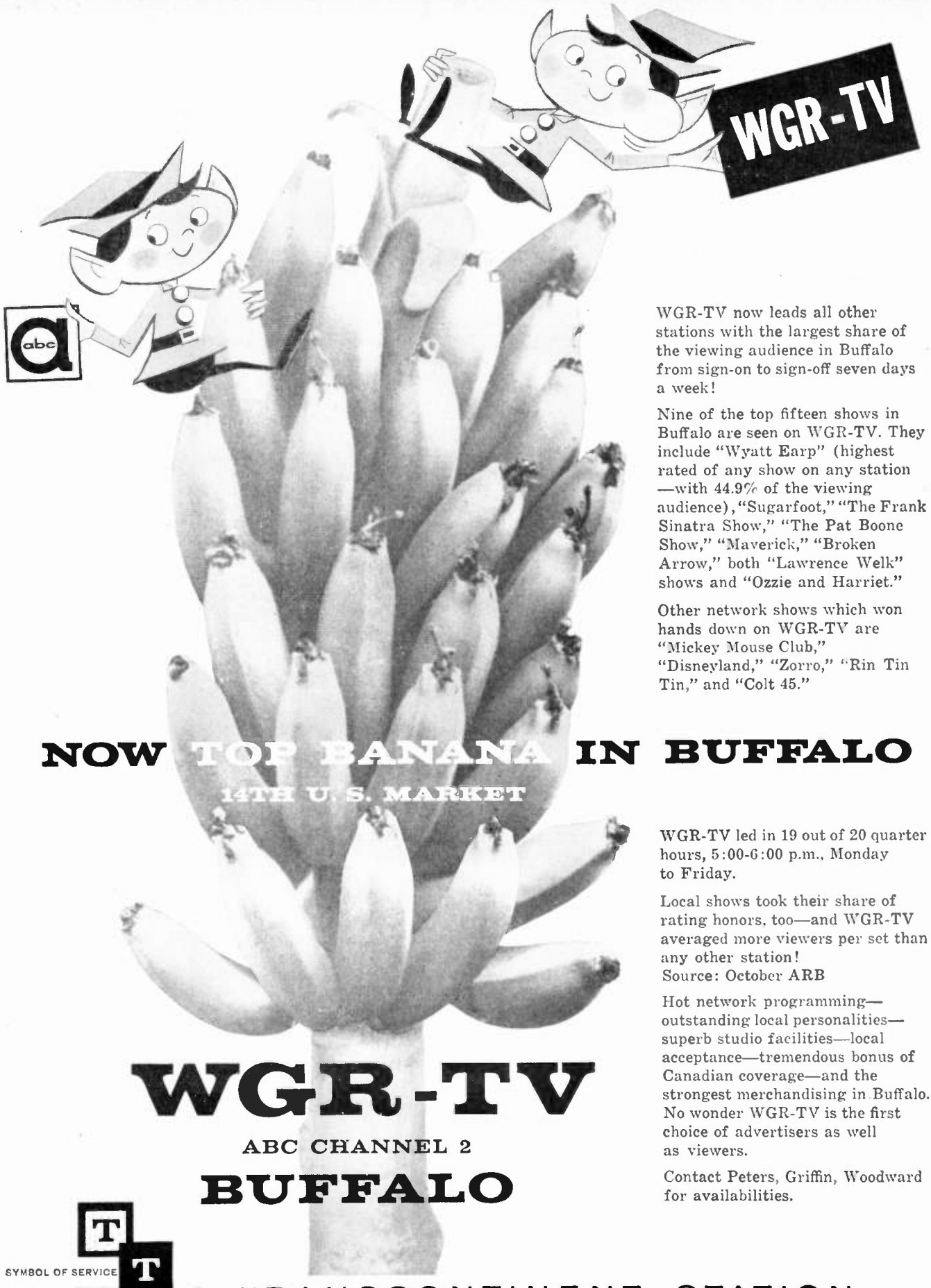
**Represented (sales)** by Forjoe TV Inc.

**Represented (legal)** by Paul M. Segal.

**Personnel:**
**Irving R. Rosenhaus, *president and general manager.***
Frank V. Bremer, *v.p.*
Sydney Kavaleer, *TV sales manager.*
George Green, *program director.*
Grace Reese, *traffic director.*
Robert Macdougall, *public relations director.*
Herb Green, *sales promotion & publicity director.*
Henry Dabrowski, *technical engineering director.*

**DIGEST OF RATE CARD NO. 7—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6:59 p.m.-midnight, Mon.-Fri.; 2:29 p.m.-midnight, Sat. & Sun.** | | | | | | |
| $1500.00 | $900.00 | $600.00 | $530.00 | $300.00 | $230.00 | $150.00 |
| **Class B—2:59-6:59 p.m., Mon.-Fri.; sign-on-2:29 p.m., Sat. & Sun.** | | | | | | |
| 1140.00 | 680.00 | 450.00 | 400.00 | 230.00 | 170.00 | 115.00 |
| **Class C—Sign-on-2:59 p.m., Mon.-Fri.** | | | | | | |
| 750.00 | 450.00 | 300.00 | 265.00 | 150.00 | 115.00 | 80.00 |




WGR-TV now leads all other stations with the largest share of the viewing audience in Buffalo from sign-on to sign-off seven days a week!

Nine of the top fifteen shows in Buffalo are seen on WGR-TV. They include "Wyatt Earp" (highest rated of any show on any station —with 44.9% of the viewing audience), "Sugarfoot," "The Frank Sinatra Show," "The Pat Boone Show," "Maverick," "Broken Arrow," both "Lawrence Welk" shows and "Ozzie and Harriet."

Other network shows which won hands down on WGR-TV are "Mickey Mouse Club," "Disneyland," "Zorro," "Rin Tin Tin," and "Colt 45."

# NOW TOP BANANA IN BUFFALO

14TH U. S. MARKET

WGR-TV led in 19 out of 20 quarter hours, 5:00-6:00 p.m., Monday to Friday.

Local shows took their share of rating honors, too—and WGR-TV averaged more viewers per set than any other station!
Source: October ARB

Hot network programming—outstanding local personalities—superb studio facilities—local acceptance—tremendous bonus of Canadian coverage—and the strongest merchandising in Buffalo. No wonder WGR-TV is the first choice of advertisers as well as viewers.

Contact Peters, Griffin, Woodward for availabilities.

# WGR-TV

ABC CHANNEL 2

# BUFFALO

SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

# New York

## WABC-TV
### New York
(Ch. 7)

**Licensee:** American Broadcasting Co., 7 West 66th St.

**Studio:** 7 W. 66th St. **Transmitter:** Empire State Bldg.

**Telephone:** Susquehanna 7-5000. **TWX No.:** NY 1-2382.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 55-kw aural. Antenna: 1378-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44′ 34″, long. 73° 59′ 10″.

**Network Service:** ABC.

**AM Affiliate:** WABC, 50-kw, 770 kc (ABN). **FM Affiliate:** WABC-FM 1.5-kw, 95.5 mc (No. 238), 1271-ft. antenna height.

**Ownership:** American Broadcasting Co. is a division of American Broadcasting-Paramount Theatres, Inc. (Merger approved by FCC Feb. 9, 1953—See *Television Digest*, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and AM stations WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; also FM stations WXYZ-FM Detroit; KGO-FM, San Francisco, KABC-FM, Los Angeles; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

**Began Operation:** Aug. 10, 1948.

**Represented (sales)** by WABC-TV Sales (in N.Y.), Blair-TV (outside N.Y.).

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Robert L. Stone, *v.p.*
Joseph Stamler, *sales manager.*
A. L. Hollander, *program manager.*
Donald A. Pels, *business manager.*
Barbara Case, *sales service manager.*
John Curtis, *sales development & research manager.*
Takashi Kako, *film director.*
Lawrence Eisenberg, *public relations director.*
Morris Wattenberg, *advertising & promotion manager.*
Gordon Kunz, *production manager.*
G. Edward Hamilton, *chief engineer.*

**DIGEST OF RATE CARD NO. 12**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $4150.00 | $2490.00 | $1660.00 | $1383.00 | $1245.00 | $950.00 | $475.00 |
| **Class A**—7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 7-8 p.m., Sun. | | | | | | |
| 3320.00 | 1992.00 | 1328.00 | 1107.00 | 996.00 | 800.00 | 400.00 |
| **Class B**—5-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 5-7 p.m., Sun. | | | | | | |
| 2416.00 | 1450.00 | 966.00 | 806.00 | 725.00 | 630.00 | 315.00 |
| **Class C**—Sign-on-5 p.m., 11:15 p.m.-sign-off, daily. | | | | | | |
| 1245.00 | 747.00 | 498.00 | 415.00 | 374.00 | 270.00 | 135.00 |

**Note:** For weekly volume spot discounts, consult the "7/14 Plan" and daytime "Housewives Special" in station rate card.

## WABD
### New York
(Ch. 5)

**Licensee:** DuMont Broadcasting Corp., 205 E. 67th St.

**Studios:** Telecentre, 205 E. 67th St. **Transmitter:** Empire State Bldg.

**Telephone:** Lehigh 5-1000. **TWX No.:** NY 1-3840.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 18.6-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**AM Affiliate:** WNEW, 50-kw, 1130 kc.

**Ownership:** Paramount Pictures Corp., 21.75%; Richard D. Buckley, 10.8%; remainder held by numerous others. Officers: Bernard Goodwin, pres.; Richard D. Buckley, v.p.; Bennet H. Korn, v.p.; Paul Raibourn, treas.; Arthur Israel Jr., secy.; Richard L. Geismar, asst. treas. & exec. asst. to the pres.; Melvin J. Stack, asst. treas.; Robert A. Dreyer, general counsel & asst. secy. Licensee also owns and operates Station WTTG, Washington and Radio Station WNEW, New York. DuMont Bcstg. Corp. was spun off by Allen B. DuMont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955. Note: Buckley family trusts hold 51% interest in radio WHIM, Providence, R. I. but Buckley holds no stock.

**Began Operation:** May 2, 1944.

**Represented (sales)** by Weed Television Corp.

**Personnel:**
Bernard Goodwin, *president.*
Richard D. Buckley, *v.p., program & sales.*
Bennet H. Korn, *v.p. & station manager.*
John M. Grogan, *program manager.*
William D. Kelly, *chief engineer.*
Mrs. Mary McKenna, *research & sales development.*
David Yarnell, *public relations director.*
Kenneth Klein, *advertising director.*
Bernard Zeidman, *traffic manager.*
Jack Lynn, *film buyer.*
Merle Bredwell, *production manager.*

**DIGEST OF RATE CARD NO. 10**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. & Sun. | | | | | | | |
| $3000.00 | $1800.00 | $1200.00 | $1050.00 | $750.00 | $300.00 | $180.00 | $120.00 |
| **Class B**—12 noon-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily. | | | | | | | |
| 1500.00 | 900.00 | 600.00 | 525.00 | 375.00 | 150.00* | 90.00* | 60.00 |
| **Class C**—sign-on-noon, daily. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 250.00 | ..... | ..... | ..... |

* All other times. Subject to frequency discounts.

## WCBS-TV
### New York
(Ch. 2)

**Licensee:** Columbia Broadcasting System Inc., 485 Madison Ave.

**Studios:** 15 Vanderbilt Ave. **Transmitter:** Empire State Bldg.

**Telephone:** Plaza 1-2345. **TWX No.:** NY 1-3350; NY 1-935.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 1300-ft. above av. terrain, 1465 ft. above ground, 1515-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**Network Service:** CBS.

**AM Affiliate:** WCBS, 50-kw, 880 kc (CBS). **FM Affiliate:** WCBS-FM, 1.5-kw, 101.1 mc (No. 266), 1270-ft. antenna height.

**Operation:** Operated by CBS Television (a division of CBS Inc.); Merle S. Jones, pres.; Hubbell Robinson, executive v.p.; Craig Lawrence, v.p. in charge of CBS owned TV stations. CBS Television also is responsible for CBS TV network operations and for operation of other TV stations owned by CBS Inc.

**Ownership:** Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 11.15%); Frank Stanton, pres.; Julius F. Brauner, secy.; S. R. Dean, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; WXIX, Milwaukee; WHCT, Hartford, Conn.; KMOX-TV & KMOX, St. Louis. CBS also owns radio stations KCBS, San Francisco; WEEI, Boston. Same company also owns 25% of Bing Crosby Enterprises Inc., Los Angeles. Note: Purchase of WCAU-TV & WCAU, Philadelphia awaits FCC approval (*Television Digest*, Vol. 13:51; 14:1).

**Began Operation:** July 1, 1941.

**Represented (sales)** by CBS Television Spot Sales.

**Personnel:**
Sam Cook Digges, *general manager.*
Clarence Worden, *asst. to the general manager.*
Norman E. Walt, *general sales manager.*
Robert G. Patt, *sales promotion manager.*
Hal Hough, *program director.*
Dan Gallagher, *asst. program director.*
Marion Lonsberry, *operations manager.*
Thomas Costigan, *news bureau manager.*
William C. Lacey, *manager of film department.*
Robert Fuller, *publicity director.*
Haworth White, *business manager.*

**DIGEST OF RATE CARD NO. 17**
**(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. | | | | | | |
| $8000.00 | $4800.00 | $3200.00 | ..... | ..... | $2000.00 | $1000.00 |
| **Class A**—7-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 11-11:15 p.m., daily. | | | | | | |
| 7500.00 | 4500.00 | 3000.00 | $2500.00 | $2250.00 | 1500.00 | 750.00 |
| **Class B**—5:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 11:15 p.m.-midnight, daily. | | | | | | |
| 5000.00 | 3000.00 | 2000.00 | 1666.67 | 1500.00 | 1000.00 | 500.00 |
| **Class C**—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 9 a.m.-5 p.m., Sun.; midnight-1 a.m., daily. | | | | | | |
| 4000.00 | 2400.00 | 1600.00 | 1333.33 | 1200.00 | 675.00 | 337.50 |
| **Class D**—Sign-on-9 a.m., 1 a.m.-sign-off, daily. | | | | | | |
| 1500.00 | 900.00 | 600.00 | 500.00 | 450.00 | 300.00 | 150.00 |

* **Class AA** (7:59-10:30 p.m., Mon.-Sat.; 6:59-11 p.m., Sun.). **Class A** 7:15-7:59 p.m., Mon.-Fri.; 6:59-7:59 p.m., Sat.; 10:30-11 p.m., Mon.-Fri.; 6:29-6:59 p.m., Sun.). **Class B** (5:30-7:15 p.m., Mon.-Fri.; 6-6:59 p.m., Sat.; 5:59-6:29 p.m., Sun.; 11 p.m.-midnight, daily). **Class C** (8:59 a.m.-5:30 p.m., Mon.-Fri.; 8:59 a.m.-6 p.m., Sat.; 8:59 a.m.-5:59 p.m., Sun.; midnight-2 a.m., daily). **Class D** (Sign-on-8:59 a.m., 2 a.m.-sign-off, daily).
Subject to frequency discounts. Color—Above rates for monochrome & color. Color service charge on request.

# WOR-TV
## New York
(Ch. 9)

**Licensee:** RKO Teleradio Pictures Inc., 1440 Broadway.

**Studios:** Empire State Bldg. & Broadway.

**Transmitter:** Empire State Bldg.

**Telephone:** Longacre 4-8000. **TWX No.:** NY 1-587.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 129-kw visual, 64.6-kw aural. Antenna: 1240-ft. above av. terrain, 1240-ft. above ground, 1290-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**AM Affiliate:** WOR, 50-kw, 710 kc. **FM Affiliate:** WOR-FM, 1.7-kw, 98.7 mc (No. 254), 1260-ft. antenna height.

**Ownership:** RKO Teleradio Pictures Inc. (subsidiary of General Tire & Rubber Co.). T. F. O'Neil, pres.; Willet H. Brown, v.p.; Gordon Gray, exec. v.p.; George N. Steffy, v.p.; Norman S. Knight, v.p.; Robert Leder, v.p.; John B. Poor, v.p.; Robert Mamby, v.p.; Patrick J. Winkler, asst. secy. & gen. auditor. RKO Teleradio Pictures Inc. operates Yankee Network (with WNAC, Boston); and Don Lee Network (with KHJ, Los Angeles; KFRC, San Francisco). It also operates WNAC-TV, Boston; KHJ-TV, Los Angeles; WHBQ-TV, Memphis, Tenn; radio WGMS, Washington, D. C. Canadian subsidiary owns ⅓ of CKLW-TV, Windsor-Detroit (CKLW).

**Began Operation:** Oct. 5, 1949. In Nov. 1951, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now General Teleradio—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO Teleradio Pictures Inc., for both broadcasting and recently acquired RKO Radio Pictures (*Television Digest*, Vol. 7:41, 46; 8:3; 11:48 51).

**Represented (sales)** by WOR-TV Sales, 1440 Broadway, N. Y. and Chicago Tribune Tower, Chicago; H-R Television Inc. (West Coast).

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**
T. F. O'Neil, *president.*
Gordon Gray, *exec. v.p. & general manager.*
Seymour Handy, *exec. assistant.*
William P. Dix Jr., *asst. general manager, charge of sales.*
George Jeneson, *director sales, midwest.*
Lewis Dawson, *merchandising director.*
Clifford A. Frohnhoefer, *WOR div. controller.*
Robert M. Hoffman, *director of promotion & planning.*
James Yergin, *advertising manager.*
Irene Moran, *press editor.*
George Brown, *news director.*
Ivan Reiner, *program director.*
Ted Steele, *musical director.*
Harry Tilley, *chief engineer.*
Daniel German, *film director.*

**DIGEST OF RATE CARD NO. 9—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—7-11 p.m., daily. | | | | | | | |
| $2000.00 | $1200.00 | $800.00 | $553.00 | $500.00 | $300.00 | $200.00 | |
| Class B—6-7 p.m., daily. | | | | | | | |
| 1500.00 | 900.00 | 600.00 | 450.00 | 350.00 | 200.00 | 140.00 | |
| Class C—Sign-on-6 p.m., 11 p.m.-sign-off, daily. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 300.00 | 250.00 | 125.00 | 75.00 | |

Subject to frequency discounts.

# WPIX
## New York
(Ch. 11)

**Licensee:** WPIX Inc., 220 E. 42nd St.

**Studio:** 220 E. 42nd St. **Transmitter:** Empire State Bldg.

**Telephone:** Murray Hill 2-6500.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1405-ft. above av. terrain, 1464-ft. above ground, 1515-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**AM-FM Affiliates:** None.

**Ownership:** Same as *New York News*. Interlocking ownership with TV station WGN-TV, Chicago *(Chicago Tribune)*.

**Began Operation:** June 15, 1948.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Fred M. Thrower, *v.p. & general manager.*
Leavitt J. Pope, *v.p. in charge of operations.*
T. E. Mitchell, *v.p. & controller.*
John A. Patterson, *sales manager.*
Thomas P. Robinson, *sales business manager.*
Walter D. Engels, *news & live program manager.*
Frank Tuoti, *research, sales promotion & advertising director.*
William Lewis Cooper Jr., *film manager.*
Otis Freeman, *chief engineer.*

**DIGEST OF RATE CARD NO. 8**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—7-11 p.m., daily. | | | | | | | |
| $2000.00 | $1200.00 | $800.00 | $660.00 | $600.00 | $500.00 | $400.00 | $175.00 |
| Class B—5-7 p.m., daily. | | | | | | | |
| 1500.00 | 900.00 | 600.00 | 500.00 | 450.00 | 375.00 | 300.00 | 150.00 |
| Class C—All other times. | | | | | | | |
| 1000.00 | 600.00 | 400.00 | 350.00 | 300.00 | 200.00 | 175.00 | 75.00 |

Subject to frequency discounts.

# WRCA-TV
## New York
(Ch. 4)

**Licensee:** National Broadcasting Co., 30 Rockefeller Plaza.

**Studio:** 30 Rockefeller Plaza. **Transmitter:** Empire State Bldg.

**Telephone:** Circle 7-8300. **TWX No.:** NY 1-3773.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual,, 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1445-ft. above av. terrain, 1465-ft. above ground, 1490-ft. above sea level, lat. 40° 44′ 54″, long. 73° 59′ 10″.

**Network Service:** NBC.

**AM Affiliate:** WRCA, 50-kw, 660 kc (NBC). **FM Affiliate:** WRCA-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

**Ownership:** NBC is wholly owned subsidiary of RCA. NBC owns TV stations WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; WBUF, Buffalo; KRCA, Los Angeles; WNBC, West Hartford; and AM stations WRCA, New York; WRC, Washington; WKNB, W. Hartford; WMAQ, Chicago; WRCV, Philadelphia; KNBC, San Francisco.

**Began Operation:** July 1, 1941.

**Represented (sales)** by NBC Spot Sales.

**Personnel:**
William N. Davidson, *general manager.*
Fred Acker, *business affairs manager.*
Peter Affe, *director of operations.*
Max E. Buck, *director of marketing.*
George A. Heinemann, *director of programs.*
J. H. Riedel, *technical operations manager.*
Richard Barnhill, *operations coordinator.*
Jay J. Heitin, *sales director.*
James J. Barry, *sales manager.*
William C. Whalen, *sales facilities coordinator.*
Ben Hudelson, *production manager.*
Gabe Pressman, *news manager.*
Tony Kraemer, *advertising & promotion manager.*
Joseph E. Murphy, *merchandising manager.*
John O'Keefe, *publicity manager.*
Alvin Perlmutter, *special events manager.*
Albert Odeal, *film director.*
Mrs. Patricia Farrar, *religious & educational program manager.*

**DIGEST OF RATE CARD NO. 17-A**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| Class AAA—10:30-11 p.m., daily; 6-7:30 p.m., Sun. | | | | | | |
| $9200.00 | $5520.00 | $3680.00 | $3220.00 | $2300.00 | $2300.00 | $1150.00 |
| Class AA—7-7:30 p.m., Mon.-Sat. | | | | | | |
| 5200.00 | 3120.00 | 2080.00 | 1820.00 | 1300.00 | 1500.00 | 750.00 |
| Class A—11 p.m.-mid-night, daily. | | | | | | |
| 4500.00 | 2700.00 | 1800.00 | 1575.00 | 1125.00 | 1100.00 | 550.00 |
| Class B—6-7 p.m., Mon.-Sat. | | | | | | |
| 4000.00 | 2400.00 | 1600.00 | 1400.00 | 1000.00 | 650.00 | 325.00 |
| Class C—9 a.m.-6 p.m., Mon.-Fri. | | | | | | |
| 3500.00 | 2100.00 | 1400.00 | 1225.00 | 875.00 | 450.00 | 225.00 |
| Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; midnight-sign-off, daily. | | | | | | |
| 2000.00 | 1200.00 | 800.00 | 700.00 | 500.00 | 350.00 | 175.00 |

* Class AAA (7:29-10:30 p.m., daily). Class AA (6:59-7:29 p.m., Sun.; 10:30-11 p.m., daily). Class A (6:45-7:29 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.; 11-11:15 p.m., daily). Class B (5:29-6:45 p.m., Mon.-Sat.; 5:29-6:29 p.m. Sun.). Class C (2:59-5:29 p.m., 11:15 p.m.-sign-off, daily). Class D (Sign-on-2:59 p.m., daily).

Subject to frequency discounts, with exception of Class AAA announcements.

Color—All 20 Sec. and 10 Sec. station breaks adjacent to or within regularly scheduled color programs are available in color only.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sun.) Class B (5-6 p.m., Sat.; 3-5 p.m., Sun.). Class C (10 a.m.-1 p.m., daily; 2:30-5:30 p.m., Mon.-Fri.).

# New York

## WPTZ
### Plattsburgh
**(Ch. 5)**

**Grantee (STA):** Rollins Broadcasting-Telecasting of N.Y. Inc., c/o Rollins Bcstg. Inc., 414 French St., Wilmington, Del.

**Studio:** 357 Cornelia St., Plattsburgh, N. Y. **Transmitter:** Terry Mountain.

**Telephone:** 3070.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 1205-ft. above av. terrain, 183-ft. above ground, 2264-ft. above sea level, lat. 44° 34′ 18.5″, long. 73° 40′ 53.5″. Requests change to 51.288-kw visual, 31.621-kw aural, 2961-ft. above av. terrain, 4788-ft. above sea level, lat. 44° 22′ 00″, long. 73° 54′ 32″; transmitter to Whiteface Mt.

**Network Service:** ABC, NBC.

**Ownership:** Rollins Broadcasting-Telecasting of N.Y. Inc. O. Wayne Rollins, 50%; John W. Rollins, ex-lieutenant-governor of Del., 45%; Katherine E. Rollins, 5% (wife of John W.). Rollins also operates WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N. J.; WBEE, Harvey, Ill.; WGEE, Indianapolis; KATZ, St. Louis, Mo.

**Began Operation:** Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13).

**Represented (sales)** by Blair Television Associates Inc.; Andy McDermott (Canada) .

**Represented (legal)** by Cohn & Marks.

**Personnel:**
O. Wayne Rollins, *president.*
George BarenBregge, *general & sales manager.*
Al Cahill, *production director.*
Dick Ford, *news director.*
J. F. Missick, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $128.00 | $100.00 | $80.00 | $40.00 |
| Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun. | | | | | | |
| 256.00 | 153.60 | 102.40 | 81.90 | 64.00 | 51.20 | 25.60 |
| Class C—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 64.00 | 50.00 | 40.00 | 20.00 |

## WHEC-TV
### Rochester
**(Ch. 10)**

**Grantee (STA):** WHEC Inc., 191 East Ave.

**Studio:** 191 East Ave. **Transmitter:** Pinnacle Hill.

**Telephone:** Baker 5-3050. **TWX No.:** RO 461.

**Technical Facilities:** Channel No. 10 (192-198 mc). Shares time with WVET-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 270-ft. above ground, 950-ft. above sea level, lat. 43° 08′ 07″, long. 77° 35′ 02″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WHEC, 5-kw, 1460 kc (CBS).

**Ownership:** Gannett Co. Inc., 100%. WHEC Inc. officers: Paul Miller, pres.; Glover DeLaney, v.p. Gannett owns WDAN-TV, Danville Ill.; WINR-TV, Binghamton, N.Y. (WINR); KOVR, Stockton, Cal. Gannett Co. owns chain of N.Y. newspapers, including *Rochester Times-Union* and *Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette;* also publishes *Danville* (Ill.) *Commercial-News, Hartford* (Conn.) *Times* and *Plainfield* (N.J.) *Courier-News;* also owns radio WENY, Elmira, N.Y.

**Began Operation:** Nov. 1, 1953.

**Represented (sales)** by Everett-McKinney Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
Glover DeLaney, *v.p. & general manager.*
Lowell MacMillan, *station manager.*
LeMoine Wheeler, *general sales manager.*
William Adams, *program director.*
Warren Wightman, *production director*
Dorothy Cotton, *women's program director.*
R. K. Blackburn, *technical director.*

**DIGEST OF RATE CARD NO. 3**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $200.00 | $150.00 | $75.00 |
| Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 100.00 | 50.00 |
| Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |

* **Class AA** (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.) Min. $180, 8 Sec. $90. **Class A** (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily). **Class B** (6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily). **Class C** (7 a.m.-6 p.m., Mon-Fri.; 7 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily).

Subject to frequency discounts.

## WROC-TV
### Rochester
**(Ch. 5)**

**Licensee:** Transcontinent TV Corp., 201 Humboldt St.

**Studio:** 201 Humboldt St. **Transmitter:** Pinnacle Hill, Brighton.

**Telephone:** Butler 8-8400. **TWX No.:** RO 571.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08′ 07″, long. 77° 35′ 02″.

**Network Service:** NBC, ABC.

**Ownership:** Only the following stockholders hold over 5%; Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, George W. Goodyear, Mrs. William Lutz (Norma Deuel), Virginia Deuel, General Railway Signal Co. Transcontinent also owns 100% of WGR-TV, Buffalo (WGR); 50% of WSVA-TV, Harrisonburg, Va. (WSVA), with Hamilton Shea holding other 50%. Awaiting FCC approval is purchase of 60% of proposed WNEP-TV, Wilkes-Barre-Scranton, Pa. Officers: Paul A. Schoellkopf Jr., chairman; David C. Moore, pres.; Carl B. Hoffman, v.p.; Hamilton Shea, v.p.; Wm. A. Fay, v.p.; Felix L. Piech, secy.; Clifford M. Kirtland Jr., treas. & controller.

**Began Operation:** June 11, 1949. Sale to present owners by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (*Television Digest*, Vol. 12:24, 29).

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

**Represented (legal)** by Covington & Burling.

**Personnel:**
David C. Moore, *president.*
Gunnar O. Wiig, *station manager.*
John W. Kennedy Jr., *asst. station and general sales manager.*
A. N. Bender, *local & regional sales manager.*
Syl Novelli, *operations service director.*
L. Walton Smith, *advertising & promotion director.*
Charles W. Siverson, *program director.*
Eugene Zacher, *production director.*
Kenneth J. Gardner, *engineering director.*

**DIGEST OF RATE CARD NO. 12**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* |
|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $175.00 | $150.00 |
| Class B—5-7 p.m., Mon.-Sat.; 1-5 p.m., Sun. | | | | | |
| 525.00 | 315.00 | 210.00 | 183.75 | 131.25 | 80.00 |
| Class C—9 a.m.-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 |

* **Class A** (6:59-7:59 p.m., 10:01-11:01 p.m., daily). **Class BB** (5:59-6:59 p.m., Mon.-Sat.; 12:59-6:59 p.m., Sun.). **Class C** (8:59 a.m.-5:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.). Also has **Class AA** (7:59-10:01 p.m., daily) $175. **Class B** (11:01-11:29 p.m., Mon.-Fri.; 11:01-11:35 p.m., Sat. & Sun.) $80. **Class D** (sign-on-8:59 a.m., Mon.-Sat.; 11:29 p.m.-sign-off, Mon.-Fri.; 11:35 p.m.-sign-off, Sat. & Sun.) $40.

Subject to frequency discounts.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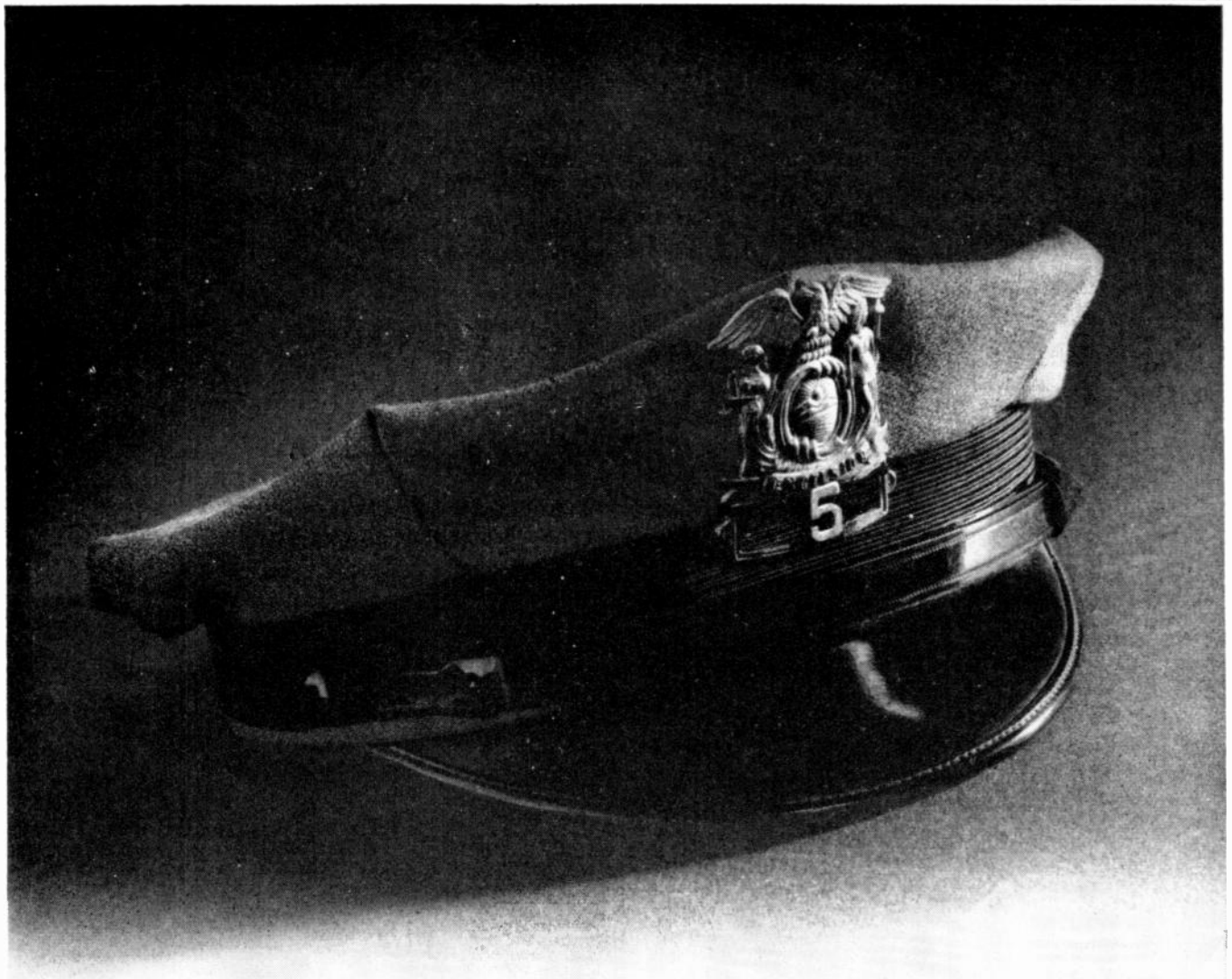



# Symbol of service

Looking for protection of your advertising dollars? WROC-TV, Channel 5, Rochester, N. Y., serving 307,750 TV homes in 13 Western New York counties, reaches 27.4% more homes daily than the other Rochester channel (NCS #2). Thus every rating point on WROC-TV, Channel 5 is worth 27.4% more than a rating point on the other channel.

In an area like Rochester with over a million population, 1½ billion dollar buying income and one of the highest per capita incomes, such superiority has great significance.

For unusual results in an unusual market that is famous as a test market, viewers and advertisers turn to Channel 5, WROC-TV, Rochester's *most powerful* station.

A symbol of service, like the devoted policeman, WROC-TV guards the interests of audiences and advertisers. Represented by Peters, Griffin, Woodward.

Symbol of Service

**TRANSCONTINENT TELEVISION CORPORATION**

WROC-TV, Rochester • WGR-Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
Offices: 70 Niagara St., Buffalo, MOhawk 2300 • 15 E. 47th St., New York, PLaza 1-3030

TC2

# New York

## WVET-TV
### Rochester
(Ch. 10)

**Grantee (STA):** Veterans Bcstg. Co. Inc., 17 Clinton Ave. S.

**Studio:** 17 Clinton Ave. S. **Transmitter:** Pinnacle Hill.

**Telephone:** Hamilton 6-4820. **TWX No.:** RO 291.

**Technical Facilities:** Channel No. 10 (192-198 mc). Shares time with WHEC-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08′ 07″, long. 77° 35′ 02″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WVET, 5-kw, 1280 kc (ABN).

**Ownership:** Ervin F. Lyke, pres. & treas., 7.7%; Paul C. Louther, v.p., 1.5%; Grantier Neville, secy. 1.2%. Of 12 other directors, only following own over 4%: Harry W. Bennett, 4.8%; William B. Maillefert, 4.8%; Hal James, 4.8%. Of more than 100 additional stockholders only following own over 3%: Fred W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%. Also is Ch. 10 applicant in Vail Mills, N.Y.

**Began Operation:** Nov. 1, 1953.

**Represented (sales)** by The Bolling Co. Inc.

**Represented (legal)** by Spearman & Roberson.

**Personnel:**
Ervin F. Lyke, *president & general manager.*
Paul C. Louther, *v.p. & program director.*
Arthur Murrellwright, *general sales manager.*
F. Chase Taylor, *operations manager.*
Arthur V. Cook, *film editor.*
Tom Decker, *news & sports editor.*
Jean Harden, *women's affairs director.*
Ray Jobes, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $200.00 | $150.00 | $75.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 100.00 | 50.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |

* **Class AA** (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.) Min. or 20 Sec. $180, 10 Sec. $90. **Class A** (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily). **Class B** (6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.) **Class C** (sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily).

Subject to frequency discounts.

## WRGB
### Schenectady
(Ch. 6)

**Licensee:** General Electric Co., 1 River Rd.

**Studio:** 1400 Balltown Rd. **Transmitter:** New Scotland, N.Y.

**Telephone:** Franklin 7-2261. **TWX No.:** SCDY 86.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1620-ft. above sea level, lat. 42° 38′ 12″, long. 73° 59′ 45″.

**Network Service:** NBC.

**AM Affiliate:** WGY, 50-kw, 810 kc (NBC). **FM Affiliate:** WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

**Ownership:** Licensee is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc.; also owns Maqua Co. printing firm. Philip D. Reed, chairman; Ralph J. Cordiner, pres.; Ray H. Luebbe, secy.; John D. Lockton, treas.

**Began Operation:** Dec. 1, 1947 (on air since Nov. 6, 1939).

**Represented (sales)** by NBC Spot Sales.

**Personnel:**
J. Milton Lang, *general mgr. broadcasting station operations.*
Merl L. Galusha, *manager.*
George F. Spring, *manager, sales.*
Francis A. Pasley, *manager of accounting.*
Noel C. Johnson, *manager, promotion & publicity.*
A. G. Zink, *manager, programs.*
Caleb Paine, *manager broadcasting services.*
Donald A. Tuttle, *farm director.*
W. J. Purcell, *manager, engineering.*
W. B. Monroe, *operations desk.*

**DIGEST OF RATE CARD NO. 10**
**(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily. | | | | | | |
| $1100.00 | $660.00 | $440.00 | $385.00 | $275.00 | $200.00 | $100.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun. | | | | | | |
| 715.00 | 429.00 | 286.00 | 250.25 | 178.75 | 100.00 | 50.00 |
| **Class C**—All other times. | | | | | | |
| 550.00 | 330.00 | 220.00 | 192.50 | 137.50 | 85.00 | 42.50 |

* **Class AA** (7:30-10:30 p.m., daily). Min. or 20 Sec. $210. 8 Sec. $105. **Class A** (6-7:30 p.m., 10:30-11 p.m., daily). **Class B** (11 p.m.-sign-off; 5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.). **Class C** (sign-on-5 p.m., Mon.-Sat; sign-on-1 p.m., Sun.)

Subject to frequency discounts (except in Class AA).

## WTRI
### Schenectady
(See Albany, N.Y.)

## WHEN-TV
### Syracuse
(Ch. 8)

**Licensee:** Meredith Syracuse Television Corp., 101 Court St.

**Studio:** 101 Court St. **Transmitter:** .32 miles E. and .34 miles N. of Sentinel Heights & Jim Bull Rds.

**Telephone:** Granite 4-8511. **TWX No.:** SS 463.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 190-kw aural. Antenna: 958-ft. above av. terrain, 554-ft. above ground, 1914-ft. above sea level, lat. 42° 57′ 19″, long. 76° 06′ 34″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WHEN, 5-kw (1-kw night), 620 kc (CBS).

**Ownership:** Meredith Engineering Co., 100%, subsidiary of Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*. Same interests own KPHO-TV & KPHO Phoenix, WOW-TV & WOW, Omaha & KCMO-TV & KCMO, Kansas City; also radio KRMG, Tulsa. Meredith Engineering Co. officers: E. T. Meredith Jr., pres.; F. O. Boken, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohen, secy.-treas.; Payson Hall, v.p., asst. treas. & director of TV-radio. Meredith Syracuse Television Corp. officers: E. T. Meredith, pres.; Paul Adanti, v.p. & general manager; S. Payson Hall, treas.; Frank Furbush, secy.

**Began Operation:** Dec. 1, 1948.

**Represented (sales)** by Katz Agency Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**
Paul Adanti, *v.p. and general manager.*
Ed Herr, *commercial services manager.*
Frederick Menzies, *commercial manager.*
Gordon J. Alderman, *program director.*
Tom Watkins, *production supervisor.*
Robert G. Peel, *promotion & publicity manager.*
Ray Owens, *news editor.*
Kay Larson, *women's director.*
Albert Chismark, *transmitter facilities director.*
Donald F. Langham, *technical operations director.*

**DIGEST OF RATE CARD NO. 11**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $250.00 | $125.00 |
| **Class A**—7-8 p.m., Mon.-Fri.; 5:59-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 200.00 | 185.00 | 90.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-5:59 p.m., Sun.; 11:15 p.m.-sign-off, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 60.00 |
| **Class C**—8:59 a.m.-5 p.m., Mon.-Fri.; 8:59 a.m.-5:59 p.m., Sat.; 8:59 a.m.-1 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class D**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 53.00 | 38.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## WSYR-TV
### Syracuse
(Ch. 3)
(Also operates semi-satellite WSYE, Elmira, N. Y.)

**Licensee:** Central New York Broadcasting Corp., 224 Harrison St. Note: Moves to 1030 James St. in June.

**Studios:** 110 Harrison Pl. **Transmitter:** Sentinel Heights.

**Telephone:** Granite 1-7111. **TWX No.:** SS 185.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 597-ft. above ground, 2037-ft. above sea level, lat. 42° 56′ 40″, long. 76° 07′ 08″.

**Network Service:** NBC.

**AM Affiliate:** WSYR, 5-kw, 570 kc (NBC). **FM Affiliate:** WSYR-FM, 10-kw, 94.5 mc (No. 233), 480-ft. antenna height.

**Ownership:** Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 4%; William V. Rothrum, v.p.; Samuel I. Newhouse, 87%; Samuel I. Newhouse Jr., 4%; Donald E. Newhouse, 4%. Interlocking ownership with Newhouse newspapers: *Syracuse Post-Standard* and *Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press* and *Star Journal, Harrisburg Patriot* and *News, Staten Island Advance, Portland Oregonian, St. Louis Globe-Democrat, Birmingham News, Huntsville* (Ala.) *Times.* Huntsville newspaper owns WHBS radio. Central New York Bcstg. owns WABT, Birmingham (Ch. 13) with WAPI & WAFM, also 50% of KOIN-TV, Portland, Ore. Also operates WSYE-TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs. *St. Louis Globe-Democrat* owns 23% of KWK-TV and KWK, St. Louis. *Harrisburg Patriot* and *News* owns WTPA, Harrisburg.

**Began Operation:** Feb. 15, 1950.

**Represented (sales)** by Harrington, Righter & Parsons.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
E. R. Vadeboncoeur, *president*
William R. Alford, Jr., *director of sales.*
Louis B. Switzer, *promotion director.*
William V. Rothrum, *v. p. and program manager*
Albert J. Eicholzer, *chief engineer.*

**DIGEST OF RATE CARD NO. 10—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | ID* |
|---|---|---|---|---|---|---|
| Class A—7:30-10:30 p.m., daily. | | | | | | |
| $1100.00 | $660.00 | $440.00 | $330.00 | $275.00 | $225.00 | $112.50 |
| Class B—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 240.00 | 200.00 | 175.00 | 87.50 |
| Class C—6-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun. | | | | | | |
| 700.00 | 420.00 | 280.00 | 210.00 | 175.00 | 120.00 | 60.00 |
| Class D—9 a.m.-6 p.m., Mon.-Fri; 9 a.m.-5 p.m., Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 120.00 | 100.00 | 90.00 | 45.00 |
| Class E—Sign-on-9 a.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 75.00 | 40.00 | 20.00 |

* Class A (8-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class B (7-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class C (6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-midnight, daily). Class D (9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.). Class E (Midnight-9 a.m., daily).
Color—Add 10% origination charge to regular rates.

## WKTV
### Utica
(Ch. 13)

**Licensee:** Copper City Broadcasting Corp., Smith Hill Rd.

**Studio and Transmitter:** Smith Hill Rd.

**Telephone:** Utica 3-0404. **TWX No.:** UT 34.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 790-ft. above av. terrain, 447-ft. above ground, 1647-ft. above sea level, lat. 43° 08′ 38″, long. 75° 10′ 14″. Holds CP for Ch. 2.

**Network Service:** ABC, CBS, NBC.

**AM Affiliate:** WKAL, Rome, N. Y., .25-kw, 1450 kc (MBS).

**Ownership:** Same as Kallet Theatres Inc. (movie chain). Myron J. Kallet, pres., 56%; William T. MacNeilly, exec. v. p. & treas., 1.66%; Robert M. Kallet, v. p., 1.66%; Joseph S. Kallet, secy., 6.6%; Eva W. Zophy, asst. treas., .833%; Penn State Realty, 25%; Sidney J. Kallet, 4.06%; and 3 others, none owning over 1.66%. Also owns radio station WKAL, Rome; has ⅓ interest in TV applicant for Buffalo.

**Began Operation:** Dec. 1, 1949.

**Represented (sales)** by Donald Cooke Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Frank McIntosh Associates.

**Personnel:**
Myron J. Kallet, *president.*
William T. MacNeilly, *executive v.p.*
Michael C. Fusco, *general & commercial manager.*
Frank Grunewald, *promotion manager.*
DeForest T. Layton Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
**(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun. | | | | | | |
| $550.00 | $330.00 | $220.00 | $192.50 | $137.50 | $100.00* | $40.00 |
| Class B—All other times. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 75.00 | 30.00 |

* 6:29-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat. & Sun.
Subject to frequency discounts.

## WCNY-TV
### Watertown
(See Carthage, N.Y.)

**Completely Revised (35 x 23-in.)**

# MAP OF TV AREAS & NETWORK ROUTES

**Included With This TV Factbook No. 26**

Showing all stations in operation as of February 15, 1958 (U.S., Territories, Canada and Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; time zones; present and projected micro-wave and coaxial circuits.

*Single copy, $1.50; 10 copies, $11.25; 25 copies, $18.75*

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D. C.

# NORTH CAROLINA

## WISE-TV
### Asheville
**(Ch. 62)**

**Grantee (STA):** WISE-TV Inc., 92 Haywood St.

**Studio and Transmitter:** Scenic Highway, Sunset Mt.

**Telephone:** Alpine 3-5381 (office), 3-4793 (studio).

**Technical Facilities:** Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 417-ft. above av. terrain, 140-ft. above ground, 2858-ft. above sea level, lat. 35° 36′ 33.5″, long. 82° 32′ 11.8″.

**Network Service:** NBC, CBS.

**AM Affiliate:** WISE, 5-kw (1-kw night), 1310 kc.

**Ownership:** Harold H. Thoms, pres.-treas., 99%; Meredith S. Thoms, secy., 1%. Mr. Thoms owns 33⅓% interest in radio WAYS, Charlotte and with his wife, M. S. Thoms, controls WCOG, Greensboro, N.C.; WEAM, Arlington, Va.; WKLN, Wilmington, N.C.; WMSJ, Sylva, N.C.

**Began Operation:** July 5, 1953.

**Represented (sales)** by Broadcast Time Sales.

**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Harold H. Thoms, *president.*
George I. Norman Jr., *national sales manager.*
John Randolph, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(June 15, 1953)**

| Hour | 45 Min. | 30 Min. | 15 Min. | 10 Min | 5 Min | Min. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun. | | | | | | |
| $150.00 | $120.00 | $90.00 | $60.00 | $52.50 | $45.00 | $30.00 |
| **Class B**—All other times. | | | | | | |
| 90.00 | 72.00 | 54.00 | 36.00 | 30.00 | 27.00 | 18.00 |

Subject to frequency discounts.

## WLOS-TV
### Asheville
**(Ch. 13)**

**Licensee:** Skyway Bcstg. Co., Box 2150.

**Studio:** Battle House, 288 Macon Ave. **Transmitter:** Atop Mt. Pisgah, 16.7 mi. SW of city.

**Telephone:** Alpine 2-2431. **TWX No.:** AV 80.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 2850-ft. above av. terrain, 340-ft. above ground, 6089-ft. above sea level, lat. 35° 25′ 32.41″, long. 82° 45′ 25.02″.

**Network Service:** ABC.

**AM Affiliate:** WLOS, 5-kw (1-kw night), 1380 kc (ABN, MBS).

**FM Affiliate:** 9.2-kw, 104.3 mc (No. 282), 130-ft. antenna height.

**Ownership:** Charles B. Britt, v.p., 14.4%; Joe H. Britt, 9.5%; H. J. Britt, 11.3%; WTVJ Inc., 36.9%. Over 60 others, none owns more than 6%. For WTVJ Inc. ownership and interests, see WTVJ, Miami, Fla.

**Began Operation:** Sept. 18, 1954.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
Charles B. Britt, *executive v.p.*
H. J. Britt, *regional sales manager.*
Loyd B. Leonard, *local sales manager.*
Sterling W. Wright, *production director.*
Bob Hensley, *film editor.*
George Sprague, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:59-10:30 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $135.00 | $112.50 | $90.00 | $45.00 |
| **Class B**—5:59-6:59 p.m., 10:30-11 p.m., daily. | | | | | | |
| 270.00 | 162.00 | 108.00 | 94.50 | 67.50 | 54.00 | 27.00 |
| **Class C**—Noon-5:59 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 56.25 | 45.00 | 22.50 |
| **Class D**—11 p.m.-sign-off, sign-on-noon, daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |

## WUNC-TV
### Chapel Hill
**(Ch. 4)**
**Non-Commercial Educational Station**

**Licensee:** Consolidated University of North Carolina, Chapel Hill, N. C.

**Studios:** Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

**Transmitter:** Terrell's Mt., Chatham County, N.C.

**Telephone:** 8-423, Chapel Hill.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level, lat. 35° 52′ 07″, long. 79° 10′ 06″.

**FM Affiliate:** WUNC, 15.5-kw, 91.5 mc (No. 218), 135-ft. antenna height.

**Ownership:** University officials: William C. Friday, president; William D. Carmichael Jr., v.p. & finance officer; C. H. Bostian, Chancellor, N. C. State College; William B. Aycock, Chancellor, U. of N. C.; Gordon W. Blackwell, Chancellor, The Woman's College.

**Began Operation:** Jan. 8, 1955.

**Personnel:**
Earl Wynn, *director of television, Chapel Hill.*
John Young, *assistant director of television, Chapel Hill.*
Roy Johnston, *director of television, Raleigh.*
E. W. Young, *director of television, Greensboro.*
Alan B. MacIntyre, *chief engineer.*

## WBTV
### Charlotte
**(Ch. 3)**

**Licensee:** Jefferson Standard Broadcasting Co., One Jefferson Place.

**Studio:** One Jefferson Place. **Transmitter:** Spencer Mt., Gaston County.

**Telephone:** Edison 3-8833.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1090-ft. above av. terrain, 550-ft. above ground, 1866-ft. above sea level, lat. 35° 17′ 50″, long. 81° 06′ 53″.

**Network Service:** CBS.

**AM Affiliate:** WBT, 50-kw, 1110 kc (CBS).

**Ownership:** Jefferson Standard Life Insurance Co., 100%; Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v. p. Also owns 100% of WBTW, Florence, S.C.; 16.50% of WFMY-TV, Greensboro, N.C. (through Greensboro News Co.); 100% of radio WBIG, Greensboro; 100% of WBT.

**Began Operation:** July 15, 1949.

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by A. D. Ring & Co.

**Personnel:**
Joseph M. Bryan, *president.*
Charles H. Crutchfield, *executive v.p. & general manager.*
Kenneth I. Tredwell Jr., *v.p. & managing director.*
Wallace Jorgenson, *asst. mgr. in charge of TV sales.*
Thomas B. Cookerly, *national sales manager.*
C. Kenneth Spicer, *controller & asst. secy.*
Thomas E. Howard, *v.p. & managing director of engineering.*
T. G. Callahan, *engineering, administration & planning manager.*
M. J. Minor, *transmitter & field engineering manager.*
Frank F. Bateman, *technical operations & maintenance mgr.*
Robert L. Rierson, *production manager.*
Lacy S. Sellars, *program manager.*
Joseph W. (Buck) Timberlake, *Carolinas' sales manager.*
John P. Dillon, *promotion manager.*
William Melson, *personnel manager.*
Nelson Benton, *news manager.*
William Ward, *sports director.*
Jack Burney, *research manager.*
Nat Tucker, *film supervisor.*
James Babb, *publicity supervisor.*

**DIGEST OF RATE CARD NO. 10**
**(Sept. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $333.33 | $300.00 | $200.00* | $100.00* |
| **Class B**—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 1-6 p.m., Sun. | | | | | | |
| 750.00 | 450.00 | 300.00 | 250.00 | 225.00 | 150.00 | 75.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 166.67 | 150.00 | 100.00 | 50.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 90.00 | 60.00 | 30.00 |

**Class AA (Announcements)**—8-10 p.m.; Min., $250; 10 Sec., $125. *7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun. Subject to frequency discounts. Color—$25.00 premium for color commercials.

# CHARLOTTE TOTAL AREA ARB SURVEY

The nation's 21st television market* was surveyed by the American Research Bureau the last week in November.

Here are the highlights of the 80-county survey:

## DAYTIME

(Monday through Friday 7 AM - 5 PM)

Total Number Quarter Hours: 200

| | Quarter Hour Wins | | |
|---|---|---|---|
| WBTV | 199 | WSOC-TV | 1 |
| Percent | 99.5% | Percent | 0.5% |

## NIGHTTIME

(Sunday through Saturday 7 PM - 11 PM)

Total Number Quarter Hours: 112

| | Quarter Hour Wins | | |
|---|---|---|---|
| WBTV | 100 | WSOC-TV | 11 |
| Percent | 90.1% | Percent | 9.9% |

## TOTAL WEEK

Total Number Quarter Hours: 501

| | Quarter Hour Wins | | |
|---|---|---|---|
| WBTV | 455 | WSOC-TV | 45 |
| Percent | 91.0% | Percent | 9.0% |

## OVERALL SHARE OF AUDIENCE

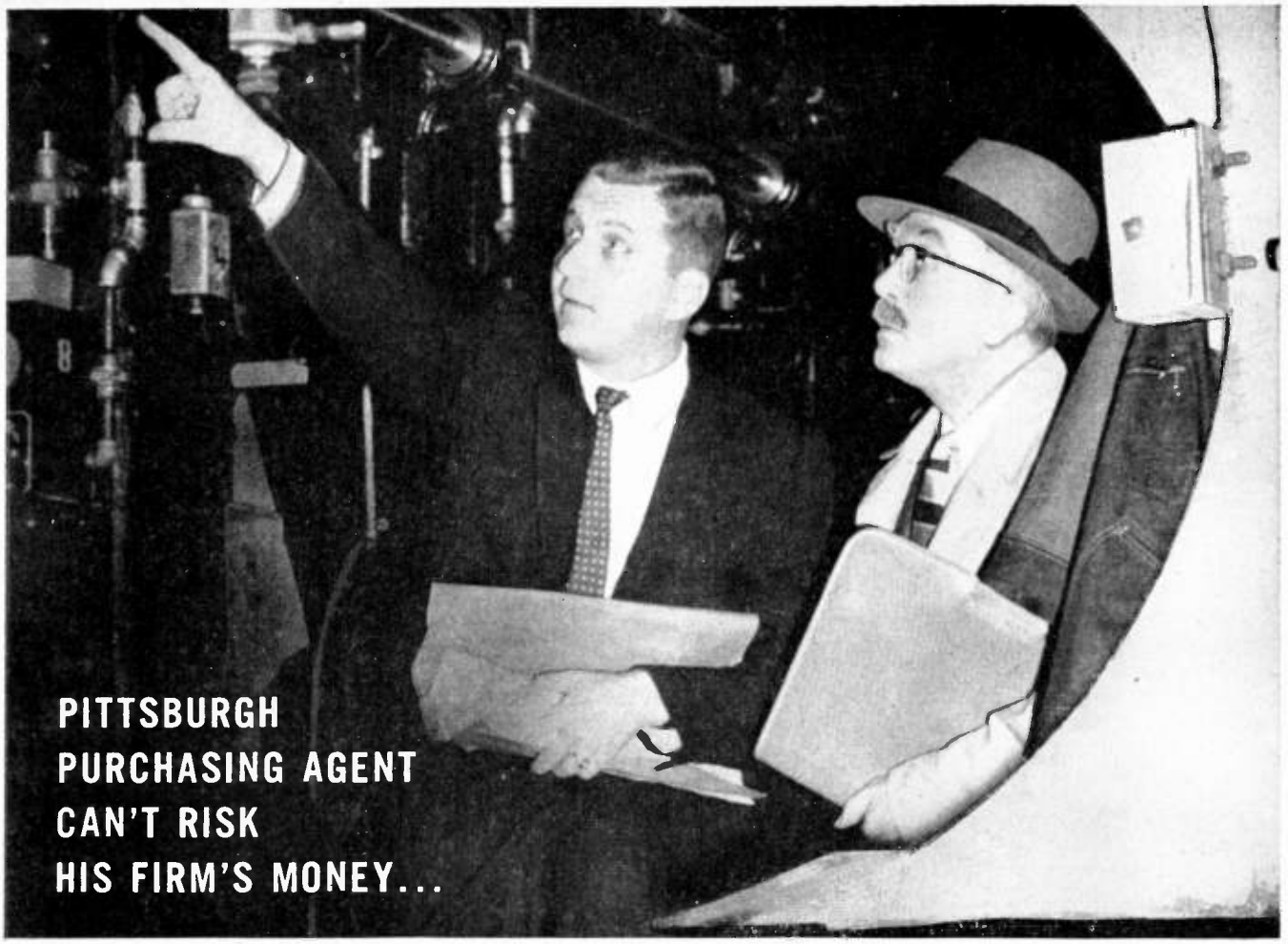
| | | | |
|---|---|---|---|
| WBTV | 70.5% | WSOC-TV | 29.5% |

## TOP 30 PROGRAMS

| | | | |
|---|---|---|---|
| 1. Gunsmoke | WBTV | 16. Talent Scouts | WBTV |
| 2. I've Got A Secret | WBTV | 17. Broken Arrow | WBTV |
| 3. Climax | WBTV | 18. Trackdown | WBTV |
| 4. Have Gun, Will Travel | WBTV | 19. Danny Thomas | WBTV |
| 5. Gale Storm Show | WBTV | 20. Burns & Allen | WBTV |
| 6. The Millionaire | WBTV | 21. Alfred Hitchcock | WBTV |
| 7. I Love Lucy | WBTV | 22. Harbourmaster | WBTV |
| 8. Zane Grey Theater | WBTV | 23. Weatherman | WBTV |
| 9. Ed Sullivan | WBTV | 24. Mighty Mouse | WBTV |
| 10. Perry Mason | WBTV | 25. (Tie) Jimmy Dean Show | WBTV |
| 11. G. E. Theater | WBTV | (Tie) $64,000 Question | WBTV |
| 12. The Big Record | WBTV | 27. Schlitz Playhouse | WBTV |
| 13. Red Skelton | WBTV | 28. Harbor Command | WBTV |
| 14. Esso Reporter | WBTV | 29. Father Knows Best | WBTV |
| 15. Waterfront | WBTV | 30. Dr. Hudson | WBTV |

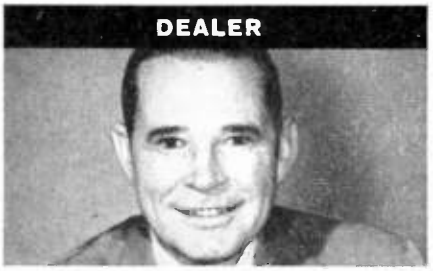
Your CBS Television Spot Salesman is anxious to show you the complete report. Call him today!

*Television Magazine Set Count




# He's always satisfied most with a BRAND that's made a NAME for itself.....

**"I MADE IT...** and I know that it has to be made well and priced right to sell in today's highly competitive market. If people aren't completely satisfied with my product and the service it gives them, they'll stop buying it—and, of course, my business will suffer."




**"I SOLD IT...** but it's made such a good name for itself, it practically sold itself. My customers always buy well-known brands quicker, with more confidence. And if they're satisfied, they often reorder by phone or letter. That makes *my* job a lot easier, too."

**"I BOUGHT IT...** by brand because I can't risk my company's money on purchases I'm not completely sure of. Well-known brands always offer me the widest selections, latest improvements, and best possible value. I've made it a policy to buy *only* brands with names I can trust."

THE *BRANDS* YOU SEE ADVERTISED IN THIS MAGAZINE ARE *NAMES* YOU CAN TRUST!

They stand firmly behind every product and claim they make.

BRAND NAMES FOUNDATION, INC. · 437 FIFTH AVENUE, NEW YORK 16, N. Y.

## WSOC-TV
### Charlotte
(Ch. 9)

**Licensee:** WSOC Broadcasting Co., Box 2536.

**Studio:** 1925 N. Tryon St.

**Transmitter:** 1.4 mi. SSE of Newell, N.C.

**Telephone:** Franklin 6-8401. TWX No.: CE 483.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level, lat. 35° 15′ 41″, long. 80° 43′ 38″.

**Network Service:** NBC, ABC, CBS.

**AM Affiliate:** WSOC, .25-kw, 1240 kc (NBC). **FM Affiliate:** WSOC-FM, 35-kw, 103.5 mc. (No. 278). 415-ft. antenna height.

**Ownership:** E. E. Jones, 46%; Hunter Marshall family, 27%; R. S. Morris, 21%; Larry Walker, 5%; E. J. Gluck, 1%.

**Began Operation:** April 28, 1957.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Smith & Hennessey.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
E. J. Gluck, *chairman.*
Larry Walker, *president & general manager.*
C. George Henderson, *exec. v.p. & general sales manager.*
Russell McElwee, *local & regional sales manager.*
James W. Evans, *promotion manager.*
Bob Provence, *program director.*
Leo Deker, *production manager.*
Carroll McGaughey, *news director.*
L. L. Caudle Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
(Oct. 27, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $270.00 | $225.00 | $112.50 |
| Class A—7:30 p.m., Mon.-Sat.; 6-7:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 675.00 | 405.00 | 270.00 | 236.25 | 202.50 | 160.00 | 80.00 |
| Class B—6-7 p.m., Mon.-Sat.; 2-6 p.m., Sun. | | | | | | |
| 550.00 | 330.00 | 220.00 | 192.50 | 165.00 | 90.00 | 45.00 |
| Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-2 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 135.00 | 45.00 | 22.50 |
| Class D—Sign-on-9 a.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.00 | 82.00 | 30.00 | 15.00 |

* Class AA (7:59-10:30 p.m., daily). Class A (6:59-7:59 p.m., Mon.-Sat.; 5:59-7:59 p.m., Sun.; 10:30-10:59 p.m., daily). Class B (4:59-6:59 p.m., Mon.-Sat.; 1:59-5:59 p.m., Sun.; 10:59-11 p.m., daily). Class C (9 a.m.-4:59 p.m., Mon.-Sat.; 9 a.m.-1:59 p.m., Sun.; 11 p.m.-sign-off, daily). Class D sign-on-9 a.m., daily).

Subject to frequency discounts.

## WTVD
### Durham-Raleigh
(Ch. 11)

**Grantee (STA):** Durham Bcstg. Enterprises Inc., Box 2009.

**Studio:** 1750 Newton Rd. **Transmitter:** 7 mi. N. of Durham.

**Telephone:** 22111. TWX No.: DHAM 5098.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 1007-ft. above av. terrain, 783-ft. above ground, 1489-ft. above sea level, lat. 36° 06′ 39″, long. 78° 56′ 19″. Requests change to 1514-ft. above av. terrain, 1495-ft. above ground, 1845-ft. above sea level, lat. 35° 40′ 09″, long. 78° 32′ 01″; transmitter, 4-mi. NW of Clayton, N. C., near US Hwy. 70.

**Network Service:** CBS, ABC.

**Ownership:** Capital Cities Television Corp., for ownership and other interests, see WTEN, Albany, N. Y.

**Began Operation:** Aug. 12, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (*Television Digest,* Vol. 13:14, 21).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Harmon L. Duncan & J. Floyd Fletcher, *co-general managers.*
Mike Thompson, *sales & commercial manager.*
Ken Corbitt, *director of promotion & publicity.*
Ernie Greup, *program manager.*
Henry Cronin, *technical director.*
Harry N. Middleton, *production coordinator.*
Jack Preddy, *film buyer.*
Clyde Knight, *film director.*
Betty Katzenmeyer, *traffic director.*

**DIGEST OF RATE CARD NO. 4**
(Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7:30-10:30 p.m., daily. | | | | | | |
| $550.00 | $330.00 | $220.00 | $165.00 | $137.50 | $110.00 | $55.00 |
| Class B—5-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 112.50 | 90.00 | 45.00 |
| Class C—1-5 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 82.50 | 68.75 | 55.00 | 27.50 |
| Class D—Midnight-1 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 40.00 | 20.00 |

## WFLB-TV
### Fayetteville
(Ch. 18)

**Grantee (STA):** Fayetteville Bcstrs. Inc., Box 512.

**Studio & Transmitter:** Bragg Blvd., near Westmont Dr.

**Telephone:** 2-7136. TWX No.: FYTVL 5002.

**Technical Facilities:** Channel No. 18 (494-500 mc). Authorized power: 13.2-kw visual, 7.41-kw aural. Antenna: 350-ft. above av. terrain, 405-ft. above ground, 535-ft. above sea level, lat. 35° 04′ 06″, long. 78° 54′ 10″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** WFLB, .25-kw, 1490 kc (ABN).

**Ownership:** Harry B. Stein, pres., 11.2%; Neil A. Currie Jr., v.p., 11.2%; W. M. K. Bender, secy.-treas., 11.2%; John W. Hensdale, 11.2%; John D. Currie, 11.2%; T. D. Hatcher, 11.2%; J. B. Stein, 11.2%; R. B. Minges, 11.2%.

**Began Operation:** Aug. 29, 1955.

**Represented (sales)** by Burn-Smith, Inc.

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Marvin Rosenberg, *general manager.*
Fred Nave, *sales manager.*
John Paras, *program director.*

**DIGEST OF RATE CARD NO. 2—(Jan. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily. | | | | | | |
| $120.00 | $72.00 | $48.00 | $42.00 | $33.00 | $24.00 | $16.00 |
| Class B—Noon-6 p.m., daily. | | | | | | |
| 90.00 | 54.00 | 36.00 | 31.50 | 22.30 | 18.00 | 12.00 |
| Class C—All other times. | | | | | | |
| 60.00 | 36.00 | 24.00 | 21.00 | 15.00 | 12.00 | 8.00 |

## WFMY-TV
### Greensboro
(Ch. 2)

**Licensee:** Greensboro News Co., 200 N. Davie St.

**Studio and Transmitter:** Phillips Ave. & White St.

**Telephone:** Broadway 4-0114. TWX No.: GN 347.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level, lat. 36° 05′ 59″, long. 79° 45′ 47″.

**Network Service:** CBS, ABC.

**AM-FM Affiliates:** None.

**Ownership:** Greensboro News Co., 100%, publisher of *Greensboro Daily News* and *Record;* Jefferson Standard Life Insurance Co., owner of WBTV & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee.

**Began Operation:** Sept. 22, 1949.

**Represented (sales)** by Harrington, Righter & Parsons.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

(Continued on next page)

# North Carolina

GREENSBORO: WFMY-TV—(Continued)

**Personnel:**
Gaines Kelley, *general manager.*
Joe E. Lake, *commercial manager.*
Gomer R. Lesch, *program director.*
Doyle D. Thompson, *chief engineer.*

**DIGEST OF RATE CARD NO. 9—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7:30-10:30 p.m., daily. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $240.00 | $160.00 | $80.00 |
| **Class B**—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 228.00 | 195.00 | 130.00 | 65.00 |
| **Class C**—5-6 p.m., Mon.-Sat.; noon-6 p.m., Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 50.00 |
| **Class D**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 123.00 | 105.00 | 70.00 | 35.00 |
| **Class E**—Sign-on-9 a.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |

* Announcements are flat rates, only discounts available being in Class D and E. Usual frequency discounts apply elsewhere.

## WSJS-TV
### Greensboro
(See Winston-Salem, N. C.)

## WNCT
### Greenville
**(Ch. 9)**

**Licensee:** Carolina Bcstg. System Inc., Box 898.

**Studio & Transmitter:** S. Evans St. extended, 2-mi. S. of city limits.

**Telephone:** 6181. **TWX No.:** GNVL NC 8701.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level, lat. 35° 34′ 15″, long. 77° 22′ 49″.

**Network Service:** ABC, CBS.

**Ownership:** Earl McD. Westbrook, pres., 24.6%; Josh Horne, v.p., 10%; Penn T. Watson, v.p., 10%; John H. Adams, v.p., 5.4%; A. Hartwell Campbell, secy., 5.7%; Mrs. John H. Adams, treas., 5.4%; directors: William S. Wellons, 1.1%; W. H. Woolard, 1.1%; Mrs. Elizabeth G. Swindell. Others owning more than 1%: *Wilson Daily Times*, 10%; Fred Jones, 5.4%; Mrs. Mary Jones, 8.7%. Remaining voting stock held by 28 other individuals. Mr. Horne publishes *Rocky Mount Evening Telegram*, affiliated with local radio WCEC; Mrs. Swindell is business mgr. of *Wilson Times*. WNCT owns 49.58% of WMFD-TV, Wilmington, N.C.

**Began Operation:** Dec. 22, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
A. Hartwell Campbell, *manager.*
John G. Clark Jr., *commercial manager.*
Mrs. M. J. Laughinghouse, *business manager.*
Eck Wall, *program director.*
John Warner, *production manager.*
David W. Mosier, *promotion director.*
Malcolm Nicholson, *film editor.*
Hank Tribley, *operations manager.*
Heber Adams, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun. | | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $100.00 | $80.00 | $40.00 |
| **Class A**—6-7:30 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 80.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—Noon-6 p.m., Mon.-Sat. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 50.00 | 40.00 | 20.00 |
| **Class C**—All other times. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 37.50 | 30.00 | 15.00 |

## WITN
### Greenville
(See Washington, N. C.)

## WRAL-TV
### Raleigh
**(Ch. 5)**

**Grantee (STA):** Capitol Broadcasting Co. Inc., 130 S. Salisbury St.

**Studios & Offices:** 2619 Western Blvd. **Transmitter:** 1.6-mi. SE of Auburn, N.C. **Telephone:** Vance 8-2511. **TWX No.:** RL-5041.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level, lat. 35° 40′ 37″, long. 78° 32′ 06″.

**Network Service:** NBC.

**AM Affiliate:** WRAL, .25-kw, 1240 kc. **FM Affiliate:** WRAL-FM, 54-kw, 101.5 mc. (No. 268), 325-ft. antenna height.

**Ownership:** A. J. Fletcher, pres. & treas., 82.16%; Fred Fletcher, v.p. & gen. mgr., 13.52%; Louise S. Stephenson, secy., .54%; Ray Reeve, 2.7%; D. H. Witherspoon, .54%; L. H. Bryan, .54%.

**Began Operation:** Dec. 15, 1956.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Fred Fletcher, *v.p. & general manager.*
Fletcher Turner, *general sales manager.*
Bernie Whitaker, *local sales manager.*
George Hall, *program director.*
David Witherspoon, *promotion & publicity director.*
James Riddle, *film buyer.*
Fred Uzzle, *production director.*
Virgil Duncan, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Dec. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7:30-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $200.00 | $150.00 | $120.00 | $60.00 |
| **Class B**—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 150.00 | 112.50 | 90.00 | 45.00 |
| **Class C**—All other times. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |

## WTVD
### Raleigh
(See Durham, N. C.)

## WITN
### Washington
**(Ch. 7)**

**Grantee (STA):** North Carolina Television Inc., Washington, N.C.

**Studio:** 2.5-mi. S of Washington on U. S. 17. Transmitter: 2.1-mi. E of center of Grifton, N.C.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 919-ft. above ground, 949-ft. above sea level, lat. 35° 22′ 17″, long. 77° 23′ 56″.

**Network Service:** NBC.

**Ownership:** W. R. Roberson Jr. & family, 64%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 1%.

**Began Operation:** Sept. 28, 1955.

**Represented (sales)** by Headley-Reed Television; James S. Ayers Co. (Southern).

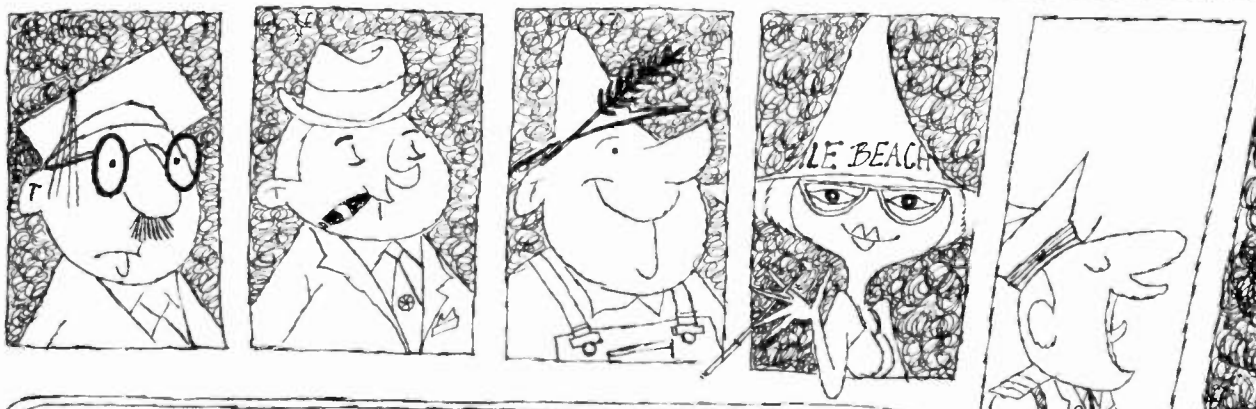
**Represented (legal)** by Roberts & McInnis.

**Represented (engineering)** by George C. Davis.

**Personnel:**
W. R. Roberson Jr., *president & general manager.*
T. H. Patterson, *v.p. for sales.*
G. Earl Broome, *sales manager.*
Peggy Cooper, *sales promotion manager.*
Bob McCoy, *production manager.*
Hal Wilson, *operations director.*
Harvey Mason, *chief studio engineer.*
Ed Pilegard, *chief transmitter engineer.*

**DIGEST OF RATE CARD NO. 1—(Jun 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|
| **Class A**—8-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun. | | | | | | |
| $325.00 | $195.00 | $130.00 | $115.00 | $90.00 | $65.00 | $32.50 |
| **Class B**—6-8 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 260.00 | 156.00 | 104.00 | 90.00 | 70.00 | 55.00 | 27.50 |
| **Class C**—Noon-6 p.m., daily. | | | | | | |
| 210.00 | 126.00 | 84.00 | 74.00 | 58.00 | 45.00 | 22.50 |
| **Class D**—All other times. | | | | | | |
| 110.00 | 66.00 | 44.00 | 33 00 | 27.50 | 22.00 | 11.50 |




# the OMNIBUS market

## . . . dominated by Eastern Carolina's First TV Station

WNCT is **the** full-power station midway between coastal Carolina, with its beach resorts and huge, permanent military bases, and the cosmopolitan Capital City market of Raleigh. It is **well** received by over 1,000,000 viewers.

This prosperous area is comprised of five large and important **types** of markets:

1 **MILITARY.** Tens of thousands of military personnel including civilian workers at huge, permanent bases regularly watch WNCT.

2 **RESORT.** Year 'round sport fishing and unsurpassed bathing is a multi-million dollar industry along the WNCT-covered Carolina coast.

3 **AGRICULTURE.** One of the nation's highest farm income areas, Eastern Carolina tobacco, peanuts, poultry, sea foods, truck, hogs, and other farm products are marketed throughout the world. WNCT's special services to this great market have created exceptionally strong station loyalty among thousands of farm viewers.

4 **INDUSTRIAL.** Continued expansion of industrial development in Eastern Carolina has added millions of dollars annually to your customers' income. WNCT blankets the area.

5 **EDUCATION.** A land of higher education facilities, colleges and universities constitute an important market influenced by WNCT, whose regular schedule has always included college-conducted programs.

*Statistics tell the WNCT story. According to NCS No. 2 SM Survey of Buying Power, USDA and TV magazine:*

*WNCT SERVES— 42 Counties*
*1,496,700 People*
*207,000 TV homes*
*$1,460,140,000 EBI*

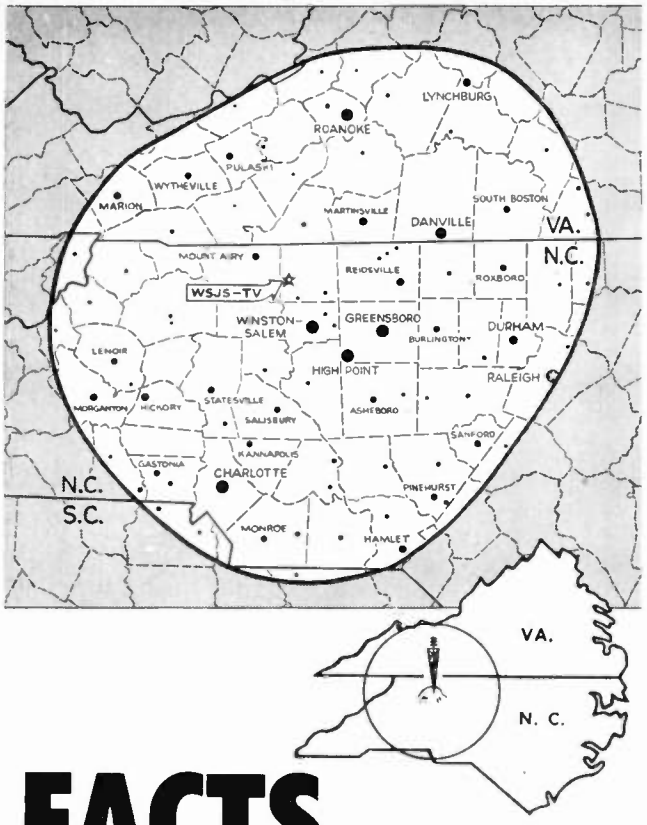
*NCS No. 2 reports WNCT reaches more E.N.C. homes, and is viewed regularly by 40% more homes than any other station.*

**NEW MARKET-MEDIA DATA BROCHURE** now ready. Get your copy from Hollingbery—or write "Hart" Campbell, WNCT, Greenville, N. C.

WNCT is a Whale of a Buy in a Whale of a Market! Check with Hollingbery or write "Hart" Campbell at the station for avails.

WNCT
channel nine
GREENVILLE, N. C.
CBS • ABC

REPRESENTED NATIONALLY BY HOLLINGBERY
A. HARTWELL CAMPBELL, GEN. MGR.




# FACTS

## that make WSJS Television your best market buy in the Southeast

- Top Set Count — over 600,000 sets!
- Wide Coverage—75 counties in 4 states!
- Expanding Population — over 3 million people!
- Total Retail Sales — $2,936,261,000
- High Purchasing Potential—over 4 billion dollars buying power
- Maximum Power — 316,000 watts
- Mountaintop Tower — 2,000 feet above average terrain
- NBC for the big Metropolitan Market of Winston-Salem, Greensboro, High Point
- Viewing Preference for the Piedmont Region — the Southeast's biggest, richest market

*Call Headley-Reed for*

**WSJS**
television
**WINSTON-SALEM**
NORTH CAROLINA
**Channel 12**

NBC AFFILIATE

## WECT

**(formerly WMFD-TV)**

### Wilmington

**(Ch. 6)**

**Grantee (STA):** Atlantic Telecasting Corp., 225 Princess St.

**Studio:** 225 Princess St. **Transmitter:** Delco, N. C.

**Telephone:** Roger 3-4666. **TWX No.:** WM 81.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 960-ft. above av. terrain, 997-ft. above ground, 1049-ft. above sea level, lat. 34° 19′ 15″, long. 78° 13′ 42″.

**Network Service:** NBC, ABC, CBS.

**Ownership:** WNCT, Greenville, N.C., 49.58%; Dan D. Cameron, 40%; James W. Jackson, 10.41%.

**Began Operation:** April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (*Television Digest*, Vol. 13:44, 5).

**Represented (sales)** by Roy V. Smith Assoc.; James S. Ayers Co. (Southeast).

**Represented (legal)** by Stephen Tuhy Jr.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Dan D. Cameron, *president.*
Hartwell Campbell, *general manager.*
Claud O'Shields, *station & sales manager.*
Wayne Jackson, *program director*
Bill Elks, *technical operations director.*
Bob West, *production director.*
Faith Buchanan, *promotion director.*
E. I. Herring, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class B**—1-6 p.m., Mon-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off daily. | | | | | | |
| 262.50 | 157.50 | 105.00 | 92.00 | 65.75 | 52.50 | 26.25 |
| **Class C**—7 a.m.-1 p.m., Mon.-Sat. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 43.75 | 35.00 | 17.50 |

## WSJS-TV

### Winston-Salem

**(Ch. 12)**

**Licensee:** Triangle Bcstg. Corp., 419-421 N. Spruce St.

**Studio:** 419-421 N. Spruce St.

**Transmitter:** Sauratown Mt., 7-mi. N of King, N. C.

**Telephone:** Park 5-2311. **TWX No.:** W SAL 370.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 195-kw aural. Antenna; 2000-ft. above av. terrain, 692-ft. above ground, 3107-ft above sea level, lat. 36° 22′ 31″, long. 80° 22′ 27″.

**Network Service:** NBC.

**AM Affiliate:** WSJS, 5-kw, 600 kc (NBC). **FM Affiliate:** WSJS-FM, 42-kw, 104.1 mc (No. 281), 160-ft. antenna height

**Ownership:** Piedmont Publishing Co. (Gordon Gray, chairman), 100%. Triangle Bcstg. Corp. officers: William K. Hoyt, pres.; W. Harold Essex, exec. v.p. & treas.; Wm. P. Sandridge, secy. Piedmont Pub. Co. publishes *Winston-Salem Journal* and *Twin City Sentinel.*

**Began Operation:** Sept. 29, 1953.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Harold Essex, *exec. v.p. & general manager.*
Phil Hedrick, *operations manager.*
Harry B. Shaw, *sales manager.*
Dick Barron, *promotion manager.*
John Comas, *program manager.*
Carl Wiegold, *film manager.*
P. O. Carver Jr., *news director.*
Harvey Dinkins, *farm director.*

**DIGEST OF RATE CARD NO. 7—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. |
|---|---|---|---|---|---|
| **Class A**—7-11 p.m., daily. | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $175.00 | $140.00 |
| **Class B**—5-7 p.m., daily. | | | | | |
| 525.00 | 315.00 | 210.00 | 183.75 | 131.25 | 105.00 |
| **Class C**—9 a.m.-5 p.m., 11 p.m.-sign-off, daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 |
| **Class D**—sign-on-9 a.m., daily. | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 |

## WFMY-TV

### Winston-Salem

(See Greensboro, N. C.)

# NORTH DAKOTA

## KBMB-TV
### Bismarck
(Ch. 12)

**(Operates in affiliation with KXJB-TV, Valley City, N. D.)**

**Grantee (STA):** North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N. D.

**Business Office and Transmitter:** Hwy. 83N, Bismarck.

**Telephone:** Capital 3-9197.

**Technical Facilities:** Channel No. 12 (206-210 mc). Authorized power: 39-kw visual, 14.5-kw aural. Antenna: 310-ft. above av. terrain, 279-ft. above ground, 2074-ft. above sea level, lat. 46° 49′ 15″, long. 100° 46′ 54″. Holds CP for 89.1-kw visual, 44.7-kw aural, 400-ft. above av. terrain, 243-ft. above ground, 2143-ft. above sea level, lat. 46° 49′ 31″, long. 100° 46′ 08″; transmitter to Ray St. & Palmer Ave.

**Network Service:** CBS.

**Ownership:** Same as KXJB-TV, Valley City and KCJB-TV, Minot, both N.D.

**Began Operation:** Nov. 19, 1955.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Prince, Taylor, Crampton & Goodson.

**Represented (engineering)** by Lloyd R. Amoo.

**Personnel:**
John W. Boler, *president & general manager.*
Frank Fitzsimonds, *v.p. and station manager.*
Tom Starkle, *program director.*
Thomas Ahner, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(July 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $37.50 | $30.00 | $15.00 |
| Class A—6-7:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 112.00 | 68.00 | 45.00 | 37.50 | 28.00 | 22.50 | 11.50 |
| Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri. | | | | | | |
| 75.00 | 45.00 | 30.00 | 25.00 | 18.50 | 15.00 | 8.00 |
| Class C—All other times. | | | | | | |
| 50.00 | 30.00 | 20.00 | 17.00 | 12.50 | 10.00 | 5.50 |

**Combination rates—see KXJB-TV, Valley City.**

## KFYR-TV
### Bismarck
(Ch. 5)

**(Also operates satellites KMOT, Minot & KUMV-TV, Williston, N. D.)**

**Grantee (STA):** Meyer Bcstg. Co., 200½ Fourth St.

**Studio:** 200½ Fourth St. **Transmitter:** 2.5-mi. N. of Menoken, N.D.

**Telephone:** Capital 3-0900. **TWX No.:** BM 8115.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 500-ft. above av. terrain, 667-ft. above ground, 2362-ft. above sea level, lat. 46° 51′ 12″, long. 100° 32′ 32″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KFYR, 5-kw, 550 kc (NBC).

**Ownership:** William Ekberg, pres., .04%; Mrs. Marietta Meyer Ekberg, 63.83%; Marietta Meyer Ekberg trust (Etta H. Meyer, trustee), 35.38%; Gordon V. Cox, secy., .49%.

**Began Operation:** Dec. 8, 1953.

**Represented (sales)** by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt.

**Personnel:**
William Ekberg, *president & general manager.*
Alvin Anderson, *general sales manager.*
Cal Culver, *station manager.*
Larry Mills, *news director.*
Ivar Nelson, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Jan 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $275.00 | $165.00 | $110.00 | $96.00 | $70.00 | $60.00 | $30.00 |
| Class A—6:30-7:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 56.50 | 45.00 | 22.50 |
| Class B—6-6:30 p.m., 10:30-11 p.m., daily; sign-on-6 p.m., Sun. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.00 | 44.00 | 35.00 | 17.50 |
| Class C—All other times. | | | | | | |
| 112.50 | 67.50 | 45.00 | 37.50 | 28.25 | 22.50 | 11.75 |

Above rates include satellite stations KMOT, Minot & KUMV-TV, Williston, N.D. Subject to frequency discounts.

## KDIX-TV
### Dickinson
(Ch. 2)

**Licensee:** Dickinson Radio Association, Box 1152.

**Studio:** 119 Second Ave. W. **Transmitter:** 10.5 mi. S, 6 mi. W of Dickinson. **Telephone:** 5133.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level, lat. 46° 43′ 30.15″, long. 102° 54′ 58.16″.

**Network Service:** CBS.

**AM Affiliate:** KDIX, .25-kw, 1230 kc.

**Ownership:** Dr. P. J. Weir, pres., 11.05%; Frank P. Whitney, v.p., 11.63%; Orville F. Burda, secy.-gen. mgr., 4.69%; W. K. Johnson, treas., 10.66%; William O. Rabe, 11.63%; L. W. Veigel, 9.42%; P. J. Baseflug, 5.85%; over 40 other stockholders, none owns as much as 4%.

**Began Operation:** Oct. 15, 1956.

**Represented (sales)** by Hal Holman Co.

**Represented (legal)** by Eugene L. Burke.

**Personnel:**
Orville F. Burda, *general manager.*
James O'Leary, *sales manager.*
Lauren Haacke, *program director.*
W. Ferron Halvorson, *promotion & public relations director.*
Benjamin G. Lockerd, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $37.50 | $30.00 | $15.00 |
| Class A—6-7:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 112.00 | 68.00 | 45.00 | 37.50 | 28.00 | 22.50 | 11.50 |
| Class B—5-6 p.m., 10:30-midnight, daily; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri. | | | | | | |
| 75.00 | 45.00 | 30.00 | 25.00 | 18.50 | 15.00 | 8.00 |
| Class C—7 a.m.-noon, daily; 1-5 p.m., Mon.-Fri. | | | | | | |
| 50.00 | 30.00 | 20.00 | 17.00 | 12.50 | 10.00 | 5.50 |

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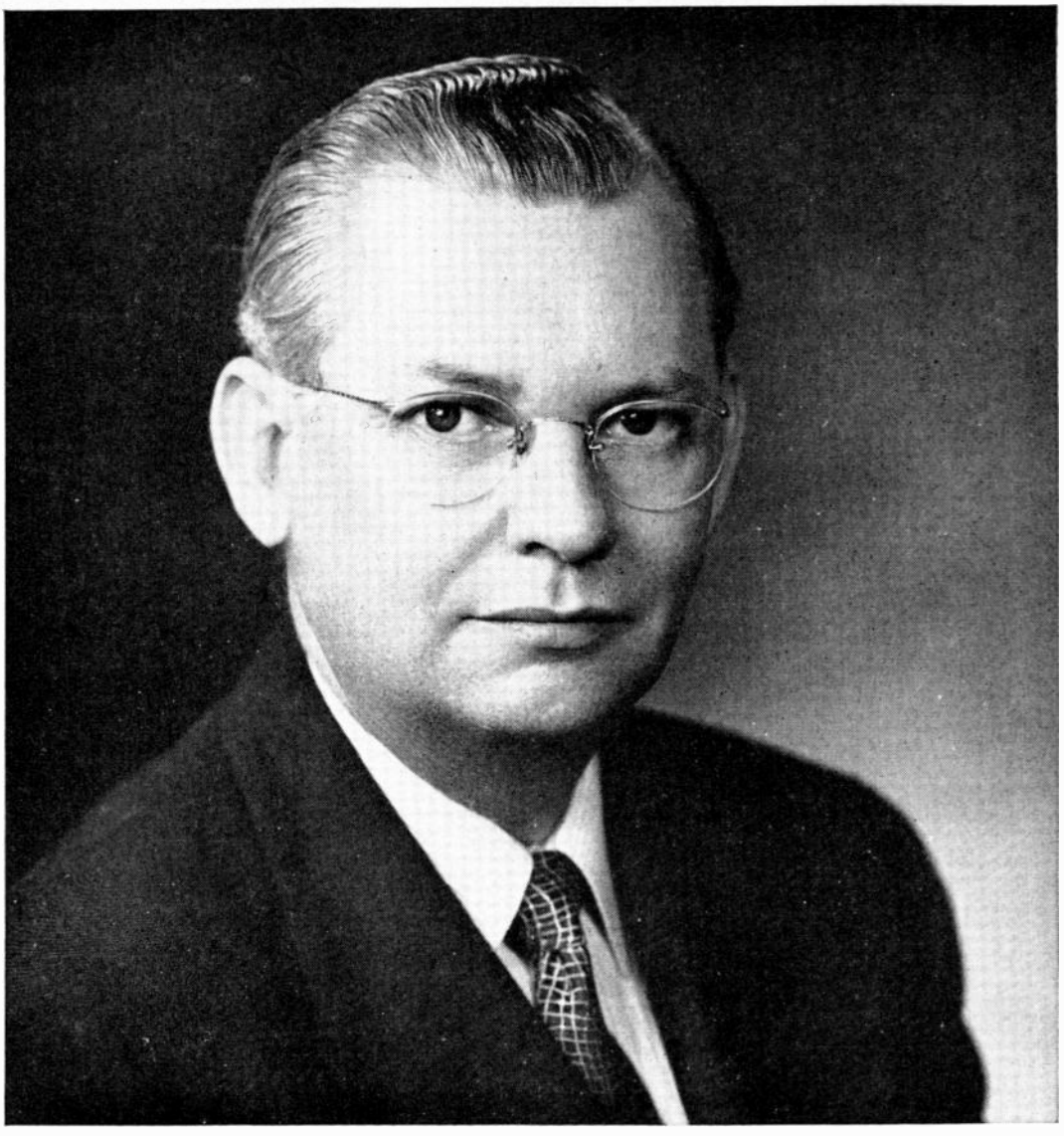

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## WDAY-TV
### Fargo
(Ch. 6)

Licensee: WDAY Inc., 207 N. 5th St.

Studio: 207 N. 5th St. Transmitter: 2.5-mi. S on U.S. 81.

Telephone: 2-3371.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 56.2-kw visual, 28.2-kw aural. Antenna: 390-ft. above av. terrain, 433-ft. above ground, 1335-ft. above sea level, lat. 46° 48′ 55″, long. 96° 47′ 58″.

Network Service: NBC, ABC.

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

Ownership: E. C. Reineke, pres., 54.44%; H. D. Paulson, v.p., 8.89%; N. D. Black Jr., secy.-treas., 1.11%; Marie E. Reineke, director, 1.11%; John D. Paulson-Jenny C. Black estate (N. D. Black Jr. & Charlotte Lontz, executors), 21.55%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black, trustees), 12.88%. Black family publishes *Fargo Forum, Moorhead* (Minn.) *Daily News.* E. C. Reineke and Julius Hetland each hold 10% and Tom Barnes, 21% of the grant for Channel 7, Alexandria, Minn., and applicant for Ch. 13, Bemidji, Minn.

Began Operation: May 28, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Paul M. Segal.

Personnel:
E. C. Reineke, *president*
Tom Barnes, *general manager.*
Julius Hetland, *technical director.*
Jack Dunn, *TV-radio manager.*
Ken Kennedy, *program & production manager.*
Roy Pedersen, *promotion manager.*
Ernie Brevik, *farm director.*
Norm Schrader, *news director.*

DIGEST OF RATE CARD NO. 4
(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | $150.00 | $112.50 | $90.00 | $45.00 |
| Class A—6-7:30 p.m., 10-10:30 p.m., Mon.-Sat.; 1-7:30 p.m., 10-10:30 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| Class B—5-6 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.50 | 45.00 | 22.50 |
| Class C—7 a.m.-5 p.m., Mon.-Sat.; 7 a.m.-noon, Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## KNOX-TV
### Grand Forks
(Ch. 10)

Licensee: Community Television Corp., Box 1110.

Studio & Transmitter: State Mill Rd.

Telephone: 4-4611.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 220-ft. above av. terrain, 252-ft. above ground, 1075-ft. above sea level, lat. 47° 56′ 21″, long. 97° 03′ 05″.

Network Service: NBC.

AM Affiliate: KNOX, 5-kw, 1310 kc (MBS).

Ownership: Elroy Schroeder, pres., 20%; Mrs. Carroll E. Day, 20% Don E. Whitman, v.p., 20%; Adolph Lund, v.p., 20%; Arthur Tweet, secy., 20%.

Began Operation: Dec. 11, 1955.

Represented (sales) by William G. Rambeau Co. Inc.; Bulmer & Johnson (Minneapolis).

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:
Robert Lukkason, *sales manager.*
Jim Syrdal, *program director.*
C. J. Thomforde, *technical director.*
David Chumley, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Dec. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—5:59-10:30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $60.00 | $50.00 | $40.00 | $15.00 |
| Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Sat. | | | | | | |
| 160.00 | 96.00 | 64.00 | 48.00 | 40.00 | 30.00 | 12.00 |
| Class C—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 36.00 | 30.00 | 20.00 | 9.00 |

## KCJB-TV
### Minot
(Ch. 13)

Licensee: North Dakota Broadcasting Co. Inc., 4000 W. Main Ave., Fargo, N.D.

Studio: Hwy. 83, S of Minot. Transmitter: 11.5-mi. S of Minot.

Telephone: 51-161. TWX No.: 8205.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 225-kw visual, 123-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level, lat. 48° 03′ 02″, long. 101° 20′ 29″.

Network Service: CBS, ABC.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS). KSJB, Jamestown, 5-kw, 600 kc (CBS).

Ownership: John W. Boler, pres.; Mary Frances Boler, treas.; John Hjellum, secy.; Jamestown Bcstg. Co. Inc., 57%. Jamestown Bcstg. Co. is licensee of KSJB, Jamestown, and is 100% owned by its pres. John Boler Also operator of KXJB-TV, Valley City, N. D. & KBMB-TV, Bismarck, N. D. and holds CP for KXAB-TV, Aberdeen, S. D. (Ch. 9); is Ch. 11 applicant in Fargo, N. D.

Began Operation: April 4, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:
John W. Boler, *president & general manager.*
Chester Relten, *v.p. and resident manager.*
Rod Romine, *program director.*
Cis Hadley, *director of women's programs.*
Joseph Main, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(Feb. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $83.25 | $62.50 | $50.00 | $25.00 |
| Class A—6:30-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 58.50 | 43.75 | 35.00 | 17.50 |
| Class B—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 137.50 | 82.50 | 55.00 | 46.00 | 34.50 | 27.50 | 13.75 |
| Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 87.50 | 52.50 | 35.00 | 29.25 | 22.00 | 17.60 | 8.75 |

## KMOT
### Minot
(Ch. 10)
(Satellite of KFYR-TV, Bismarck)

Licensee: Meyer Broadcasting Co., 200½ Fourth St., Bismarck, N.D.

Studio & Transmitter: U. S. Rt. 52, ½-mi. W of Minot.

Telephone: Capital 3-09000, Bismarck.

Technical Facilities: Channel 10 (192-198 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 450-ft. above av. terrain, 438-ft. above ground, 2198-ft. above sea level, lat. 48° 12′ 56″, long. 101° 19′ 05″.

Network Service: NBC, ABC.

Ownership: See KFYR-TV.

Began Operation: Jan. 1, 1958.

Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).

Personnel:
Curt Sorbo, *station manager.*
Ivar Nelson, *chief engineer.*
Ole Orson, *resident engineer.*

Rates: Sold only in combination with KFYR-TV, Bismarck, N.D.

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UNITED PRESS MOVIETONE NEWS

## KXJB-TV
### Valley City
**(Ch. 4)**
**(Also operates affiliated KBMB-TV, Bismarck, N. D.)**

**Licensee:** North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D.

**Studios:** Granger Hill, Valley City; W. Main Ave., Fargo.

**Transmitter:** 7.5 mi. S. of Pillsbury, N.D.

**Telephones:** Fargo 5-4461; Valley City 1500. **TWX No.:** 185.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 57.5-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2495-ft. above sea level, lat. 47° 05′ 29″, long. 97° 51′ 15″.

**Network Service:** CBS, ABC.

**Ownership:** Jamestown Bcstg. Co. Inc., 57%; over 500 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KCJB-TV, Minot & KBMB-TV, Bismarck, and radio stations KCJB, Minot, and KSJB, Jamestown, and holds CP for KXAB-TV, Aberdeen, S. D. (Ch. 9); is Ch. 11 applicant in Fargo, N. D. KXJB-TV officers: John Boler, pres.; William L. Hurley, v.p. national sales.

**Began Operation:** July 12, 1954.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Prince, Taylor, Crampton & Goodson.

**Represented (engineering)** by Lloyd R. Amoo.

**Personnel:**
John W. Boler, *president & general manager.*
William L. Hurley, *v.p. & national sales manager.*
Fred Drewry, *commercial manager.*
Jim Rohn, *news director.*
Marilyn Cowan, *traffic manager.*
Connie Wiensberg, *publicity director & women's editor.*
Robert Ridgeway, *chief engineer.*

**DIGEST OF RATE CARD NO. 6**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun. | | | | | | |
| $550.00 | $375.00 | $250.00 | $208.25 | $156.25 | $125.00 | $62.50 |
| **Class A**—10-10:30 p.m., daily; 6:30-7:30 p.m., Mon.-Fri.; 6-7 p.m., Sun.; 6-7:30 p.m., Sat. | | | | | | |
| 450.00 | 270.00 | 180.00 | 150.00 | 112.50 | 90.00 | 45.00 |
| **Class B**—6-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 60.00 | 30.00 |
| **Class C**—Noon-6 p.m., Mon.-Fri.; 10 a.m.-noon, Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 83.35 | 62.50 | 50.00 | 25.00 |
| **Class D**—6:30 a.m.-noon, Mon.-Sat.; 7 a.m.-10 a.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 66.75 | 50.00 | 40.00 | 20.00 |

**Combination rates**—KXJB-TV sold only in combination with KBMB-TV, Bismarck and KCJB-TV, Minot.

Subject to frequency discounts.

## KUMV-TV
### Williston
**(Ch. 8)**
**(Satellite of KFYR-TV, Bismarck)**

**Licensee:** Meyer Bcstg. Co., 200½ 4th St., Bismarck, N.D.

**Studio & Transmitter:** U.S. Rt. 2, 10-mi. W. of Williston.

**Telephone:** Capital 3-0900, Bismarck.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 93.3-kw visual, 51.3-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level, lat. 48° 08′ 02″, long. 103° 51′ 36″.

**Network Service:** Same as KFYR-TV.

**Ownership:** Same as KFYR-TV.

**Began Operation:** Feb. 11, 1957.

**Represented (sales)** by Blair Television Associates; Harry S. Hyett (Minneapolis).

**Personnel:**
Les Kleven, *station manager.*
Oscar Halvorson, *chief engineer.*

**Rates:** Sold only in combination with KFYR-TV, Bismarck, N. D.

# OHIO

## WAKR-TV
### Akron
**(Ch. 49)**

**Licensee:** The Summit Radio Corp., 853 Copley Rd.

**Studio:** Radio-Television Center of Akron, 853 Copley Rd. **Transmitter:** First National Tower.

**Telephone:** Portage 2-8811. **TWX No.:** AK 484.

**Technical Facilities:** Channel No. 49 (680-686 mc). Authorized power: 213-kw maximum and 110-kw horizontal visual, 107-kw maximum and 58.9-kw horizontal aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level, lat. 41° 04′ 56″, long. 81° 31′ 07″.

**Network Service:** ABC.

**Am Affiliate:** WAKR, 5-kw, 1590 kc (ABN). **FM Affiliate:** WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

**Ownership:** Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy.-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes *Akron Beacon Journal*, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of *Chicago Daily News, Detroit Free Press, Miami Herald, Charlotte* (N. C.) *Observer.* John S. Knight owns 17.5% of WCKT, Miami (WCKR); James L. Knight owns 10%. Miami Herald Publishing Co. owns weekly *Coral Gables Times* and *Florida Keys Keynoter.*

**Began Operation:** June 7, 1953.

**Represented (sales)** by Burke-Stuart Co. Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Personnel:**
S. Bernard Berk, *president.*
Roger G. Berk, *v.p. & general manager.*
Kenneth M. Keegan, *v.p., sales.*
Robert I. Bostian, *program director.*
Jack Lotz, *film editor.*
Jack Fitzgibbons, *news director.*
Irwin L. Knopp, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Jan. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-11 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $90.00 | $60.00 | $30.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6:30 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 67.00 | 60.00 | 40.00 | 20.00 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WCPO-TV
### Cincinnati
**(Ch. 9)**

**Licensee:** Scripps-Howard Radio Inc., 2345 Symmes St.

**Studio:** 2345 Symmes St.

**Transmitter:** Dover & Symmes Sts.

**Telephone:** Capitol 1-0777. **TWX No.:** CI 327.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 309-kw visual, 158-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level, lat. 39° 07′ 31″, long. 84° 29′ 57″.

**Network Service:** ABC.

**AM Affiliate:** WCPO, .25-kw, 1230 kc. **FM Affiliate:** WCPO-FM, 12.5-kw, 105.1 mc (No. 286), 590-ft. antenna height.

**Ownership:** Scripps-Howard Radio Inc., 100%, publisher of *Cincinnati Post* and other newspapers. Also owns WEWS, Cleveland, WMCT & WMC, Memphis and WNOX, Knoxville. For list of newspapers published by Scripp-Howard and officers of Scripps-Howard Radio Inc., see WEWS, Cleveland.

**Began Operation:** July 26, 1949.

**Represented (sales)** by Blair-TV.

**Personnel:**
Jack R. Howard, *president.*
M. C. Watters, *v.p. & general manager.*
Glenn C. Miller, *asst. general manager.*
V. Marian Finney, *national sales coordinator.*
John Sweeney, *business manager.*
John Clark, *production director.*
Colin G. Male, *program manager.*
Earl Corbett, *commercial program manager.*
Vera Schulte, *promotion director.*
Bernie Borden, *film director.*
Jack Fogarty, *news director.*
Paul Adams, *chief engineer.*

**DIGEST OF RATE CARD NO. 9**
**(April 15, 1957)**

| 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|
| **Class AA—7:30-10:30 p.m., daily.** | | | | |
| $570.00 | $380.00 | ..... | $275.00 | $137.50 |
| **Class A—6-7:30 p.m., Mon.-Fri.; noon-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.** | | | | |
| 510.00 | 340.00 | $255.00 | 150.00 | 50.00 |
| **Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.** | | | | |
| 360.00 | 240.00 | 180.00 | 100.00 | 35.00 |
| **Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.** | | | | |
| 255.00 | 170.00 | 130.00 | 50.00 | 17.00 |

Announcements adjacent to higher time classifications take the higher rate.

## WKRC-TV
## Cincinnati
**(Ch. 12)**

**Licensee:** Radio Cincinnati Inc., Hotel Alms.

**Studio: Times-Star Bldg. Transmitter: 1932 Highland Ave.**

**Telephone:** Garfield 1-1331. **TWX No.:** CI 554.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 590-ft. above av. terrain, 523-ft. above ground, 1348-ft. above sea level, lat. 39° 07′ 00″, long. 84° 30′ 08″.

**Network Service:** CBS.

**AM Affiliate:** WKRC, 5-kw (1-kw night), 550 kc (CBS). **FM Affiliate:** WKRC-FM, 15.5-kw, 101.9 mc (No. 270), 530-ft. antenna.

**Ownership:** Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star*, 80%; Hulbert Taft, 18%; Hulbert Taft Jr., 1%; David G. Taft, 1%. Radio Cincinnati Inc. officers: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth W. Church, v.p.; Dorothy S. Murphy, treas.; Robert Taft Jr., secy. Also owns WTVN-TV, Columbus; WBRC-TV, Birmingham, Ala.; holds 30% interest in WBIR-TV & WBIR, Knoxville, Tenn. David & Hulbert Taft Jr. have minority interest in TV applicant for Toledo, O.

**Began Operation:** April 4, 1949.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Hulbert Taft Jr., *president.*
David G. Taft, *exec. v.p. & TV operations supervisor.*
George H. Buschmann, *executive asst.*
William H. Hansher, *special asst. to pres.*
Kenneth W. Church, *v.p. for national sales.*
Don Chapin, *national sales manager (New York).*
Roger B. Read, *asst. gen. manager & gen. sales manager.*
Richard F. McCarthy, *local sales manager.*
Bill Horstman, *commercial production manager.*
Greg Olberding, *publicity manager.*
Helen Nugent, *community relations director.*
John J. Walsh, *coordinating director of merchandising, promotion & publicity.*
Lila Lambert, *promotion & merchandising manager.*
Pat Boisseau, *news director.*
Paul Shumate, *program and film director.*
Robert McHendrix, *executive producer.*
William H. Hansher, *general engineering supervisor.*
Ralph A. Mlaska, *chief engineer.*
Hugh J. La Crosse, *asst. chief engineer.*

**DIGEST OF RATE CARD NO. T-11**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. (Winter Cycle); 7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. (Summer Cycle).** | | | | | | |
| $1200.00 | $720.00 | $480.00 | ..... | ..... | $300.00 | $150.00 |
| **Class A—7-8 p.m., Mon.-Sat.; 5-7 p.m. Sun. (Winter Cycle); 5-6 p.m., Sun.; 10-11 p.m., daily (Summer Cycle).** | | | | | | |
| 800.00 | 480.00 | 320.00 | 264.00 | 200.00 | 130.00 | 65.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily.** | | | | | | |
| 700.00 | 420.00 | 280.00 | 233.00 | 175.00 | 75.00** | 30.00 |
| **Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11:15 p.m.-midnight, daily.** | | | | | | |
| 450.00 | 270.00 | 180.00 | 150.00 | 112.00 | 30.00 | 15.00 |
| **Class D—Midnight-9 a.m., daily.** | | | | | | |
| 350.00 | 210.00 | 140.00 | 116.00 | 87.00 | ..... | ..... |

*Class AA Winter Cycle (7:30-11 p.m., daily). Summer Cycle (7-10 p.m., daily). Class A Winter Cycle (6-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 11 p.m., midnight, daily). Summer Cycle 6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10-p.m.-midnight, daily). Class B (9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.).

**20 Sec. $60.

Subject to frequency discounts.


WCPO-TV

the "LIVE" STATION

CARRYING MORE LOCAL LIVE PROGRAMS THAN ANY OTHER IN CINCINNATI

an ABC station

for TOP RATED avails call your BLAIR-TV man

# Ohio

## WLW-T
### Cincinnati
(Ch. 5)

**Licensee:** Crosley Broadcasting Corp., 140 W. 9th St.

**Studio:** 140 W. 9th St. **Transmitter:** 2222 Chickasaw St. Clifton Heights.

**Telephone:** Cherry 1-1822. **TWX No.** CI 376.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level, lat. 39° 07′ 28.3″, long. 84° 31′ 18″.

**Network Service:** NBC.

**AM Affiliate:** WLW, 50-kw, 700 kc (NBC, ABN).

**Ownership:** 100% owned by AVCO Manufacturing Corp.; Crosley Bcstg. is TV-radio subsidiary. Crosley Bcstg. Corp. officers: James D. Shouse, chairman of board; R. E. Dunville, pres. & gen. mgr.; H. P. Lasker, v.p. in charge of sales; John T. Murphy, v.p. in charge of TV; K. T. Murphy, v.p. & treas.; Gilbert W. Kingsbury, v.p. in charge of public relations; R. J. Rockwell, v.p. & director of engineering; Al (Thos. A) Bland, v.p. & gen. program mgr.; Crosley Bcstg. Corp. also owns and operates TV stations WLW-C, Columbus, and WLW-D, Dayton (interconnected with WLW-T to form regional network); owns and operates WLW-I, Indianapolis, and Crosley Bcstg. of Atlanta Inc., licensee of WLW-A; owns and operates AM station WLW, Cincinnati.

**Began Operation:** Feb. 9, 1948.

**Represented (sales)** by Crosley Broadcasting Corp.

**Represented (legal)** by Hogan & Hartson.

**Personnel:**
J. D. Shouse, *chairman of the board.*
R. E. Dunville, *president & general manager.*
John T. Murphy, *v.p. in charge TV & general manager, WLW-T.*
Thomas A. Bland, *v.p. in charge programming.*
K. T. Murphy, *v.p. & treasurer.*
H. P. Lasker, *v.p. in charge of sales.*
James J. (Steve) Crane, *sales manager, WLW-T.*
Howard Lepple, *chief engineer, WLW-T.*
Abe Cowan, *program director, WLW-T.*
Walt Jacobs, *production manager, WLW-T.*
John K. Frazier, *director of client service.*
Marjorie Kemme, *director of press relations.*

**DIGEST OF RATE CARD NO. 11**
**(Oct. 27, 1957)**

| Hour | 30 Min. | 15 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | |
| $1500.00 | $900.00 | $600.00 | $330.00* | ..... | $165.00 |
| Class A—6:30-7:30 p.m., Sat.; 10:30-11 p.m., daily. | | | | | |
| 1000.00 | 600.00 | 400.00 | 200.00* | ..... | 100.00 |
| Class B—6-7:30 p.m., Sun.-Fri.; 6-6:30 p.m., Sat. | | | | | |
| 750.00 | 450.00 | 300.00 | 110.00 | $90.00 | 45.00 |
| Class C—9 a.m.-6 p.m., 11 p.m.-midnight, daily. | | | | | |
| 500.00 | 300.00 | 200.00 | 80.00 | 65.00 | 33.00 |
| Class D—Midnight-9 a.m., daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 50.00 | 40.00 | 20.00 |

*Min. or 20 Sec.
Subject to frequency discounts.

## WCET
### Cincinnati
(Ch. 48)
**Non-Commercial Educational Station**

**Licensee:** Greater Cincinnati Television Educational Foundation, 1243 Elm St.

**Studio:** Music Hall, 1243 Elm St. **Transmitter:** 2222 Chickasaw St.

**Telephone:** Dunbar 1-4033.

**Technical Facilities:** Channel No. 48 (674-680 mc). Authorized power: 15.1-kw visual, 8.13-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level, lat. 39° 07′ 28″, long. 84° 31′ 18″.

**Ownership:** Foundation officers: Dr. Claude V. Courter (Supt. Cincinnati Public Schools), chairman; Charles B. Crouch (Supt. of Schools, Hamilton County), vice-chairman; Harold Bush (Supt. of Schools, Wyoming, Ohio), secy-treas.

**Began Operation:** June 29, 1954.

**Represented (legal)** by Robert A. Wood, Cincinnati.

**Personnel:**
Uberto T. Neely, *general manager.*
John Morris, *production director.*
Charles Vaughan, *program director.*
Fred Thomas, *public relations director.*
James R. Leonard, *chief engineer.*

## WEWS
### Cleveland
(Ch. 5)

**Licensee:** Scripps-Howard Radio Inc., Euclid & 30th St.

**Studio:** Euclid & 30th St. **Transmitter:** Parma, Ohio.

**Telephone:** Henderson 2-1500. **TWX No.:** CV 11.

**Technical Facilities:** Channel No 5. (76-82 mc). Authorized power: 93.3-kw visual, 60.3-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level, lat. 41° 22′ 27″, long. 81° 43′ 05″.

**Network Service:** ABC.

**AM-FM Affiliates:** None locally.

**Ownership:** Licensed to Scripps-Howard Radio Inc., the majority of whose stock is owned by The E. W. Scripps Co., which owns *Cleveland Press, Cincinnati Post, Covington* (Ky.) *Post* and *Columbus* (O.) *Citizen.* E. W. Scripps Co. also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of *New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.* Scripps-Howard Radio, Inc. also owns WCPO & WCPO-TV, Cincinnati, and WNOX, Knoxville.

**Began Operation:** Dec. 17, 1947.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Dempsey & Koplovitz.

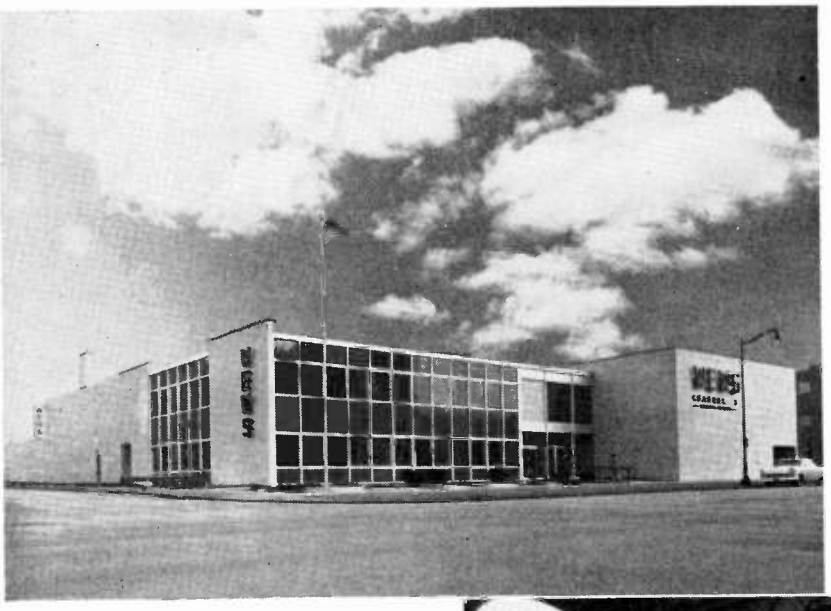
**Personnel:**
James C. Hanrahan, *general manager.*
Donald L. Perris, *asst. general manager.*
Jay S. Kerekes, *national advertising manager.*
Peter Hlinka, *Ohio advertising sales manager.*
Ernest E. Sindelar, *operations director.*
John J. Richards, *film buyer.*
Jack M. Perkins, *news director.*
J. B. Epperson, *engineering v.p.*

**DIGEST OF RATE CARD NO. 14**
**(Jan. 12, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7:30-11 p.m., daily. | | | | | | | |
| $1560.00 | $935.00 | $625.00 | $545.00 | $470.00 | $475.00 | $450.00 | $215.00 |
| Class A—7-7:30 p.m., Mon.-Sat.; 6-7:30 p.m., Sun. | | | | | | | |
| 1060.00 | 635.00 | 425.00 | 370.00 | 320.00 | 350.00 | 325.00 | 150.00 |
| Class B—5-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 1-6 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 770.00 | 460.00 | 310.00 | 270.00 | 230.00 | 210.00 | 200.00 | 90.00 |
| Class C—Noon-5 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-1 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | | |
| 520.00 | 310.00 | 210.00 | 185.00 | 155.00 | 150.00 | 125.00 | 60.00 |
| Class D—Sign-on-noon, daily. | | | | | | | |
| 250.00 | 148.00 | 102.00 | 90.00 | 73.00 | 100.00 | 80.00 | 40.00 |

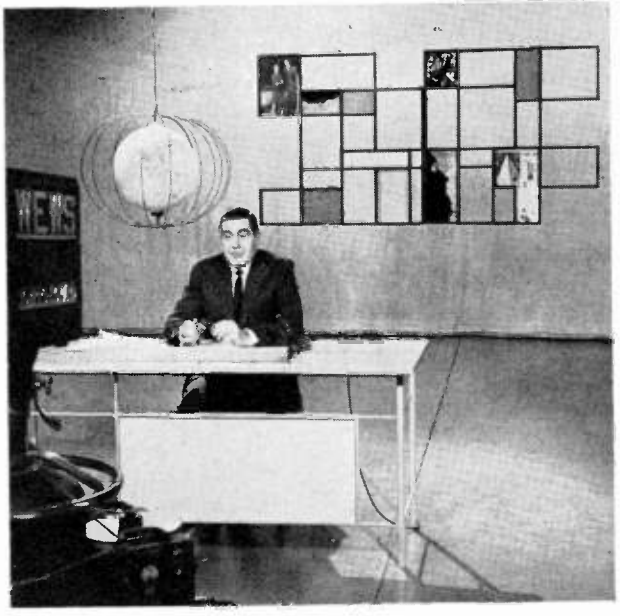
Subject to frequency discounts.

Note: Above rates are basic air charges only. Minimum required rehearsal charges are extra; consult station rate card.



*Cleveland's biggest and best programs come from . . .*

*Ohio's largest and most modern studios . . .*



*WEWS is Cleveland's best TV buy.*
*Represented nationally*
*by* **Blair-TV**

**WEWS**

# Ohio

## KYW-TV
## Cleveland
(Ch. 3)

**Licensee:** Westinghouse Broadcasting Co. Inc., 815 Superior Ave.

**Studio:** 815 Superior Ave. **Transmitter:** 6600 Broadview Rd., Parma, O.

**Telephone:** Cherry 1-0942. **TWX No.:** CV 52.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level, lat. 41° 23′ 09″, long. 81° 41′ 19″.

**Network Service:** NBC.

**AM Affiliate:** KYW, 50-kw 1100kc. **FM Affiliate:** KYW-FM, 3.7-kw, 105.7 mc (No. 289), 900-ft. antenna height.

**Ownership:** Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Rolland V. Tooke, v.p. for Cleveland area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; William J. Kaland, national program mgr.; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KPIX, San Francisco; WJZ, Baltimore; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago and CP for WIND-TV (Ch. 20).

**Began Operation:** Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (*Television Digest*, Vol. 11:21 & 12:3).

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Personnel:**
Donald H. McGannon, *president.*
Rolland V. Tooke, *v.p. & general manager.*
John McClay, *asst. to v.p.*
Albert Krivin, *sales manager.*
Ralph Hansen, *program manager.*
Robert Nashick, *advertising & sales promotion manager.*
Steve Halpern, *asst. advertising & promotion manager.*
Robert E. Newsham, *asst. sales manager.*
E. Preston Stover, *operations manager.*
Richard A. J. McKinney, *film director.*
Richard M. Keelor, *auditor.*
Sidney V. Stadig, *chief engineer.*
Arthur M. Hopwood Jr., *facilities engineering supervisor.*
Bert Downing, *merchandising director.*

**DIGEST OF RATE CARD NO. 11—(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AAA**—8-11 p.m., daily. | | | | | | |
| $1950.00 | $1170.00 | $780.00 | $682.50 | $585.00 | $475.00 | $240.00 |
| **Class AA**—7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun. | | | | | | |
| 1400.00 | 840.00 | 600.00 | 490.00 | 420.00 | 340.00 | 170.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun. | | | | | | |
| 1100.00 | 660.00 | 440.00 | 385.00 | 310.00 | 240.00 | 120.00 |
| **Class B**—11-11:30 p.m., daily. | | | | | | |
| 880.00 | 520.00 | 350.00 | 275.00 | 250.00 | 200.00* | 110.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; 1-6 p.m., Sat. | | | | | | |
| 800.00 | 480.00 | 320.00 | 265.00 | 190.00 | 175.00 | 70.00 |
| **Class D**—1 a.m.-1 p.m., Sat. & Sun.; 1 a.m.-9 a.m., Mon.-Fri. | | | | | | |
| 440.00 | 260.00 | 175.00 | 160.00 | 140.00 | 100.00** | 55.00 |

* **Class B**—Min. 220. ** **Class D**—Min. $140.
Subject to frequency discounts.

## WJW-TV
## Cleveland
(Ch. 8)

**Licensee:** Storer Broadcasting Co., 1630 Euclid Ave.

**Studio:** 1630 Euclid Ave.

**Transmitter:** 4501 Pleasant Valley Rd.

**Telephone:** Tower 1-6080. **TWX No.:** CV 207.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1937-ft. above sea level, lat. 41° 21′ 47″, long. 81° 42′ 58″.

**Network Service:** CBS.

**AM Affiliate:** WJW, 5-kw, 850 kc, (ABN). **FM Affiliate:** WJW-FM, 2.8-kw, 104.1 mc (No. 281), 510-ft. antenna height.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Robert F. Jones.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
George B. Storer, *president.*
Ben Wickham, *managing director.*
Peter Storer, *general sales manager.*
Frances Barron, *national sales manager (N.Y.C.)*
John B. Garfield, *local sales manager.*
Joseph Mertens, *promotion director.*
Ted Anthony, *sales promotion director.*
Edward L. Herp, *program director.*
H. A. Brinkman, *chief engineer.*

**DIGEST OF RATE CARD NO. 11—(Revised)**
**(March 18, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun. | | | | | | |
| $2000.00 | $1200.00 | $800.00 | $670.00 | $600.00 | $525.00 | $263.00 |
| **Class A**—7-8 p.m., Mon.-Sat.; 6-7:30 p.m., Sun. | | | | | | |
| 1450.00 | 810.00 | 570.00 | 500.00 | 425.00 | 350.00 | 175.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 2:30-6 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 1060.00 | 635.00 | 425.00 | 340.00 | 285.00 | 235.00 | 100.00 |
| **Class C**—9 a.m.-6 p.m., Mon.-Fri.; 11 a.m.-6 p.m., Sat.; 11 a.m.-2:30 p.m., 11:30 p.m.-sign-off, Sun.; 11:30 p.m.-1 a.m., Mon.-Sat. | | | | | | |
| 850.00 | 510.00 | 340.00 | 285.00 | 230.00 | 160.00 | 70.00 |
| **Class D**—Sign-on-9-a.m., Mon.-Fri.; sign-on-11 a.m., Sat.; sign-on-11 am., Sun.; 1 a.m.-sign-off, Mon.-Sat. | | | | | | |
| 425.00 | 255.00 | 170.00 | 130.00 | 115.00 | 70.00 | 35.00 |

Subject to frequency discounts.

## WBNS-TV
## Columbus
(Ch. 10)

**Licensee:** Dispatch Printing Co., 34 S. Third St.

**Studio and Transmitter:** 495 Olentangy Blvd. **Sales:** 33 N. High St.

**Telephones:** Capital 8-3538 (sales); Capital 8-2611 (studio). **TWX No.:** CL 342.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 219-kw visual, 123-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level, lat. 39° 58′ 14″, long. 83° 01′ 23″. Holds CP for 316-kw visual, 191-kw aural.

**Network Service:** CBS.

**AM Affiliate:** WBNS, 5-kw (1-kw night) 1460 kc (CBS). **FM Affiliate:** WBNS-FM, 54-kw, 97.1 mc (No. 246), 400-ft. antenna height.

**Ownership:** Same as *Columbus Dispatch* and *Ohio State Journal*. Dispatch Printing Co. officers: H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.

**Began Operation:** Oct. 5, 1949.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Dow, Lohnes & Albertson.

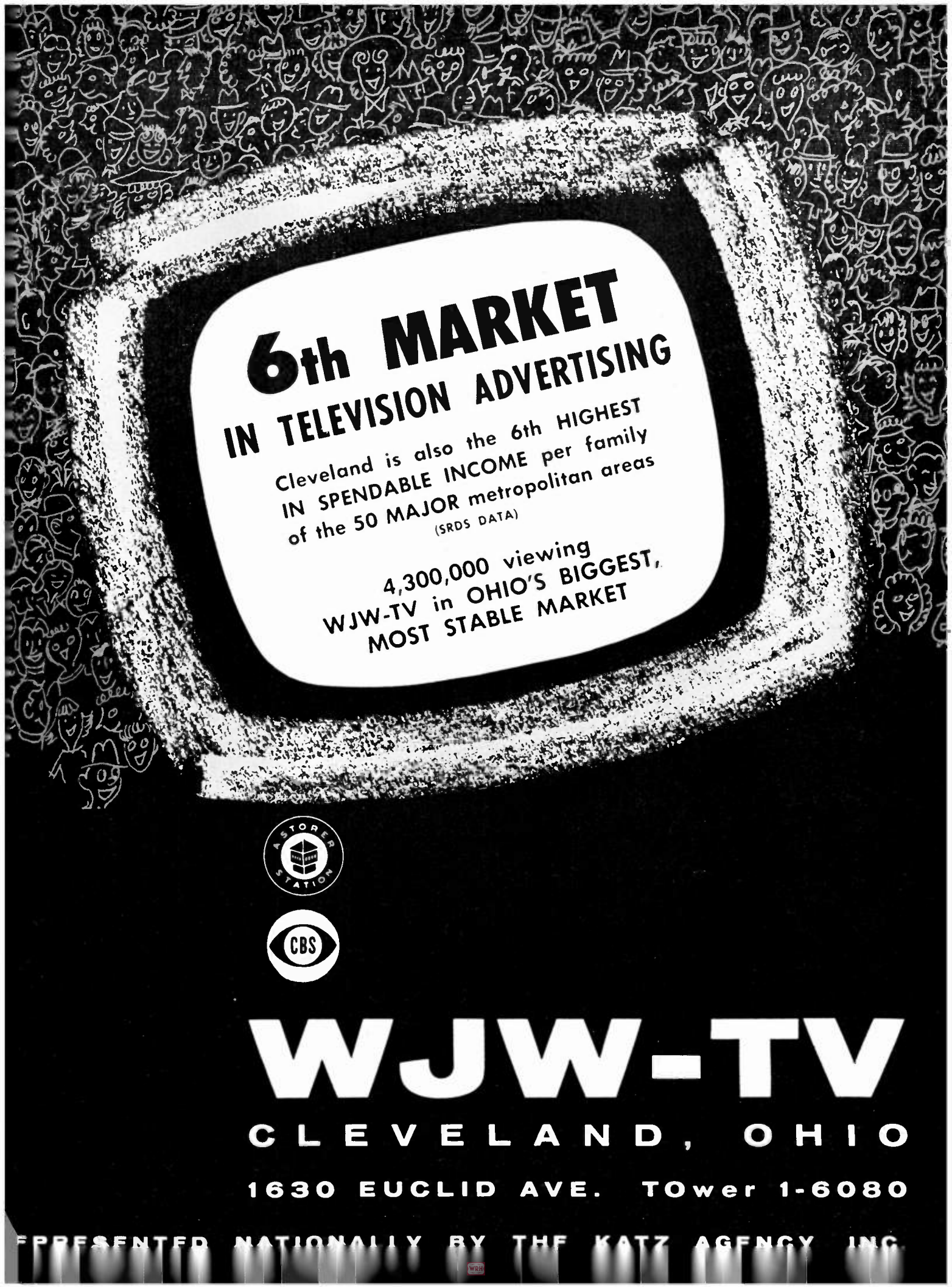
**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Richard A. Borel, *director of TV.*
Robert D. Thomas, *sales director.*
Frank N. Jones, *local sales manager.*
John H. Haldi, *program director.*
John Cox, *public service director.*
L. H. Natzger, *technical director.*
Mel Grossman, *merchandising manager.*
Robert M. Sprouse, *sales service manager.*
Chet Long, *news director.*
William H. Zipf, *farm director.*

**DIGEST OF RATE CARD NO. 6**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun. | | | | | | |
| $1200.00 | $720.00 | $480.00 | $400.00 | $360.00 | $200.00 | $100.00 |
| **Class A**—6:30-8 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 780.00 | 468.00 | 312.00 | 260.00 | 234.00 | 150.00 | 60.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 585.00 | 351.00 | 234.00 | 195.00 | 175.50 | 100.00 | 40.00 |
| **Class C**—All other times. | | | | | | |
| 390.00 | 234.00 | 156.00 | 130.00 | 117.00 | 75.00 | 30.00 |

Subject to frequency discounts.


6th MARKET
IN TELEVISION ADVERTISING
Cleveland is also the 6th HIGHEST
IN SPENDABLE INCOME per family
of the 50 MAJOR metropolitan areas
(SRDS DATA)
4,300,000 viewing
WJW-TV in OHIO'S BIGGEST,
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EPRESENTED NATIONALLY BY THE KATZ AGENCY INC.

# Ohio

## WLW-C
### Columbus
**(Ch. 4)**

**Licensee:** Crosley Broadcasting Corp., 3165 Olentangy River Rd.

**Studio and Transmitter:** 3165 Olentangy River Rd.

**Telephone:** Amherst 3-5441. **TWX No.:** CL 397.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level, lat. 40° 01′ 31″, long. 83° 01′ 48″.

**Network Service:** NBC.

**AM Affiliate:** None locally.

**Ownership:** Crosley Bcstg. Corp., 100% (See WLW-T, Cincinnati.)

**Began Operation:** April 4, 1949.

**Represented (sales)** by Crosley Broadcasting Corp.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by L. H. Carr & Associates.

**Personnel:**
James Leonard, *v.p. & general manager.*
Gregory T. Lincoln, *director of sales.*
John Crawford, *commercial operations director.*
Bud Gillis, *program manager.*
Charles Sloan, *chief engineer.*
Jack Kavanagh, *promotion manager.*
Jackson Launer, *production manager.*
Spencer Allen, *news director.*
Juanita Mitchell, *film director.*

**DIGEST OF RATE CARD NO. 9**
**(Oct. 27, 1957)**

| Hour | 30 Min. | 15 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | |
| $1100.00 | $660.00 | $440.00 | $200.00* | ..... | $100.00 |
| **Class A**—6:30-7:30 p.m., Sat.; 10:30-11 p.m., daily. | | | | | |
| 700.00 | 420.00 | 280.00 | 140.00* | ..... | 70.00 |
| **Class B**—6-7:30 p.m., Sun.-Fri.; 6-6:30 p.m., Sat. | | | | | |
| 525.00 | 315.00 | 210.00 | 90.00 | $80.00 | 40.00 |
| **Class C**—9 a.m.-6 p.m., 11 p.m.-midnight, daily. | | | | | |
| 350.00 | 210.00 | 140.00 | 60.00 | 50.00 | 25.00 |
| **Class D**—All other times. | | | | | |
| 235.00 | 141.00 | 94.00 | 40.00 | 30.00 | 15.00 |

* **Class AA & Class A**—Min. or 20 Sec.
Subject to frequency discounts.


*STORIES* only fate could write!

"TARGET"

ZIV'S DYNAMIC NEW **IMPACT!** SERIES!

*AIMED TO HIT RATINGS FAST!*

ZIV Television


## WTVN-TV
### Columbus
**(Ch. 6)**

**Licensee:** WTVN Inc., 753 Harmon Ave.

**Studio:** Harmon & Griggs Ave.

**Transmitter:** 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

**Telephone:** Capital 8-5801. **TWX No.:** CL 87.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level, lat. 39° 52′ 29″, long. 82° 58′ 46″.

**Network Service:** ABC.

**AM Affiliate:** WTVN, 5-kw, 610 kc (MBS).

**Ownership:** Radio Cincinnati (Cincinnati Times-Star Co.), 90% owner; see WKRC-TV, Cincinnati. Officers of WTVN; Hulbert Taft Jr., pres., 4%; Kenneth W. Church, exec. v.p., 2%; David G. Taft, v.p., 4%; Robert Taft Jr., secy.; Dorothy S. Murphy, treas.

**Began Operation:** Aug. 30, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953. (see *Television Digest*, Vol. 9:9).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Koteen & Burt.

**Personnel:**
Hulbert Taft Jr., *president.*
David G. Taft, *exec. v.p. & TV operations supervisor.*
Wally McGough, *general manager*
Robert Wiegand, *asst. general manager & national sales manager.*
Kenneth W. Church, *v.p. for national sales.*
Don Chapin, *national sales manager (New York).*
Charles Dwyer, *local sales manager.*
Joseph A. Jenkins, *program director.*
Harry Mohr, *asst. program director.*
Chuck Nuzum, *news director.*
Joe Hill, *sports director.*
Raymond E. Owen, *general engineering supervisor.*

**DIGEST OF RATE CARD NO. 12**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $825.00 | $495.00 | $330.00 | $290.00 | $248.00 | $200.00 | $80.00 |
| **Class A**—7-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 563.00 | 338.00 | 225.00 | 197.00 | 169.00 | 140.00* | 56.00* |
| **Class B**—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 100.00* | 40.00* |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11:15 p.m.,-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 75.00 | 60.00 | 30.00 |
| **Class D**—All other times. | | | | | | |
| 170.00 | 102.00 | 68.00 | 60.00 | 51.00 | 25.00 | 12.50 |

* **Class A** (7-7:30, 10-10:30 p.m., daily). **Class B** (5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:15 p.m., daily).
Announcements adjacent to higher rate classifications take the higher rate, except announcements at 11:15 p.m. take Class C rates.
Subject to frequency discounts.

## WOSU-TV
### Columbus
**(Ch. 34)**
**Non-Commercial Educational Station**

**Licensee:** Ohio State University.

**Studio & Transmitter:** 2480 N. Starr Rd.

**Telephones:** Hudson 6-3322, Axminster 9-3148.

**Technical Facilities:** Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level, lat. 40° 00′ 28″, long. 83° 02′ 49″.

**AM Affiliate:** WOSU, 5-kw, 820 kc. **FM Affiliate:** WOSU-FM, 14-kw, 89.7 mc (No. 209), 300-ft. antenna height.

**Ownership:** Ohio State U. Officers: Robert F. Black, chairman, board of trustees; Novice G. Fawcett, pres., Ohio State U.

**Began Operation:** Sept. 19, 1955.

**Personnel:**
Richard B. Hull, *director & general manager.*
William H. Ewing, *assoc. director.*
Robert C. Higgy, *assoc. director, engineering & transmission.*
G. Robert Holsinger Jr., program *supervisor.*
David H. Ayers, *production supervisor.*
Harold Gorsuch, *TV technical supervisor.*

# WHIO-TV
## Dayton
(Ch. 7)

**Licensee:** Miami Valley Bcstg. Corp., 1414 Wilmington Ave.

**Studio:** 1414 Wilmington Ave. **Transmitter:** 3316 Germantown Rd.

**Telephone:** Madison 6581. **TWX No.:** DY 116.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level, lat. 39° 44′ 03″, long. 84° 14′ 50″.

**Network Service:** CBS.

**AM Affiliate: WHIO, 5-kw, 1290 kc (CBS). FM Affiliate: WHIO-FM, 19-kw, 99.1 mc (No. 256), 515-ft. antenna height.**

**Ownership:** Same as *Dayton Daily News* and *Journal Herald*. Miami Valley Bcstg. Corp. officers and stockholders: James M. Cox Jr., pres., 31.07%; Glenn L. Cox, v. p., .06%; Robert C. Snyder, secy.- treas., .06%; Springfield Newspapers Inc., 37%; the Evening News Publishing Co., 31.8%. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (*Atlanta Journal* and *Constitution*) and publish *Miami* (Fla.) *Daily News*, *Springfield* (O.) *News* and *Sun* (Springfield Newspapers Inc.). James M. Cox, Jr., has 30½% interest in WCKT, Miami.

**Began Operation:** Feb. 23, 1949

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
J. Leonard Reinsch, *managing director.*
Robert H. Moody, *general manager.*
Harvey R. Young Jr., *assistant to general manager.*
Stanley G. Mouse, *commercial manager.*
W. E. Wolaver, *merchandise manager.*
Charles E. Gay, *program & promotion director.*
Joseph Rockhold, *farm director.*
Ernest L. Adams, *chief engineer.*

DIGEST OF RATE CARD NO. 8—(Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun. (Winter Cycle); 7-10 p.m., daily (Summer Cycle). | | | | | | |
| $850.00 | $500.00 | $350.00 | $300.00 | $275.00 | $200.00 | $75.00 |
| Class A—6:30-7:30 p.m., Mon.-Sat.; 3:30-6:30 p.m., Sun.; 10:30-11 p.m., daily. (Winter Cycle); 6:30-7 p.m., Mon.-Sat., 3:30-7 p.m., Sun.; 10-11 p.m., daily (Summer Cycle). | | | | | | |
| 750.00 | 450.00 | 300.00 | 250.00 | 200.00 | 150.00 | 55.00 |
| Class B—Noon-6:30 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 a.m.-3:30 p.m., 11 p.m.-sign-off, Sun. | | | | | | |
| 550.00 | 325.00 | 220.00 | 180.00 | 120.00 | 90.00 | 45.00 |
| Class C—All other times. | | | | | | |
| 350.00 | 200.00 | 130.00 | 115.00 | 90.00 | 50.00 | 30.00 |

# WLW-D
## Dayton
(Ch. 2)

**Licensee:** Crosley Broadcasting Corp., 4595 S. Dixie Highway.

**Studio:** 4595 S. Dixie Highway. **Transmitter:** Frytown & W. Carrollton Rds.

**Telephone:** Axminster 3-2101. **TWX No.:** DY 118; DY 233.

**Technical Facilities:** Channel No 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 485-ft. above ground, 1421-ft. above sea level, lat. 39° 43′ 06″, long. 84° 15′ 21″.

**Network Service:** NBC, ABC.

**AM Affiliate:** None locally.

**Ownership:** Crosley Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

**Began Operation:** March 15, 1949.

**Represented (sales)** by Crosley Broadcasting Corp.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by L. H. Carr & Associates.

**Personnel:**
George Gray, *manager.*
Dale A. Smith, *sales manager.*
Dorothy Sanders, *publicity-promotion manager.*
Bruce Seifried, *program-sales coordinator.*
Paul Law, *program director.*
Robert B. Wehrman, *chief engineer.*

DIGEST OF RATE CARD NO. 8—(Oct. 27, 1957)

| Hour | 30 Min. | 15 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | |
| $1100.00 | $660.00 | $440.00 | $200.00* | ..... | $100.00 |
| Class A—10:30-11 p.m., 6:30-7:30 p.m., Sat. | | | | | |
| 800.00 | 480.00 | 320.00 | 150.00* | ..... | 75.00 |
| Class B—6-7:30 p.m., Sun.-Fri.; 6-6:30 p.m., Sat. | | | | | |
| 600.00 | 360.00 | 240.00 | 90.00 | $80.00 | 40.00 |
| Class C—9 a.m.-6 p.m., 11 p.m.-midnight, daily. | | | | | |
| 400.00 | 240.00 | 160.00 | 60.00 | 50.00 | 25.00 |
| Class D—All other times. | | | | | |
| 265.00 | 159.00 | 106.00 | 40.00 | 30.00 | 15.00 |

* Class AA & Class A—Min. or 20 Sec.

# WIMA-TV
## Lima
(Ch. 35)

**Licensee:** WLOK Inc., 1424 Rice Ave.

**Studio and Transmitter:** 1424 Rice Ave.

**Telephone:** Cathryn 5-3010. **TWX No.:** 195.

**Technical Facilities:** Channel No. 35 (596-602 mc). Authorized power: 16.6-kw visual, 9.77-kw aural. Antenna: 340-ft. above av. terrain, 345-ft. above ground, 1215-ft. above sea level, lat. 40° 44′ 53.5″, long. 84° 07′ 55.5″. Holds CP for 195-kw visual, 97.7-kw aural.

**Network Service:** NBC, CBS, ABC.

**AM Affiliate:** WIMA, 1-kw, 1150 kc (ABN). **FM Affiliate:** WIMA-FM, 9.5-kw, 102.1 mc (No. 271), 190-ft. antenna height.

**Ownership:** Northwestern Ohio Bcstg. Corp.: George Hamilton, pres., 50%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%.

**Began Operation:** March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Bingham, Collins, Porter & Kistler.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
R. W. Mack, *manager.*
J. L. Spring, *national sales manager.*
Don Sherwood, *news director.*
Easter Straker, *program director.*
M. J. Lamb, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $200.00 | $120.00 | $80.00 | $67.50 | $60.00 | $40.00 | $20.00 |
| Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |
| Class C—All other times. | | | | | | |
| 112.50 | 67.50 | 45.00 | 39.50 | 28.25 | 22.50 | 11.20 |

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**WSTV-TV**

STEUBENVILLE, OHIO

CHANNEL 9 234,500 WATTS

Represented by Avery-Knodel. John J. Laux, Exec. V.P. and Gen'l. Mgr.: Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C. MUrray Hill 3-6977

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KODE, KODE-TV, Joplin:
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh
KMLB, Monroe, La.
COLMES-WERRENRATH PRODUCTIONS, Inc.


## WSTV-TV
### Steubenville-Wheeling, W. Va.
(Ch. 9)

**Licensee:** WSTV Inc., Exchange Realty Bldg.

**Studio:** Exchange Realty Bldg.

**Transmitter:** Altamont Heights, 1.3-mi. S. of business center.

**Telephone:** Atlantic 2-6265. **TWX No.:** 60.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 234-kw visual, 117-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level, lat. 40° 20′ 32″, long. 80° 37′ 14″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WSTV, .25-kw, 1340 kc (MBS). **FM Affiliate:** WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

**Ownership:** Jack N. Berkman, pres., 17.2%; John J. Laux, exec. v.p. & gen. mgr., 11.36%; Louis Berkman, 1st v.p., 17.2%; Fred Weber, v.p.; Joseph M. Troesch, 2nd v.p. & asst. treas., .6%; Carl A. Weinman, secy.-treas., 5.2%; and over 20 other stockholders, none owning as much as 45 shares. WSTV Inc. also owns KODE-TV and KODE, Joplin, Mo.; WBOY & WBOY, Clarksburg, W. Va. and radios WPAR, Parkersburg, W. Va. and KMLB, Monroe, La. Ownership interlocks with radio station WPIT, Pittsburgh; also with Ch. 7 TV applicant for Buffalo and off-air WHTO-TV, Atlantic City, N. J. (Ch. 46). TV-radio stations are operated as The Friendly Group.

**Began Operation:** Dec. 10, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
John J. Laux, *exec. v.p. & general manager.*
Joseph M. Troesch, *asst. manager & commercial manager.*
Beula Goldfein, *asst. secretary & office manager.*
Rod Gibson, *national sales manager, New York City.*
Bill Rhodes, *Pittsburgh sales office.*
Shirley Rowe, *program coordinator.*
Robert Harris, *merchandising & promotion director.*
George Wilson, *sales-service manager.*
Scott McMurray, *news editor.*
Roy Briscoe, *news editor.*
Charles Donley, *sports editor.*
Carl Kroskey, *film editor.*
Clyde Higgins, *production supervisor.*
Mary Cadegan, *continuity director.*
Sarah Evkovich, *traffic director.*
Francis P. Taylor, *farm director.*
Charles Shepherd, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun. | | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $112.50 | $100.00 | $50.00 |
| **Class A**—7-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 101.25 | 90.00 | 45.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 110.00 | 90.00 | 80.00 | 40.00 |
| **Class C**—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 40.00 | 20.00 |

## WTRF-TV
### Steubenville
(See Wheeling, W. Va.)

## WSPD-TV
### Toledo
(Ch. 13)

**Licensee:** Storer Broadcasting Co., 136 Huron St.

**Studio:** 136 Huron St. **Transmitter:** 125 S. Superior St.

**Telephone:** Cherry 8-6201. **TWX No.:** TO 494.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158.48-kw aural. Antenna: 510-ft. above av. terrain, 557-ft. above ground, 1609-ft. above sea level, lat. 41° 32′ 48″, long. 83° 20′ 48″. CP for move to 2-mi. NNE of Genoa, O. on Latchie Rd. Requests change to 1000-ft. above av. terrain, 1036-ft. above ground, 1616-ft. above sea level, lat. 41° 41′ 02″, long. 83° 24′ 46″; transmitter to Big Ditch Rd., .37-mi. S of Bay Shore Rd.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** WSPD, 5-kw, 1370 kc (NBC). **FM Affiliate:** WSPD-FM, 23-kw, 101.5 mc (No. 268), 440-ft. antenna height.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** July 21, 1948.

**Represented (sales)** by The Katz Agency Inc.

Represented (legal) by Robert F. Jones.

**Personnel:**
George B. Storer, *president.*
Allen L. Haid, *v.p. & managing director.*
Donald P. Campbell, *sales manager (N. Y.)*
William Ashworth, *national sales manager.*
Wes Shannon, *commercial manager.*
Al Ruhfel, *program director.*
John Saunders, *production manager & asst. program director.*
Merle Gore, *sales service.*
W. M. Stringfellow, *chief engineer.*

DIGEST OF RATE CARD NO. 12
(March 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $280.00 | $170.00** | $85.00** |
| Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat & Sun. | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 188.00 | 150.00 | 75.00 |
| Class C—All other times. | | | | | | |
| 425.00 | 255.00 | 170.00 | 149.00 | 106.00 | 85.00 | 43.00 |

* Class AA Announcements (7:30-10:30 p.m., daily): Min. or 20 Sec. $225, 10 Sec. $113. **Class A (7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily).

## WFMJ-TV
### Youngstown
(Ch. 21)

Licensee: The Vindicator Printing Co. Vindicator Square.

Studio: 101 W. Boardman St. Transmitter: Mabel St.

Telephone: Riverside 4-8611. TWX No.: YO 079.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 179-kw maximum and 94-kw horizontal visual, 89.5-kw maximum and 47-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt, lat. 41° 04′ 46″, long. 80° 38′ 25″.

Network Service: NBC.

AM Affiliate: WFMJ, 5-kw, 1390-kc (NBC).

Ownership: Vindicator Printing Co., publisher of *Youngstown Vindicator*, 43.88% (treasury stock); William O. Brown, pres.-treas., 1.133%; William F. Maag Jr., v. p. & gen. mgr., 18.166%; William J. Brown, secy., 10.33%; Alma M. Brown, 12.833%; Elizabeth M. Brown, 10.33%; Katherine Smith, 7.09%; J. Floyd Tower, 5.27%; John W. Smith, 3.59%; and 14 others, none over 1%.

Began Operation: Feb. 9, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (See *Television Digest*, Vol. 10:19).

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum.

Personnel:
William F. Maag, Jr., *president.*
Mitchell F. Stanley, *manager and sales manager.*
Jay Grier, *TV program manager.*
Gene Donahay, *film director.*
Frank Dieringer, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $80.00 | $40.00 |
| Class B—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WKST-TV
### Youngstown
(See New Castle, Pa.)

## WKBN-TV
### Youngstown
(Ch. 27)

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd.

Studio and Transmitter: 3930 Sunset Blvd.

Telephone: Sterling 2-1145. TWX No.: YO 081 U.

Technical Facilities: Channel 27 (548-554 mc). Authorized power: 178-kw maximum and 93.3-kw horizontal visual, 89-kw maximum and 50.1-kw horizontal aural. Antenna: 550-ft. above av. terrain, 539-ft. above ground, 1656-ft. above sea level, lat. 41° 03′ 30″, long. 80° 38′ 42″.

Network Service: CBS.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS). FM Affiliate: WKBN-FM, 25-kw, 98.9 mc (No. 255), 540-ft. antenna height.

Ownership: W. P. Williamson Jr., pres., 59.37%; Gladys S. Williams, treas.; Arthur L. Jones, secy.; Sterling E. Graham, director; Herman L. Vail, director; Myron E. Roberts, director; Forest City Pub. Co., 40.63%. Forest City Pub. Co. publishes *Cleveland Plain Dealer* and *News*, owns WHK, Cleveland; CP for WHK-TV.

Began Operation: Jan. 11, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:
W. P. Williamson, Jr., *president & general manager.*
J. L. Bowden, *station director.*
W. P. Williamson III, *public relations director.*
Paul Turner, *TV program director.*
Stu Wilson, *farm director.*
B. T. Wilkens, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Oct. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—7:29-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun. | | | | | | |
| $450.00 | $270.00 | $180.00 | $157.50 | $135.00 | $90.00 | $45.00 |
| Class B—3:29-7:29 p.m., Mon.-Fri.; 12:59-7:29 p.m., Sat.; 12:59-2:59 p.m., Sun.; 10:59 p.m.-sign-off, daily. | | | | | | |
| 337.50 | 202.50 | 135.00 | 118.15 | 101.25 | 67.50 | 33.75 |
| Class C—sign-on-3:29 p.m., Mon.-Fri.; sign-on-12:59 p.m., Sat. & Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 45.00 | 22.50 |

## WHIZ-TV
### Zanesville
(Ch. 18)

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio and Transmitter: Downerd Rd.

Telephone: Gladstone 2-5431 (office); Gladstone 3-0361 (studio). TWX No.: ZAN 67.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 14.8-kw visual, 8.13-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level, lat. 39° 55′ 42″, long. 81° 59′ 06″.

Network Service: ABC, CBS, NBC.

AM Affiliate: WHIZ, .25-kw, 1240 kc (NBC).

Ownership: General partnership: Zanesville Publishing Co., publisher of *Zanesville Times-Recorder* and *Signal*, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 87.5%; Arthur S. Littick, 3.3%; Wm. O. Littick, 9.2%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence Graham, 20%. Also operates WTAP, Parkersburg, W.Va.

Began Operation: May 15, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Robert F. Jones.

Represented (engineering) by Lohnes & Culver.

Personnel:
Allan Land, *general manager.*
Nate Milder, *director of sales.*
William Hunt, *chief engineer.*
Reed Mellon, *director of programs.*
Ralph Young, *film operation manager.*
C. I. Jarvis, *production manager.*

DIGEST OF RATE CARD NO. 1—(April 1, 1953)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8-Sec. |
|---|---|---|---|---|---|---|
| Class A—6:29-11 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $37.50 | $30.00 | $15.00 |
| Class B—4:59-6:29 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 1-6:29 p.m., Sun. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 30.00 | 24.00 | 12.00 |
| Class C—All other times. | | | | | | |
| 80.00 | 48.00 | 32.00 | 28.00 | 20.00 | 16.00 | 8.00 |

# OKLAHOMA

## KTEN
### Ada
**(Ch. 10)**

**Licensee:** Eastern Oklahoma Television Co. Inc., Box 10.

**Studio & Transmitter:** 8.5 mi. N. of Ada on State Hwy. 99.

**Telephone:** Federal 2-4841. **TWX No.:** 288.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 252-kw visual, 141-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level, lat. 34° 54′ 08″, long. 96° 40′ 37″.

**Network Service:** ABC, NBC, CBS.

**AM Affiliate:** KADA, .25-kw, 1230 kc (ABN, MBS); KWSH, 1-kw, 1260 kc (ABN, MBS), Wewoka.

**Ownership:** C. C. Morris, estate, 32.3%; Bill Hoover, pres., 32.3%; Brown Morris, v.p., 32.3%. Ownership interlocks with KADA, Ada, and KWSH, Wewoka.

**Began Operation:** April 28, 1954.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (Southwest).

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Bill Hoover, *president & general manager.*
Brown Morris, *v.p. & station manager.*
Mrs. C. C. Morris, *secretary-treasurer.*
Jack Hoover, *coordinator.*
Doc Bowen, *program manager.*
George Miller, *news director.*
Fred Smith, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Aug. 15, 1954)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A—6-11 p.m., daily; noon-6 p.m., Sun.** | | | | | | | |
| $225.00 | $135.00 | $112.50 | $90.00 | $75.00 | $50.00 | $30.00 | $15.00 |
| **Class B—Sign-on-5:59 p.m., 11 p.m.-sign-off, daily; sign-on-11:59 Sun.** | | | | | | | |
| 175.00 | 105.00 | 87.50 | 70.00 | 52.50 | 35.00 | 17.50 | 8.75 |

## KVSO-TV
### Ardmore
**(Ch. 12)**

**Grantee (STA):** John F. Easley, 1614 Stanley St.

**Studio & Transmitter:** Hwy. 77 & North Carter County Line.

**Telephone:** 946.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 645-ft. above av. terrain, 355-ft. above ground, 1625-ft. above sea level, lat. 34° 22′ 29″, long. 97° 08′ 23″. Holds CP for 41.8-kw visual, 20.9-kw aural, 830-ft. above av. terrain, 761-ft. above ground, 1646-ft. above sea level, lat. 34° 08′ 09″, long. 96° 47′ 55″; transmitter to Hwy. 70, 3-mi. NW of Madill, Okla.

**Network Service:** NBC.

**AM Affiliate:** KVSO, .25-kw, 1240 kc (ABN).

**Ownership:** John F. Easley estate (John E. Riesen, executor). Also owns *Daily Ardmoreite.*

**Began Operation:** Aug. 12, 1956.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
John Easley Riesen, *general manager.*
Gordon Lack, *commercial manager.*
Lola Silkwood, *program director.*
Galy Varnell, *production manager & film buyer.*
Barbara Winkler, *promotion director.*
Bill Lauderdale, *news director.*
Bill Kolb, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(June 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10 p.m., daily.** | | | | | | |
| $150.00 | $90.00 | $60.00 | $45.00 | $40.00 | $30.00 | $15.00 |
| **Class B—All other times.** | | | | | | |
| 120.00 | 72.00 | 48.00 | 36.00 | 30.00 | 24.00 | 12.00 |

## KTVX
### Muskogee
(See Tulsa, Okla.)

## KSWO-TV
### Lawton
**(Ch. 7)**

**Licensee:** Oklahoma Quality Broadcasting Co., Box 1385.

**Studio & Transmitter:** Administration Bldg., 4-mi. E. of Lawton.

**Telephone:** Elgin 5-1380. **TWX No.:** 472.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 9.12-kw visual, 4.57-kw aural. Antenna: 540-ft. above av. terrain, 520-ft. above ground, 1700-ft. above sea level, lat. 35° 35′ 31″, long. 98° 19′ 08″.

**Network Service:** ABC.

**AM Affiliate:** KSWO, 1-kw, 1380 kc (ABN).

**Ownership:** Co-partnership composed of R. H. Drewry, 53.5%; J. R. Montgomery, 15.5%; T. R. Warkentin, 15.5%; R. P. Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Messrs Drewry & Warkentin are principals in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.

**Began Operation:** March 8, 1953.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Personnel:**
Emmett Keough, *general manager.*
Paul Goode, *comptroller.*
Jimmy Lockerd, *chief engineer.*
Tom Reddell, *program director.*

**DIGEST OF RATE CARD NO. 2—(June 1, 1954)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10:30 p.m., Mon.-Sat.; 1-11 p.m., Sun.** | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $30.00 | $15.00 |
| **Class B—4-6 p.m., 10:30-11:30 p.m., Mon.-Sat.** | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 12.00 |
| **Class C—Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Sat.** | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.

## KWTV
### Oklahoma City
**(Ch. 9)**

**Licensee:** Oklahoma Television Corp., Box 8788.

**Studio & Transmitter:** 7401 N. Lincoln Blvd., 8-mi. NE of Oklahoma City.

**Telephone:** Victor 3-6641. **TWX No.:** OC 322.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32′ 48″, long. 97° 29′ 48″.

**Network Service:** CBS.

**Ownership:** Video Investment Co., 46.7%; Roy J. Turner, pres., 11.9%; Edgar T. Bell, exec. v.p., 11.9%; Video Independent Theatres Inc. (Henry S. Griffing) 11.9%; Luther T. Dulaney, v.p.-treas., 11.9%. John T. Griffin is pres. and majority stockholder of Video Investment Co. Ownership interlocks with KATV, Pine Bluff, Ark.; KTUL-TV, Tulsa, Okla. Video Independent Theatres is TV grantee in Santa Fe, N. M. Oklahoma Television Corp. is TV applicant in New Orleans.

**Began Operation:** Dec. 20, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Edgar T. Bell, *exec. v.p. & general manager.*
Fred L. Vance, *sales manager.*
Jack DeLier, *national sales manager.*
Carl Gadd, *program director.*
Montez Tjaden, *promotion-publicity director.*
Joe Lawhead, *continuity director.*
Bruce Palmer, *news director.*
Wayne C. Liles, *farm director.*
Morris W. Thomas, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
**(Feb. 1, 1957)**

| Hour | 30 min. | 15 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | |
| $900.00 | $540.00 | $360.00 | $225.00 | $225.00 | $112.50 |
| **Class A—6-7 p.m., 10-10:30 p.m., daily.** | | | | | |
| 600.00 | 360.00 | 240.00 | 150.00 | 120.00 | 60.00 |
| **Class B—10:30-11 p.m., daily; 4-6 p.m., Sun.** | | | | | |
| 450.00 | 270.00 | 180.00 | 112.50 | 90.00 | 45.00 |
| **Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.** | | | | | |
| 300.00 | 180.00 | 120.00 | 75.00 | 60.00 | 30.00 |

## KOCO-TV

(formerly KGEO-TV)

### Enid-Oklahoma City

(Ch. 5)

**Licensee:** Streets Electronics Inc., 920 Britton Ave., Oklahoma City.

**Studio:** 206 E. Randolph. **Transmitter:** 6 mi. WNW of Crescent.

**Telephone:** Trinity 8-2113, Oklahoma City. TWX No.: OC 525.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1386-ft. above av. terrain, 1356-ft. above ground, 2516-ft. above sea level, lat. 35° 58′ 56″, long. 97° 41′ 43″.

**Network Service:** ABC.

**Ownership:** L. E. Caster, pres., 75%; P. R. Banta, v.p.; Ashley L. Robison, secy.-treas., 25%. Robison also owns 15% of WREX-TV, Rockford, Ill.; 100% of radio KOVO, Provo, Utah. Note: Being transferred to Caster-Robison TV Corp. in which Caster holds 41.5%; Robison, 25%; Phil Banta, 10%; 5 Rockford businessmen remaining 23.5%.

**Began Operation:** July 6, 1954. Sale to present owners by group headed by P. R. Banta approved Dec. 11, 1957 by FCC (*Television Digest*, Vol. 13:41, 45, 50; 14:5).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

Ashley L. Robison, *general manager.*
Charles Keys, *sales manager.*
Casey Cohlmia, *news-sports director.*
Eugene Clark, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., Mon.-Sat. 6-10 p.m., Sun.** | | | | | | |
| $800.00 | $480.00 | $320.00 | ..... | ..... | $200.00 | $100.00 |
| **Class A—6-7 p.m., Mon.-Sat.; 10-11 p.m., daily.** | | | | | | |
| 600.00 | 360.00 | 240.00 | ..... | ..... | 120.00 | 60.00 |
| **Class B—4-6 p.m., 11-11:30 p.m., daily.** | | | | | | |
| 400.00 | 240.00 | 160.00 | $120.00 | $100.00 | 80.00 | 40.00 |
| **Class C—Sign-on-4 p.m., 11 p.m.-sign-off, daily.** | | | | | | |
| 240.00 | 144.00 | 96.00 | 72.00 | 60.00 | 50.00 | 25.00 |

Subject to frequency discounts.

## WKY-TV

### Oklahoma City

(Ch. 4)

**Licensee:** WKY Television System Inc.

**Studio and Transmitter:** 500 E. Britton Rd.

**Telephone:** Trinity 8-2161. TWX No.: OC 409.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 927-ft. above av. terrain, 969-ft. above ground, 2128-ft. above sea level, lat. 35° 33′ 24″, long. 97° 30′ 25″.

**Network Service:** NBC.

**AM Affiliate:** WKY, 5-kw, 930 kc (NBC).

**Ownership:** Oklahoma Publishing Co., publisher of The *Daily Oklahoman, Oklahoma City Times* and The *Farmer-Stockman.* WKY Television System Inc. Officers: E. K. Gaylord, pres.; P. A. Sugg, exec. v.p.; Eugene B. Dodson, v.p.; R. W. Welpott, v.p.; Edw. L. Gaylord, secy-treas. Also operates WSFA-TV, Montgomery, Ala. and WTVT, Tampa, Fla.

**Began Operation:** June 6, 1949.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

E. K. Gaylord, *president.*
Raymond W. Welpott, *v.p. & stations manager.*
Kleth Mathers, *manager of TV operations.*
Jim Terrell, *commercial manager.*
Joe Jerkins, *program manager.*
W. J. Willis, *promotion manager.*
Bob Gamble, *news director.*
Jack Stratton, *farm director.*
H. J. Lovell, *technical operations director.*
Gene Lyons, *chief engineer.*
Aaron Britton, *color coordinator.*

DIGEST OF RATE CARD NO. 11
(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.** | | | | | | |
| $950.00 | $570.00 | $380.00 | $335.00* | $295.00* | $240.00 | $120.00 |
| **Class A—6-7 pm., Mon.-Sat.; 4-6 p.m., Sun.; 10-10:30 p.m., daily.** | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 188.00 | 160.00 | 80.00 |
| **Class B—10:30-11 p.m., daily.** | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 60.00 |
| **Class C—7 a.m.-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-4 p.m., Sun.** | | | | | | |
| 375.00 | 225.00 | 150.00 | 130.00 | 94.00 | 60.00*** | 30.00 |
| **Class D—Sign-on-7 a.m., Mon.-Fri.; 11 p.m.-sign-off, daily.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |

* If network programming permits. *** 20 Sec. Only. Min. $75. Subject to frequency discounts.

## KETA

### Oklahoma City

(Ch. 13)

**Non-Commercial Educational Station**

**Grantee (STA):** Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

**Studios:** 1901 N. Ellison, Oklahoma City; Student Union Bldg., Norman.

**Transmitter:** Box 8631, 7301 N. Lincoln Blvd.

**Telephones:** Victor 3-6730; Norman, Jefferson 4-6900.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 44.5-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32′ 58″, long. 97° 29′ 48″.

**Ownership:** Statutory corporation established by Oklahoma State Legislature. Officers: Dr. C. F. Spencer, chairman;; Rex Pettijohn, vice-chairman; Dr. J. R. Colvert, secy-treas. Also holds CP for KOED-TV, Tulsa.

**Began Operation:** April 13, 1956.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

John W. Dunn, *director.*
Marcus W. Fuller, *program director.*
Keith E. Stagg, *chief engineer.*

The only newsfilm service with both script and news wires

UNITED PRESS U.P. MOVIETONE NEWS

UNITED PRESS MOVIETONE NEWS

# Oklahoma

## KOTV
### Tulsa
(Ch. 6)

**Licensee:** KOTV Inc., Third & Frankfort Sts.

**Studio:** Third & Frankfort. **Transmitter:** 6.4-mi. WNW of Tulsa near Sand Springs.

**Telephone:** Cherry 2-9233. TWX No.: TU 844.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11′ 26″, long. 96° 05′ 50″.

**Network Service:** CBS.

**AM-FM Affiliates:** None.

**Ownership:** J. H. Whitney & Co., N. Y. (100%); J. H. Whitney & Co. also owns KGUL-TV, Galveston (90%); WISH and WISH-TV, Indianapolis (100%); WANE and WANE-TV, Ft. Wayne (100%). These stations operate under the grouping of the Corinthian stations.

**Began Operation:** Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:14, 20).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Covington & Burling.

**Personnel:**

C. Wrede Petersmeyer, *president.*
James C. Richdale Jr., *v.p. & general manager.*
George Stevens, *commercial manager.*
Dale Hart, *operations manager & program manager.*
Robert Freeland, *promotion manager.*
George G. Jacobs, *director of engineering & development.*
Lavoy Hooker, *chief engineer.*
Audrey DeBoer, *traffic manager.*

**DIGEST OF RATE CARD NO. 2A**
(Feb. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $825.00 | $495.00 | $330.00 | $290.00 | $205.00 | $200.00 | $100.00 |
| **Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily.** | | | | | | |
| 725.00 | 435.00 | 290.00 | 254.00 | 181.00 | 145.00 | 72.50 |
| **Class B—6-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| **Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-5 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 90.00 | 72.00 | 36.00 |
| **Class D—Sign-on-9 a.m., daily.** | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 63.00 | 50.00 | 25.00 |

Subject to frequency discounts.

## KTUL-TV
(formerly KTVX)
### Tulsa
(Ch. 8)

**Licensee:** Tulsa Bcstg. Co., Box 9697, Tulsa.

**Studio:** Lookout Mt., Tulsa.

**Transmitter:** Concharty Mt., 6 mi. NW of Haskell, Okla.

**Telephone:** Hickory 6-6185. TWX No.: TU 91.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 719-ft. above ground, 1700-ft. above sea level, lat. 35° 51′ 43″, long. 95° 46′ 01″.

**Network Service:** ABC.

**AM Affiliate:** KTUL, 5-kw, 1430 kc (CBS).

**Ownership:** John T. Griffin, chairman, 56.5%; James C. Leake, pres., 3.61%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; Bryan Mathes, secy.-treas., .212%. Also licensee of radios KTUL, Tulsa & KFPW, Fort Smith, Ark. Interlocking ownership with KWTV, Oklahoma City and KATV, Pine Bluff, Ark.

**Began Operation:** Sept. 18, 1954.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by Paul Godley Co.

**Personnel:**

John T. Griffin, *chairman.*
James C. Leake, *president.*
Mike Shapiro, *exec. v.p. & managing director.*
William D. Swanson, *station manager.*
Bob Norris, *asst. station manager.*
John J. (Jim) Black Jr., *local & regional sales manager.*
Charles E. Larkins, *sales promotion, publicity & merchandising director.*
Robert E. Snider, *engineering director.*
Louis O. Brown, *chief engineer.*
Jack Morris, *news, public relations & special events director.*
John Rauser, *film manager.*

**DIGEST OF RATE CARD NO. 4**
(March 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $600.00 | $360.00 | $240.00 | $200.00 | $150.00 | $120.00 | $60.00 |
| **Class A—6:30-7 p.m., 10-10:30 p.m., daily.** | | | | | | |
| 500.00 | 300.00 | 200.00 | 167.00 | 125.00 | 100.00 | 50.00 |
| **Class B—6:01-6:30 p.m., 10:30-11 p.m., daily.** | | | | | | |
| 400.00 | 240.00 | 160.00 | 133.25 | 100.00 | 80.00 | 40.00 |
| **Class C—All other times.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 66.75 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KVOO-TV
### Tulsa
(Ch. 2)

**Licensee:** Central Plains Enterprises Inc., 3701 S. Peoria.

**Studio:** 3701 S. Peoria. **Transmitter:** Bigheart Mt.

**Telephone:** Riverside 2-5561. TWX No.: TU 1314.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level, lat. 36° 11′ 46″, long. 96° 05′ 53″.

**Network Service:** NBC.

**AM Affiliate:** KVOO, 50-kw, 1170 kc, (NBC).

**Ownership:** William Skelly estate, 38.88% (held by Southwest Sales Corp.); Dean A. McGee, chairman, 7.41%; Sen. Robert F. Kerr, v.p., 27.89%; Travis M. Kerr, 6.86%; Harold C. Stuart, 12%; F. C. Love, 2.02%; C. B. Akers, 1.81%; Tulsa U., 1.52%; Oklahoma A&M, 1.52%. Kerr family also controls WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

**Began Operation:** Dec. 5, 1954.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Doerner, Rinehart, Stuart & Clammer.

**Represented (engineering)** by Jansky & Bailey Inc.

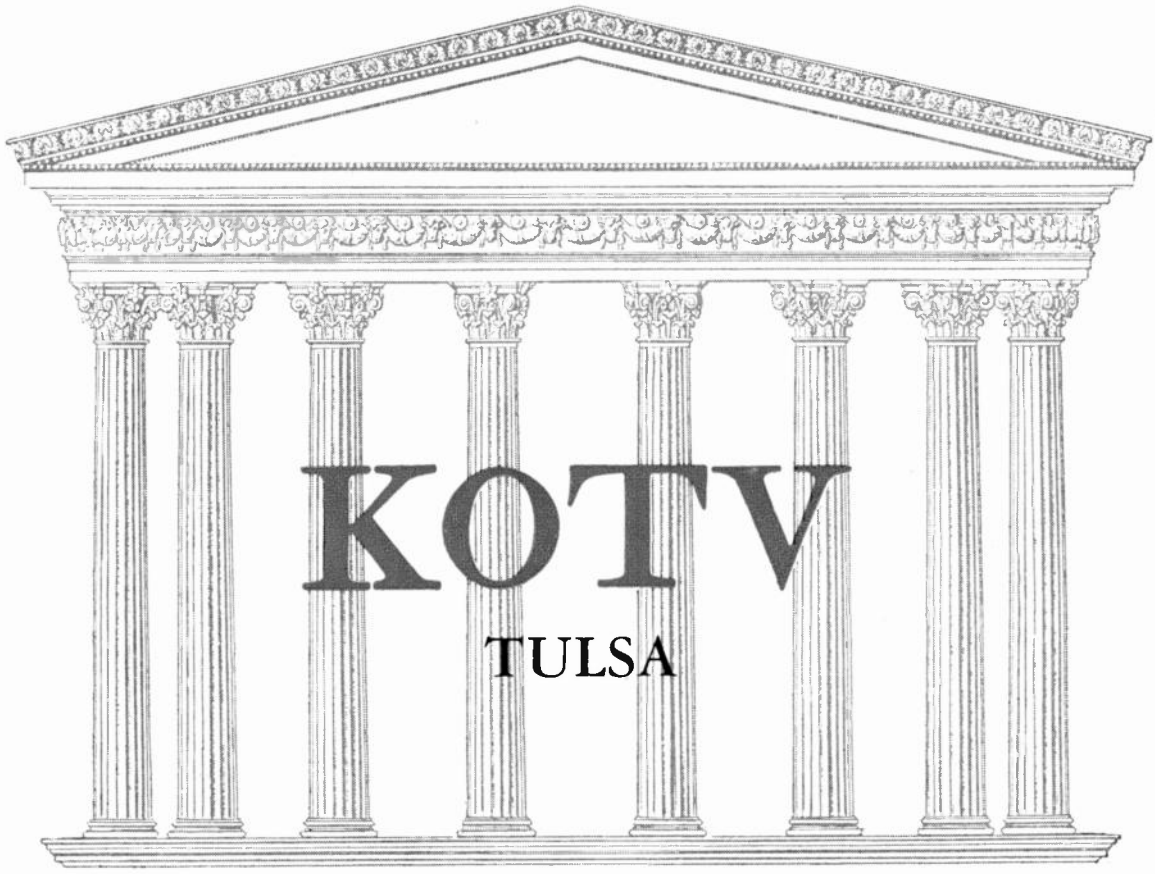
**Personnel:**

Harold C. Stuart, *president.*
C. B. Akers, *exec. v.p. & general manager.*
John Devine, *commercial manager.*
Bill Sadler, *program director.*
Fred Komma, *production supervisor.*
Gordon Gerhardt, *promotion-marketing director.*
Forrest Brokaw, *news manager.*
Allen Cox, *film editor.*
John M. Bushnell Jr., *director of engineering.*
John Barth, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $750.00 | $450.00 | $300.00 | $262.50 | $187.50 | $175.00 | $87.50 |
| **Class A—6:30-7 p.m., 10-10:30 p.m., daily.** | | | | | | |
| 650.00 | 390.00 | 260.00 | 227.50 | 162.50 | 130.00 | 65.00 |
| **Class B—5-6:30 p.m., 10:30-11 p.m., daily.** | | | | | | |
| 487.50 | 292.50 | 195.00 | 170.50 | 121.75 | 97.50 | 48.75 |
| **Class C—10 a.m.-5 p.m, 11 p.m.-sign-off, daily.** | | | | | | |
| 325.00 | 195.00 | 130.00 | 113.75 | 81.25 | 65.00 | 32.50 |
| **Class D—Sign-on-10 a.m., daily.** | | | | | | |
| 216.75 | 130.00 | 86.75 | 75.75 | 54.00 | 43.50 | 21.75 |

Subject to frequency discounts.
Color—network color programs; local film and transparent slides.

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- **Effective Buying Income is almost $2,000,000,000.**
- **Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.**

Smart advertisers want to tap this market. They do it over KOTV the station that has more viewers in the rich Tulsa market than all other stations *combined*. Represented by Petry.

Sources: ARB 5/57; NCS #2; TV Mag. 3/57; Copyrighted . . . Sales Management 1957

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# OREGON

## KOAC-TV
### Corvallis
**(Ch. 7)**

**Non-Commercial Educational Station**

**Licensee:** State Board of Higher Education, Box 5175, Eugene, Ore.

**Studios:** Oregon State College campus, Corvallis; U of Oregon campus, Eugene.

**Transmitter:** Vineyard Hill, 6 mi. N of Corvallis.

**Telephone:** PLaza 3-4481.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 29-kw visual, 14.5-kw aural. Antenna: 1210-ft. above av. terrain, 237-ft. above ground, 1737-ft. above sea level, lat. 44° 38′ 19″, long. 123° 16′ 25″.

**AM Affiliate:** KOAC, 5-kw, 550 kc.

**Ownership:** State of Oregon. R. E. Kleinsorge, pres.; Henry F. Cabell, v.p.; John R. Richards, chancellor; Earl M. Pallett, secy.; H. A. Bork, comptroller.

**Began Operation:** Oct. 7, 1957.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**

Glenn Starlin, *director of inter-institutional TV teaching.*
James M. Morris, *program manager.*
Bill McGrath, *production manager.*
Bob Hinz, *news editor.*
Gladys Chambers, *women's director.*
Grant Feikert, *chief engineer.*

## KVAL-TV
### Eugene
**(Ch. 13)**

**(Also operates satellite KPIC, Roseburg, Ore.)**

**Licensee:** Eugene Television Inc., Blanton Heights, Eugene.

**Studio & Transmitter:** Blanton Heights.

**Telephone:** Diamond 3-2551. **TWX No.:** EG 019.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 56-kw visual, 32.4-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level, lat. 44° 00′ 07″, long. 123° 06′ 53″.

**Network Service:** NBC.

**Ownership:** Robert P. Booth, pres., 6.66%; C. H. Fisher, v.p., 25.66%; Lee P. Bishop, treas., 6.66%; Thomas Winn, secy., 6.66%; W. D. Abel, director, 6.66%; Harvey S. Benson, asst. secy., 6.66%; E. T. Gardner, 6.66%; William N. Russell, 6.66%; Willis B. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, 6.66%; Edna Fisher, 1%. Messrs. Abel, Bishop, Gardner, Smith & Thoms own KORE, Eugene and KCOV, Corvallis, both of Ore. Mr. Fisher holds CP for radio KDLS in The Dalles, Ore.; Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of Pacific Television Inc., Ch. 11 applicant for Coos Bay, Ore.

**Began Operation:** April 15, 1954.

**Represented (sales)** by George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

**Personnel:**

S. W. McCready, *general manager.*
Robert Anderson, *production manager.*
Philip George, *local sales coordinator.*
Robert Anderson, *program director.*
Arlene J. Richardson, *promotion manager.*
Jean Lovell, *traffic manager.*
Walt Young, *film director.*
Alvin Barnard, *director of engineering.*
Theodore Marchner, *asst. director of engineering.*
William R. Riley, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Jan. 15, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun. | | | | | | |
| $360.00 | $216.00 | $144.00 | $126.00 | $100.00 | $86.00* | $36.00 |
| **Class B**—5-6:30 p. m., Mon.-Fri.; 3-6:30 p.m., Sat. | | | | | | |
| 222.00 | 133.00 | 91.00 | 80.00 | 56.00 | 47.00 | 23.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 128.00 | 81.00 | 71.00 | 51.00 | 40.00 | 20.00 |

* Min. only, 20 Sec. $72.00. Subject to frequency discounts.

**Combination Rates:** KVAL-TV & KPIC, Roseburg, Ore.

| | | | | | | |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun. | | | | | | |
| $434.00 | $260.00 | $173.00 | $150.00 | $117.00 | $99.00* | $43.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat. | | | | | | |
| 290.70 | 174.25 | 118.15 | 103.70 | 73.10 | 60.35 | 29.75 |
| **Class C**—All other times. | | | | | | |
| 255.00 | 159.80 | 102.85 | 89.10 | 64.60 | 51.00 | 25.50 |

* Min. only, 20 Sec. $82.00.
Subject to frequency discounts.

## KOTI
### Klamath Falls
**(Ch. 2)**

**Licensee:** California-Oregon Television Inc. (KBES-TV), Medford, Ore., Box 1189.

**Studio:** Oregon Technical Institute campus. **Transmitter,** 3 mi. NNE of city.

**Telephone:** Tuxedo 48-131. **TWX No.:** KF 46.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level, lat. 42° 15′ 44″, long. 121° 45′ 38″.

**Network Service:** CBS.

**Ownership:** Same as KBES-TV, Medford, Ore.

**Began Operation:** Aug. 13, 1956.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Walter Richartz, *manager.*

**DIGEST OF RATE CARD NO. 1—(July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $38.00 | $30.00 | $15.00 |
| **Class B**—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 30.00 | 24.00 | 12.00 |
| **Class C**—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

**Note:** There is a 15% discount when KOTI, KBES-TV, Medford & KIEM-TV, Eureka, Cal. are ordered; 10% discount for any two station combination. Also a 10% discount on spot-sale for all three stations and 5% discount for any two station combination.

## KBES-TV
### Medford
**(Ch. 5)**

**Licensee:** California-Oregon Television Inc., Box 1189.

**Studio:** 2000 Crater Lake Hwy. **Transmitter:** TV Peak, Medford.

**Telephone:** Medford 3-4581. **TWX No.:** MF 47.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 30.2-kw visual, 15.8-kw aural. Antenna: 430-ft. above av. terrain, 169-ft. above ground, 2190-ft. above sea level, lat. 42° 25′ 43″, long. 123° 00′ 09″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KUIN (Grants Pass), .25-kw, 1340 kc (MBS). **FM Affiliate:** KGPO (Grants Pass), 3.1-kw, 96.9 mc (No. 245), -1650-ft.

**Ownership:** Subsidiary of Southern Oregon Bcstg. Co. Amos E. Voorhies, pres., 16⅔%; Everett A. Faber, v.p.; Edward A. Malone, v.p., William B. Smullin, secy.-treas.; Earle Voorhies, 16⅔%; John Voorhies, 16⅔%; Redwood Bcstg. Co. Inc., 50%. KBES-TV also owns KOTI, Klamath Falls, Ore. and operates translator K7OAU, Cave Junction, Ore. Mr. Voorhies is publisher of *Grants Pass Courier* (KUIN); Redwood Bcstg. Co. Inc. (William B. Smullin) operates KIEM-TV & KIEM, Eureka, Cal. Southern Oregon Bcstg. also holds 50% of KPIC, Roseburg, Ore.

**Began Operation:** July 14, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Jerry Poulos, *manager.*
Everett A. Faber, *v.p. and business manager.*
Ed. A. Malone, *v.p. and technical director.*
William B. Smullin, *general manager.*
Kenneth Baker, *research & development v.p. for KBES-TV; KOTI, Klamath Falls, Ore.; KIEM-TV, Eureka, Cal.*

**DIGEST OF RATE CARD NO. 3—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| **Class B**—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10-11 p.m., daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 36.00 | 18.00 |
| **Class C**—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

**Note:** There is a 15% discount when KBES-TV, Klamath Falls & KIEM-TV, Eureka, Cal. are ordered; 10% discount for any two station combination. Also a 10% discount on spot-sale for all three stations and 5% discount for any two station combination.

# Oregon

## KGW-TV
### Portland
**(Ch. 8)**

**Licensee:** King Broadcasting Co. (dba Pioneer Broadcasting Co.).

**Studio:** 1139 S.W. 13th Ave. **Transmitter:** 299 N.W. Skyline Blvd.

**Telephone:** Capital 3-6364. **TWX No.:** PD 217.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1550-ft. above av. terrain 648.5-ft above ground, 1811-ft. above sea level, lat. 45° 31′ 22″, long. 122° 44′ 43″.

**Network Service:** ABC.

**AM Affiliate:** KGW, 5-kw, 620 kc (ABN).

**Ownership:** Dorothy S. Bullitt, pres., majority owner; other officers: Henry B. Owen, exec. v.p. & treas.; Stimson Bullitt, v.p. & secy.; Otto P. Brandt, v.p. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash. and is majority owner of KREM-TV, KREM & KREM-FM, Spokane, Wash.

**Began Operation:** Dec. 15, 1956.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**

Otto P. Brandt, *general manager of stations.*
Henry B. Owen, *personnel & business manager.*
Walter E. Wagstaff, *station manager.*
John H. Pindell, *sales manager.*
John M. Slocum, *national sales manager.*
William R. Nutt, *promotion & publicity director.*
Fred Eichhorn, *merchandising manager.*
Thomas Dargan, *program director.*
Bernie Carey, *production manager.*
LeRoy Smith, *program operations manager.*
Richard Ross, *news director.*
Gloria Chandler, *supervisor of public service and education.*
James L. Middlebrooks, *engineering director.*
Clare Hanawalt, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—6:59-10:01 p.m., Mon.-Sat.; 6:29-10:01 p.m., Sun. | | | | | | |
| $800.00 | $480.00 | $320.00 | $285.00 | $255.00 | $225.00 | $113.00 |
| **Class A**—6:29-6:59 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10:01-10:31 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 250.00 | 225.00 | 160.00 | 80.00 |
| **Class B**—4:29-6:29 p.m. Mon.-Fri.; 3:59-4:59 p.m., Sun.; 4:59-6:29 p.m., Sat.; 10:31 p.m.-sign-off, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 120.00 | 60.00 |
| **Class C**—sign-on-4:29 p.m., Mon.-Fri.; sign-on-3:59 p.m., Sun.; sign-on-4:59 p.m., Sat. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 80.00 | 40.00 |

Subject to frequency discounts.
Color—complete film, slide and live color facilities.

## KOIN-TV
### Portland
**(Ch. 6)**

**Licensee:** Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St.

**Studio:** 140 S.W. Columbia St. **Transmitter:** 5516 S. W. Barnes Rd.

**Telephone:** Capitol 8-3333. **TWX No.:** PD 769.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1530-ft. above av. terrain, 708-ft. above ground, 1773-ft. above sea level, lat. 45° 30′ 58″, long. 122° 43′ 59″.

**Network Service:** CBS.

**AM Affiliate:** KOIN, 5-kw, 970 kc (CBS). **FM Affiliate:** KOIN-FM, 48-kw, 101.1 mc (No. 266), 1390-ft. antenna height.

**Ownership:** Theodore R. Gamble & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Central New York Bcstg. Corp., 50%. KOIN-TV officers: T. R. Gamble, pres.; C. Howard Lane, v.p.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; S. I. Newhouse Jr., director; Mitzi Newhouse, director; Fred W. Albertson, director. Mr. Gamble owns 30% of KOMO-TV, Seattle. Mr. Lane owns 3.33% of KOMO-TV. Central New York Bcstg. (Newhouse family) operates WSYR-TV and WSYR, Syracuse, N. Y.; Newhouse family also publishes *Portland Oregonian, Syracuse Post-Standard* and *Herald-Journal.* For other broadcasting and newspaper interests see WSYR-TV, Syracuse.

**Began Operation:** Sept. 29, 1953.

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt

**Personnel:**

C. Howard Lane, *v.p. & managing director.*
Frank Coffin, *local sales manager.*
John Palmer, *national sales manager.*
Ted W. Cooke, *program director.*
Louis Bookwalter, *chief engineer.*
Luke Roberts, *program production.*
Robert McGill, *promotion director.*
Johnny Carpenter, *public relations director.*
William Drips, *farm director.*
Ralph Greer, *traffic manager.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:29-10:01 p.m., Mon.-Sat.; 6:29-10:01 p.m., Sun. | | | | | | |
| $900.00 | $540.00 | $360.00 | ..... | $270.00 | $250.00 | $125.00 |
| **Class A**—6:29-7:29 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10:01-10:31 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | $280.00 | 240.00 | 160.00 | 80.00 |
| **Class B**—4:59-6:29 p.m., Mon.-Sat.; 11:59 a.m.-4:59 p.m., Sun.; 10:31 p.m.-midnight, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 120.00 | 60.00 |
| **Class C**—10:59 a.m.-4:59 p.m., Mon.-Sat.; 10:59-11:59 a.m., Sun.; midnight-sign-off, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 80.00 | 40.00 |
| **Class D**—Sign-on-10:59 a.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 105.00 | 60.00 | 30.00 |

* Min. rate on request.


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# KPTV
## Portland
**(Ch. 12)**

**Licensee:** Oregon Television Inc., 735 SW 20th Place.

**Studio:** 735 SW 20th Place.

**Transmitter:** Healy Heights.

**Telephone:** Capital 2-9921.

**Technical Facilities.** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level, lat. 45° 29′ 20″, long. 122° 41′ 40″. Requests change to Ch. 2, 100-kw visual, 50-kw aural, 997-ft. above av. terrain, 273-ft. above ground, 1293-ft. above sea level, lat. 45° 29′ 20″, long. 102° 41′ 40″; transmitter to 4700 SW 19th Ave.

**Ownership:** George Haggarty, 100%.

**Began Operation:** March 7, 1955. George Haggarty's purchase of KLOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (*Television Digest*, Vol. 13:10-11, 16, 18).

**Represented (sales)** by The Katz Agency Inc.; Hugh Feltis & Assoc. (Seattle).

**Represented (legal)** by Barnes & Neilson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

George Haggarty, *president.*
Frank Riordan, *v.p. & general manager.*
Don Tykeson, *sales manager.*
Terry Mason, *operations manager.*
Gordon White, *program director.*
Al McLaughlin, *publicity director.*
Gene Phelps, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., Mon-Sat.; 5-10:30 p.m., Sun. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $240.00 | $150.00* | $75.00* |
| Class B—6-6:30 p.m., 10:30 p.m.-sign-off, Mon.-Sat.; 1-5 p.m., 10:30 p.m.-sign-off, Sun. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 60.00 | 30.00 |

* Class AA—(7:30-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.); Min. or 20 Sec. $225. 10 Sec. $112.50. Class A—(6:30-7:30 p.m., 10-10:30 p.m., Mon.-Sat.; 5-6:30 p.m., 10-10:30 p.m., Sun.).

# KPIC
## Roseburg
**(Ch. 4)**

**(Satellite of KVAL-TV, Eugene, Ore.)**

**Licensee:** South West Oregon Television Bcstg. Corp., c/o KVAL-TV, Eugene, Ore.

**Studio & Transmitter:** 3.1 mi. NE of center of Roseburg.

**Telephone:** Orchard 2-1721. **TWX No.:** RS 61.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level, lat. 43° 14′ 39.6″, long. 123° 18′ 42″.

**Network Service:** Same as KVAL-TV.

**Ownership:** Eugene Television Inc. (KVAL-TV), 50%; California-Oregon TV Inc. (KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.), 50%. Officers: C. H. Fisher (KVAL-TV), pres.; Wm. B. Smullin (KIEM-TV & KBES-TV), v.p.-treas.; Harvey Benson (KVAL-TV), secy.

**Began Operation:** April 1, 1956.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by Alvin H. Barnard, Eugene.

**Personnel:**

S. W. McCready, *general manager.*
Aaron Boe, *station manager.*
Dan Bridges, *chief engineer.*

**DIGEST OF RATE CARD NO. 1 *—(Feb. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $38.00 | $30.00 | $15.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 30.00 | 24.00 | 12.00 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

**Combination Rate:** See KVAL-TV, Eugene.

* Local rates only.

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*Represented nationally by the Katz Agency, Inc.*

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schedule KPTV Portland, Oregon

# PENNSYLVANIA

## WFBG-TV
### Altoona
**(Ch. 10)**

**Licensee:** Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

**Studio and Transmitter:** Wopsononock Mt.

**Telephone:** Windsor 4-2031. **TWX No.:** AO 89.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 1163-ft. above ground, 2553-ft. above sea level, lat. 40° 34′ 01″, long. 78° 26′ 31″. Note: On-channel booster applicant.

**Network Service:** ABC, CBS, NBC.

**AM Affiliate:** WFBG, .25-kw, 1340 kc (NBC).

**Ownership:** Triangle Publications Inc., see WFIL-TV, Philadelphia.

**Began Operation:** March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:33, 39, 47 & 12:2).

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

Frank Palmer, *general manager.*
Jack Snyder, *station manager.*
Robert Miller, *sales manager.*
William G. Mulvey, *program director.*
Betty Adams, *film director.*
K. R. Brubaker, *chief engineer.*

**DIGEST OF RATE CARD NO. 7—(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | | |
| $750.00 | $450.00 | ..... | ..... | ..... | $170.00 | $150.00 | $75.00 |
| **Class A**—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 650.00 | 390.00 | $260.00 | $195.00 | $162.50 | 147.50 | 130.00 | 65.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., daily. | | | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 112.50 | 102.00 | 90.00 | 45.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.; 11:45 p.m.-sign-off, daily. | | | | | | | |
| 350.00 | 210.00 | 140.00 | 105.00 | 87.50 | 80.00 | 70.00 | 35.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | | |
| 175.00 | 105.00 | 70.00 | 52.50 | 43.75 | 40.00 | 35.00 | 17.50 |

## WICU-TV
### Erie
**(Ch. 12)**

**Licensee:** Dispatch Inc., 3514 State St.

**Studio & Transmitter:** 3514 State St.

**Telephone:** 4-5201. **TWX No.:** ER 81.

**Technical Facilities:** Channel No. 12 (204-210 mc). Operating under special temporary authorization with 30-kw visual power, 15-kw aural. Antenna: 115-ft. above av. terrain, 309-ft. above ground, 1113-ft. above sea level, lat. 42° 06′ 14″, long. 80° 04′ 11″. Holds CP for 316-kw visual, 158-kw aural, 780-ft. above av. terrain, 565-ft. above ground, 1943-ft. above sea level, lat. 42° 03′ 53″, long. 80° 00′ 21″; transmitter to Donation Rd.

**Network Service:** NBC, ABC.

**AM Affiliate:** WICU, 5-kw, 1330 kc (NBC).

**Ownership:** Edward Lamb, pres.-treas., 51.94%; J. Howard McGrath, exec. v.p.; Frank C. Oswald, v.p.; Cecile Huebner, secy.; Edward H. Lamb, asst. secy., 9.72% (also 2.2% as trustee for trust in his name); Prudence H. Lamb, director, 21.11% (as trustee for 3 Lamb family trusts, holds remaining 15.03%). Holds CP for WMAC-TV, Massillon, O.; is TV applicant for Toledo.

**Began Operation:** March 15, 1949.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by McGrath & Brown; Robert F. Jones.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Edward Lamb, *president.*
Frank C. Oswald, *asst. to president.*
Ben McLaughlin, *general manager.*
Bob Lunquist, *commercial manager.*
Bruce Flaherty, *program director.*
Bob Weschler *promotion director.*
Michael Csop, *chief engineer.*

**DIGEST OF RATE CARD NO. 9**
**(Nov. 15, 1953)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $210.00 | $140.00 | $70.00 |
| **Class B**—5-7 p.m., 10:30-11:30 p.m., daily. | | | | | | |
| 525.00 | 315.00 | 210.00 | 183.75 | 157.50 | 105.00 | 52.50 |
| **Class C**—Noon-5 p.m., 11:30 p.m.-midnight, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 105.00 | 70.00 | 35.00 |
| **Class D**—Midnight-noon, daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 35.00 | 17.50 |


# ERIE? NOT JUST A MARKET . . .

# A $3 BILLION INTERNATIONAL GOLD MINE

**19 U.S. AND 8 CANADIAN COUNTIES!!**

**THE NEW ERIE MARKET**

| U.S. | | CANADA |
|---|---|---|
| 1,160,000 | Pop. | 836,000 |
| 309,000 | TV homes | 176,000 |
| $1,885,000,000 | E.B.I. | $1,200,000,000 |
| $1,337,000,000 | Retail Sales | $846,000,000 |
| $317,000,000 | Food Sales | $171,000,000 |

*Source: Sales Management Survey of Buying Power, 1957*

**WICU** *Channel* **12**

*Check your nearest Petry man for phenomenal audience gain since maximum power increase, Christmas day 1957.*

**AN EDWARD LAMB ENTERPRISE**

WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program. Call Blair-TV today for rates and availabilities.

Sources: Trendex, December 1957/15-County Central Pennsylvania Trendex, November 1957

A TRIANGLE STATION

# WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

**ABC-TV • CBS-TV**

***Represented by* BLAIR-TV**

**Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.**

**WFIL-AM • FM • TV,** Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WHGB-AM,** Harrisburg, Pa. **WFBG-AM • TV,** Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **WLBR-TV,** Lebanon-Lancaster, Pa.

**Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York**

# Pennsylvania

## WSEE
### Erie
(Ch. 35)

**Grantee (STA):** Great Lakes Television Co., 1220 Peach St.

**Studio:** 1220 Peach St. **Transmitter:** U.S. Hwy. 19, 7 mi. S of Erie.

**Telephone:** 5-7575. **TWX No.:** ER 80.

**Technical Facilities:** Channel No. 35 (596-602 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 948-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level, lat. 42° 05′ 55.7″, long. 80° 03′ 14.5″. Holds CP for 1000-kw visual, 500-kw aural, 940-ft. above av. terrain, 740.5-ft. above ground, 2080.5-ft. above sea level.

**Network Service:** CBS, ABC.

**Ownership:** Jacob A. Young, chairman, 11.1%; George J. Mead, pres., 16.6%; Charles E. Denny, 4.9%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 12.2%; James A. Quisenberry, secy., 2.3%; J. B. Held, 4.9%. Following directors: John J. Mead Jr., 13%; Edward Mead, 1.3%; John W. English, 6.9%; John J. Boland Jr., 6.9%; J. T. Simmons, 7.5%. Ownership interlocks with off-air WNAO-TV, Raleigh, N. C. George J. & John J. Mead Jr. are co-publishers of *Erie Times* and *Morning News*.

**Began Operation:** April 25, 1954.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Cecil M. Sansbury, *general manager.*
Roger Garrett, *asst. general manager.*
Ed Zellefrow, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(May 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| Class A—7-8 p.m., 10-11 p.m., Mon.-Fri.; 6-7 p.m., 11-11:30 p.m., Sat. & Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| Class B—6-7 p.m., 11-11:30 p.m., Mon.-Fri.; 1-6 p.m., 11:30 p.m.-midnight, Sat. & Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 56.50 | 45.00 | 22.50 |
| Class C—Noon-6 p.m., 11:30 p.m.-midnight, Mon.-Fri.; sign-on-1 p.m., midnight-sign-off, Sat. & Sun. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |
| Class D—Sign-on-noon, midnight-sign-off, Mon.-Fri. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

## WHP-TV
### Harrisburg
(Ch. 55)

**Grantee: (STA): WHP Inc., 216 Locust St.**

**Studio: 216 Locust St. Transmitter: Blue Mountain.**

**Telephone: Cedar 4-3211. TWX No.: HB 194.**

**Technical Facilities:** Channel No. 55 (716-722 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 502-kw maximum and 224-kw horizontal aural. Antenna: 910-ft. above av. terrain, 208-ft. above ground, 1518-ft. above sea level, lat. 40° 20′ 40″, long. 76° 52′ 09″.

**Network Service: CBS.**

**AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM,** 1.55-kw, 97.3 mc (No. 247), -35-ft. antenna height.

**Ownership: Telegraph Press Inc., 96.25%; E. J. Stackpole, pres.-**treas., .0823%; A. K. Redmond estate, 3.5%; A. H. Stackpole, v.p., .0823%; Bowman A. Brown, secy. & asst. treas., .0823%.

**Began Operation: April 1, 1953.**

**Represented (sales) by Bolling Co. Inc**

**Represented (legal) by Dow, Lohnes & Albertson.**

Represented (engineering) by George C. Davis Consulting Engineers.

**Personnel:**
Dick Redmond, *station & program manager.*
Mrs. A. K. Redmond, *sales and business manager.*
Joe Harper, *news director.*
**E. Dan Liebensperger, *chief engineer.***

DIGEST OF RATE CARD NO. 3—(March 15, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. |
|---|---|---|---|---|---|
| Class A—7:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | |
| $325.00 | $195.00 | $130.00 | $115.00 | $100.00 | $65.00 |
| Class B—6-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 2-5 p.m., Sun. | | | | | |
| 250.00 | 150.00 | 100.00 | 85.00 | 75.00 | 50.00 |
| Class C—All other times. | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 30.00 |

## WTPA
### Harrisburg
(Ch. 27)

**Grantee (STA):** The Patriot News Co., 812 Market St.

**Studio:** 3235 Hoffman St. **Transmitter:** W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

**Telephone:** Cedar 8-7171. **TWX No.:** HB 91.

**Technical Facilities:** Channel No. 27 (548-554 mc). Authorized power: 1030-kw maximum and 646-kw horizontal visual, 515-kw maximum and 324-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 505-ft. above ground, 1585-ft. above sea level, lat. 40° 19′ 03″, long. 76° 56′ 50″.

**Network Service:** ABC.

**AM Affiliate: None.**

**Ownership:** The Patriot News Co., 100%; officers: Edwin F. Russell, pres.; S. I. Newhouse, v.p. & secy.; Sarah Russell, treas.; B. F. Lantz, asst. secy. & asst. treas. Also publishes *Harrisburg Patriot* and *News*. For other Newhouse family interests, see WSYR-TV, Syracuse, N. Y.

**Began Operation:** June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (*Television Digest*, Vol. 13:15, 20).

**Represented (sales)** by Harrington, Righter & Parsons, Inc.

**Represented (legal) by Fisher, Wayland, Duvall & Southmayd.**

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Don Wear, *general manager.*
Allen Solada, *sales manager.*
Roy McCauley, *program director.*
James Magee, *news editor.*
**Paul Gross, *chief engineer.***

DIGEST OF RATE CARD NO. 4
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. |
|---|---|---|---|---|---|
| Class A—7:30-10:30 p.m., daily. | | | | | |
| $385.00 | $231.00 | $154.00 | ..... | $96.25 | $75.00 |
| Class B—5-7:30 p.m., 10:30-11 p.m., daily. | | | | | |
| 288.00 | 172.00 | 115.20 | $86.40 | 72.00 | 56.00 |
| Class C—All other times. | | | | | |
| 192.00 | 115.20 | 76.80 | 57.60 | 48.00 | 37.50 |

Subject to frequency discounts.

## WJAC-TV
### Johnstown
(Ch. 6)

**Licensee: WJAC Inc., 329 Main St.**

**Studio:** Chestnut St. & 10th Ave. **Transmitter:** Laurel Hill Mt.

**Telephone: 5-1262. TWX No.: JNTN 79.**

**Technical Facilities:** Channel No 6 (82-88 mc). Authorized power: 70.8-kw visual, 35.4-kw aural. Antenna: 1120-ft. above av. terrain, 162-ft above ground, 2872-ft. above sea level, lat. 40° 22′ 22″, long. 78° 58′ 51″.

**Network Service: ABC, NBC.**

**AM Affiliate: WJAC, .25-kw, 1400 kc (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft. antenna height.**

**Ownership:** Same as *Johnstown Tribune*. WJAC Inc. officers: Walter W. Krebs, pres.; A. D. Schrott, secy.-treas.; N. L. Straub, v. p.

**Began Operation: Sept. 15, 1949.**

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by James C. McNary.

**Personnel:**
**Walter W. Krebs, *president.***
Alvin D. Schrott, *exec. v.p. & general manager.*
Frank P. Cummins, *program director.*
John H. Hepburn, *sales manager.*
Nevin L. Straub, *director of technical operation.*
Theodore Campbell, *chief engineer.*

DIGEST OF RATE CARD NO. 10
(Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $250.00 | $125.00 |
| Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 900.00 | 540.00 | 360.00 | 315.00 | 270.00 | 225.00 | 112.50 |
| Class B—6-6:30 p.m., Mon.-Sat. | | | | | | |
| ..... | 420.00 | 280.00 | 245.00 | 175.00 | 150.00 | 75.00 |
| Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 420.00 | 250.00 | 170.00 | 150.00 | 125.00 | 100.00 | 50.00 |
| Class D—Sign-on-9 a.m., daily. | | | | | | |
| 210.00 | 125.00 | 85.00 | 75.00 | 63.00 | 50.00 | 25.00 |

Subject to frequency discounts. Color—No additional charge.

# In the JOHNSTOWN ALTOONA

## Total Coverage Area

# YOU name the day and time . . .

# WJAC-TV delivers the audience!

### STATION SHARE OF AUDIENCE

| | WJAC-TV | Station A |
|---|---|---|
| **Monday thru Friday** | | |
| Sign-on to Noon | 81.8 | 18.2 |
| Noon to 6:00 P.M. | 68.2 | 31.8 |
| 6:00 P.M. to Midnight | 68.0 | 31.7 |
| **Saturday** | | |
| Sign-on to 6:00 P.M. | 70.5 | 29.6 |
| 6:00 P.M. to 10:00 P.M. | 72.3 | 26.6 |
| 10:00 P.M. to Midnight | 68.1 | 29.9 |
| **Sunday** | | |
| Sign-on to 6:00 P.M. | 53.4 | 44.2 |
| 6:00 P.M. to 10:00 P.M. | 59.0 | 39.9 |
| 10:00 P.M. to Midnight | 71.0 | 29.0 |
| **Sunday thru Saturday** | | |
| 6:00 P.M. to 10:00 P.M. | 67.7 | 31.8 |
| 10:00 P.M. to Midnight | 67.9 | 31.6 |
| 6:00 P.M. to Midnight | 67.7 | 31.7 |
| **Sign-on to Sign-off** | 68.9 | 31.0 |

From: ARB Study—Nov. 6-12, 1957

Here are the hard, cold facts about station dominance in the Johnstown-Altoona area. The latest A.R.B. study (November, 1957) shows WJAC-TV ahead of the next station by 2 to 1 . . . even 4 to 1 in some time segments. It's this viewer preference that makes your dollars really pay off in sales when you choose WJAC-TV. Get all the facts and figures about WJAC-TV and this latest ARB study from your KATZ Man.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

**JOHNSTOWN, PENNSYLVANIA**

AMERICA'S 10TH TV MARKET

SHARE THE WEALTH!

$6¼ billion annual income and the prosperous 3½ million people in this market spend $3¾ billion annually

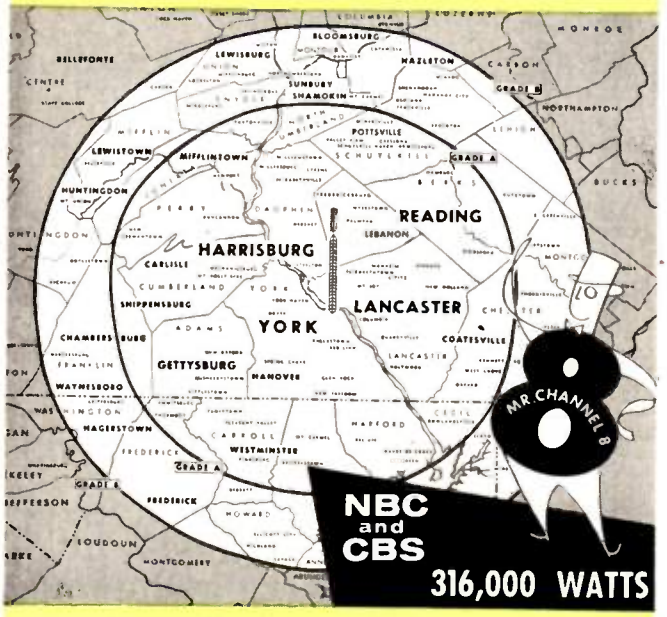
WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET




Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco


## WARD-TV

### Johnstown

(Ch. 56)

**Grantee (STA):** Rivoli Realty Company, Porch Bldg.

**Studio & Transmitter:** Cover Hill.

**Telephone:** 8-1216. **TWX No.:** 502.

**Technical Facilities:** Channel No. 56 (722-728 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 91-kw visual, 46-kw aural. Antenna: 610-ft. above av. terrain, 540-ft. above ground, 2461-ft. above sea level, lat. 40° 19′ 47″, long. 78° 53′ 45″. Holds CP for Ch. 19, 178-kw max. and 91.2-kw horizontal visual, 98-kw max. and 50-kw horizontal aural, 639-ft. above av. terrain, 557-ft. above ground, 2477-ft. above sea level.

**Network Service:** CBS, ABC.

**AM Affiliate:** WARD, .25-kw, 1490 kc (CBS). **FM Affiliate:** WARD-FM, .285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

**Ownership:** Walter M. Thomas, pres.-treas., 17.24%; Dr. George D. Gartland, v.-p., 17.24%; Margaret E. Gartland, secy., 51.72%; Clarence B. Hammerle, 6.89%; George D. Gartland Sr., 6.89%.

**Began Operation:** Oct. 15, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Richard J. Butterfield, *general manager.*
Howard C. Evans, *general sales manager.*
Ernest Rety, *chief engineer*

**DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun. | | | | | | | |
| $200.00 | $120.00 | $100.00 | $80.00 | $70.00 | $50.00 | $37.50 | $15.00 |
| Class B—All other times. | | | | | | | |
| 125.00 | 75.00 | 62.50 | 50.00 | 37.50 | 25.00 | 22.00 | 10.00 |

Subject to frequency discounts.

## WGAL-TV

### Lancaster

(Ch. 8)

**Licensee:** WGAL Inc., 8 West King St.

**Studio:** Lincoln Hwy. West. **Transmitter:** 2.25 mi. NE of Hallam, Pa.

**Telephone:** Express 3-5851. **TWX No.:** LN 34.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 500-ft. above ground, 1523-ft. above sea level, lat. 40° 02′ 06″, long. 76° 37′ 14″.

**Network Service:** CBS, NBC.

**AM Affiliate:** WGAL, .25-kw, 1490 kc (NBC). **FM Affiliate:** WGAL-FM, 3.8-kw, 101.3 mc (No. 267), 215-ft. antenna.

**Ownership:** Same interests (Steinman brothers) also own off-air WLEV-TV, Bethlehem, Pa., and have CP for WRAK-TV (Channel 36), Williamsport, Pa., and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading; WRAK, Williamsport, all in Pennsylvania. Steinmans also publish *Lancaster New Era* and *Intelligencer-Journal.*

**Began Operation:** March 18, 1949.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by James C. McNary.

**Personnel:**

Clair R. McCollough, *president & general manager.*
J. Robert Gulick, *asst. general manager in charge of sales.*
Harold E. Miller, *station manager.*
Paul C. Rodenhauser, *program manager.*
Harry J. Shaub Jr., *business manager.*
Paul I. Woodland, *promotion manager.*
Robert Malick, *farm director.*
J. E. Mathiot, *chief engineer.*

**DIGEST OF RATE CARD NO. 10**

**(Aug. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|
| Class AA—8-10 p.m., daily. | | | | | |
| $1200.00 | $720.00 | $480.00 | $360.00 | $240.00 | $120.00 |
| Class A—6:30-8 p.m., 10-11 p.m., daily. | | | | | |
| 1000.00 | 600.00 | 400.00 | 300.00 | 200.00 | 100.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun. | | | | | |
| 750.00 | 450.00 | 300.00 | 225.00 | 150.00 | 75.00 |
| Class C—All other times. | | | | | |
| 500.00 | 300.00 | 200.00 | 150.00 | 100.00 | 50.00 |

Subject to frequency discounts.

## WLBR-TV
### Lebanon-Lancaster
(See next page)

## WBPZ-TV
### Lock Haven
(Ch. 32)
(To be operated in affiliation with WILK-TV, Wilkes-Barre)

**(Due to Begin Operation in February)**

**Grantee:** Lock Haven Broadcasting Corp., 132½ E. Main St.

**Studio & Transmitter:** Sugar Lusk Mt.

**Telephone:** 4038.

**Technical Facilities:** Channel No. 32 (578-584 mc). Authorized power: 21.9-kw visual, 11-kw aural. Antenna: 300-ft. above av. terrain, 146-ft. above ground, 1426-ft. above sea level, lat. 41° 08′ 50″, long. 77° 29′ 16″.

**Network Service:** ABC.

**AM Affiliate:** WBPZ, .25-kw, 1230-kc (MBS).

**Ownership:** Donald C. Welch, pres., 6.46%; Thomas Caprio, v.p., 12.93%; Harry Shaffer, v.p., 6.46%; Paul Breon, treas., 4.32%; Harris Lipez, secy.-gen. mgr., .87%; John R. Turner, 6.46%; Gurney F. Wagner Sr., 4.32%; Mrs. C. (Josephine) Holter, 12.93%; estate of Carroll W. Keller, 6.46%; A. H. Lipez, 12.93%; W. T. Piper Jr., 12.93%; Theodore V. Weld, 12.93%.

**Represented (sales)** by Devney & Co.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Harris Lipez, *general manager.*
Richard Yohe, *sales manager.*
Dave King, *program manager.*
Albert Stratmoen, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | |
| $100.00 | $60.00 | $40.00 | $32.50 | $27.50 | $20.00 | $10.00 |
| **Class B**—All other times. | | | | | | |
| 60.00 | 36.00 | 24.00 | 20.00 | 16.00 | 12.00 | 6.00 |

Subject to frequency discounts, except for 10 sec. rates.

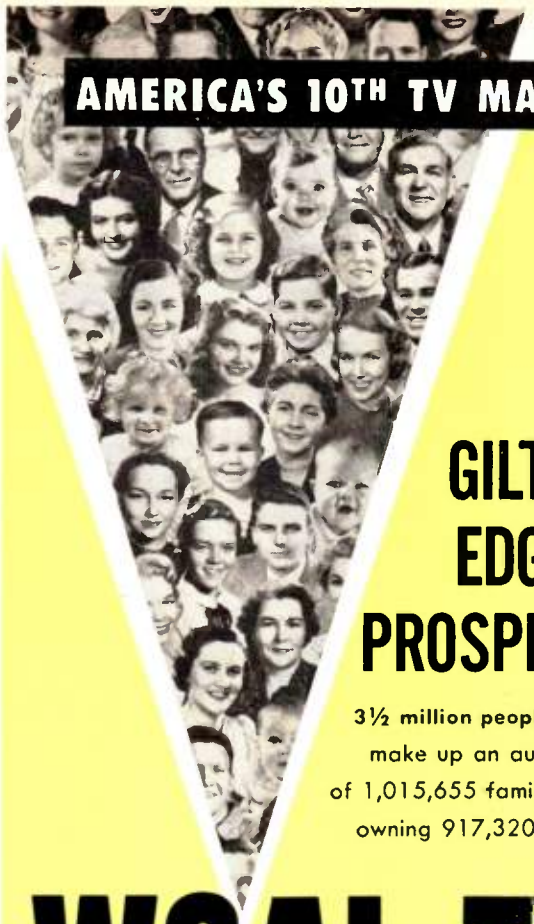

54 per cent

Of U.S. stations

rely on

UNITED U.P. PRESS

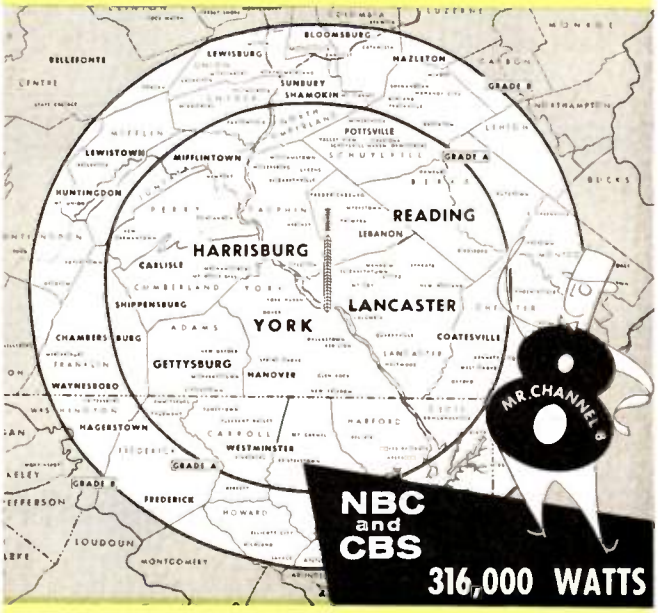





GILT-EDGED PROSPECTS

3½ million people
make up an audience
of 1,015,655 families
owning 917,320 TV sets

WGAL-TV
LANCASTER, PA.
NBC and CBS
STEINMAN STATION • Clair McCollough, Pres.
CHANNEL 8 MULTI-CITY MARKET




*Representative:* The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

# Pennsylvania

## WLBR-TV
### Lebanon
**(Ch. 15)**

**Licensee:** Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

**Studio & Transmitter:** Television Hill.

**Telephone:** 3-1601. **TWX No.:** LEB 351.

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 129-kw visual, 69.2-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level, lat. 40° 15′ 49″, long. 76° 27′ 42″.

**Network Service:** ABC.

**Ownership:** Triangle Publications, Inc. See WFIL-TV, Philadelphia.

**Began Operation:** Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-*Lebanon News* interests and station resumed operation May 2, 1957 (*Television Digest*, Vol. 11:27; 13:18).

**Represented (sales)** by Blair Television Associates, Inc.

**Represented (legal)** by Lyon, Wilner & Bergson.

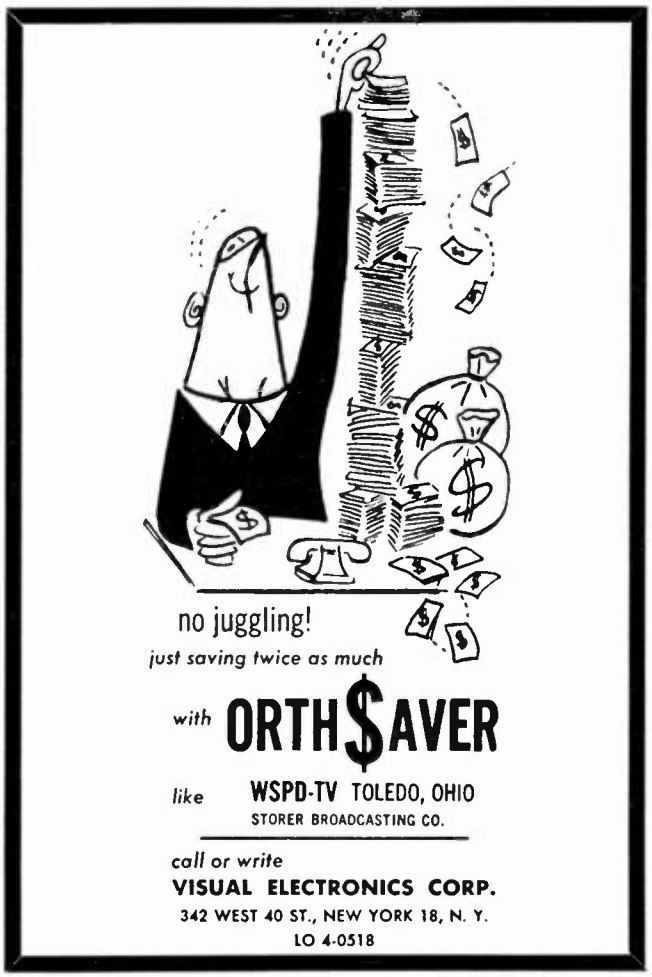
**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Joe Zimmermann, *general manager.*
David Miller, *operations manager.*

**DIGEST OF RATE CARD NO. 3**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| **Class A**—7:30-11 p.m., daily. | | | | | | | |
| $350.00 | $210.00 | ..... | ..... | ..... | $80.50 | $70.00 | $35.00 |
| **Class B**—6-7:30 p.m., daily. | | | | | | | |
| 262.50 | 157.50 | $105.00 | $78.75 | $65.63 | 60.38 | 52.50 | 26.25 |
| **Class C**—All other times. | | | | | | | |
| 175.00 | 105.00 | 70.00 | 52.50 | 43.75 | 40.25 | 35.00 | 17.50 |

Subject to frequency discounts.



## WKST-TV
### New Castle-Youngstown, O.
**(Ch. 45)**

**Grantee:** WKST Inc., First Federal Plaza, New Castle.

**Studios:** Shenango Township, New Castle; 3800 Shady Run Rd., Youngstown.

**Transmitter:** 3800 Shady Run Rd., Youngstown.

**Telephones:** Oliver 4-5501 New Castle; Sterling 8-2424 Youngstown. **TWX No.:** YO 002

**Technical Facilities:** Channel No. 45 (656-662 mc). Authorized power: 200-kw visual, 119-kw aural. Antenna: 577-ft. above av. terrain, 641-ft. above ground, 1663-ft. above sea level, lat. 41° 03′ 42.6″, long. 80° 38′ 6.5″.

**Network Service:** ABC.

**AM Affiliate:** WKST, New Castle, 1-kw, 1280 kc (MBS).

**Ownership:** S. W. Townsend, pres. & treas., 45.2%; Wanda E. Townsend, secy-asst. treas., 36%; Lawrence & Co., 18.8%.

**Began Operation:** April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, O. Resumed operation Oct. 30, 1957 from present transmitter site (*Television Digest*, Vol. 13:44).

**Represented (sales)** by Everett-McKinney Inc.

**Represented (legal)** by Robert F. Jones.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
S. W. Townsend, *president & general manager.*
Robert C. Harnack, *sales & production manager.*
Harry Reith, *v.p. & program director.*
Robert Emch, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—5:59-11 p.m., Mon.-Sat.; 1-11:30 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $105.00 | $70.00 | $35.00 |
| **Class B**—5-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.; 11-11:30 p.m., daily. | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.90 | 78.75 | 52.50 | 26.25 |
| **Class C**—All other times. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 35.00 | 17.50 |

Subject to frequency discounts.

## WHYY-TV
### Philadelphia
**(Ch. 35)**
**Non-Commercial Educational Station**

**Licensee:** Metropolitan Philadelphia Educational Radio & TV Corp., 1622 Chestnut St.

**Studio:** 1622 Chestnut St. **Transmitter:** Architects Bldg., 17th & Sansom Sts.

**Telephone:** Locust 8-2370.

**Technical Facilities:** Channel No. 35 (596-602 mc). Authorized power: 155-kw visual, 83.2-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level, lat. 39° 57′ 04″, long. 75° 10′ 08″.

**FM Affiliate:** WHYY, 20-kw, 90.9 mc (No. 215), 500-ft. antenna height.

**Ownership:** Non-profit corporation composed of educational & cultural institutes in the Philadelphia area. Officers: William Goldman, pres.; Allen T. Bonnell, v.p.

**Began Operation:** Sept. 16, 1957.

**Represented (legal)** by LaBrum and Doak, Philadelphia.

**Personnel:**
Richard S. Burdick, *managing director.*
William McCarter, *production manager.*
Samuel H. Barbour, *chief engineer.*
Robert A. Bloss, *film supervisor.*

## WPFH
### Wilmington-Philadelphia
(See Wilmington, Del.)

# Schnitz un gnepp*

(*Dried apples with dumpling and ham slice)

# Pennsylvania Dutch Favorites

## THE VIEWING IS "WONDERFUL GOOD"

Day and night, young and old are eating up WLBR-TV's great programming . . . **"American Bandstand,"** America's NUMBER ONE daytime TV program; MGM, 20th CENTURY-FOX, RKO and WARNER BROS., exclusive, first-run feature films. Plus Popeye and other Warner Bros. cartoons and top syndicated films.

## THE COST IS "WONDERFUL LOW"

And smart timebuyers are discovering that WLBR-TV delivers LEBANON, LANCASTER, HARRISBURG and YORK at a fraction of the cost of nearest competitor! Call Blair-TV Associates today for the amazing, dollar-saving facts!

Source: Trendex, Dec. 2-6, 1957

**LEBANON-LANCASTER-HARRISBURG-YORK**
**. . . AMERICA'S NUMBER 1 UHF MARKET**

A TRIANGLE STATION

# WLBR-TV

LEBANON—LANCASTER, PA.

abc Channel 15

Blair Television Associates, Inc.


Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WHGB-AM**, Harrisburg, Pa.
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

# Pennsylvania

## WFIL-TV
### Philadelphia
(Ch. 6)

**Licensee:** Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts.

**Studios:** Sheraton Hotel and 46th & Market Sts. **Transmitter:** Roxborough 28, Pa.

**Telephone:** Evergreen 2-4700. **TWX No.:** PH 670.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 74.1-kw visual, 37.1-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level. lat. 40° 02′ 38″, long. 75° 14′ 26″.

**Network Service:** ABC.

**AM Affiliate:** WFIL, 5-kw, 560 kc (ABN). **FM Affiliate:** WFIL-FM, 10-kw, 102.1 mc (No. 271), 270-ft. antenna height.

**Ownership:** Walter H. Annenberg and family. Triangle Publications Inc., Radio & TV Div. operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV & WFBG, Altoona; WLBR-TV, Lebanon, Pa.; WNBF-TV & WNBF-AM & FM, Binghamton, N. Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; owns 50% of WHGB, Harrisburg, Pa. Triangle publications Inc. publishes *Philadelphia Inquirer, Philadelphia Daily News, Seventeen Magazine, TV Guide.* For other publishing interests, see footnote under Newspaper Ownerships.

**Began Operation:** Sept. 13, 1947.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** by Kear & Kennedy

**Personnel:**

Roger W. Clipp, *general manager.*
George A. Koehler, *station manager.*
Kenneth W. Stowman, *general sales manager.*
Kenneth Curto, *TV sales manager.*
Lewis Klein, *program & production manager.*
Henry E. Rhea, *chief engineer.*
John C. Harlan, *business manager.*
Thomas A. O'Neill, *asst. business manager.*

**DIGEST OF RATE CARD NO. 14**
**(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $3200.00 | $1920.00 | $1280.00 | $1066.67 | $853.33 | $750.00 | $375.00 |
| **Class A**—7-7:30 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 2200.00 | 1320.00 | $880.00 | $733.33 | $586.67 | 400.00 | 200.00 |
| **Class B**—5-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-7 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 1700.00 | 1020.00 | 680.00 | 566.67 | 453.33 | 350.00 | 175.00 |
| **Class C**—2:30-5 p.m., Mon.-Fri. | | | | | | |
| 1300.00 | 780.00 | 520.00 | 433.33 | 346.67 | 275.00 | 137.50 |
| **Class D**—Sign-on-2:30 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-1 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 1050.00 | 630.00 | 420.00 | 350.00 | 280.00 | 225.00 | 112.50 |

Subject to frequency discounts.

## WCAU-TV
### Philadelphia
(Ch. 10)

**Licensee:** WCAU Inc., City & Monument Aves.

**Studio:** City & Monument Aves. **Transmitter:** Domino Lane & Fowler St.

**Telephone:** Greenwood 7-8300.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level, lat. 40° 02′ 36″, long. 75° 14′ 12″.

**Network Service:** CBS.

**AM Affiliate:** WCAU, 50-kw, 1210 kc (CBS). **FM Affiliate:** WCAU-FM, 11-kw, 98.1 mc (No. 231), 630-ft. antenna height.

**Ownership:** Same as *Philadelphia Bulletin.* Also owns controlling interest in WDAU-TV, Scranton, Pa. **Note:** Sale of WCAU-TV and radio affiliates to CBS pends FCC approval (*Television Digest,* Vol. 13:51, 14:1).

**Began Operation:** March 15, 1948.

**Represented (sales) by CBS Television Spot Sales.**

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**

Donald W. Thornburgh, *president & general manager.*
Joseph L. Tinney, *v.p. & asst. general manager.*
Charles Vanda, *v.p. in charge of television.*
John G. Leitch, *v.p. in charge of engineering.*
Robert N. Pryor, *v.p in charge of promotion and publicity*
Robert M. McGredy, *v.p. in charge of TV sales.*
Smith Binning, *sales development director.*
Marvin L. Shapiro, *national sales manager.*
E. Gordon Walls, *regional sales manager.*
Lionel Wernick, *business manager.*
Jack Dolph, *asst. program manager.*
Mel Levine, *asst. manager for television.*
John F. Horstmann Jr., *operations manager.*
Charles Shaw, *news director.*
Wm. Bennett, *farm director.*
Louis De Marco, *production facilities manager.*
Allen Ludlum, *film operations manager.*
John Ferlaine, *art director.*
Margaret M. Kearney, *educational director.*
Charles Gimborn, *photography director.*
Francis J. Haney, *general engineer for color.*

**DIGEST OF RATE CARD NO. 11**
**(April 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $3250.00 | $1950.00 | ..... | ..... | ..... | $750.00 | $375.00 |
| **Class A**—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 2200.00 | 1320.00 | 880.00 | 770.00 | 550.00 | 500.00 | 250.00 |
| **Class B**—6-7:30 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily. | | | | | | |
| 1700.00 | 1020.00 | 680.00 | 595.00 | 425.00 | 350.00 | 175.00 |
| **Class C**—8 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11 p.m-1 am., daily. | | | | | | |
| 1250.00 | 750.00 | 500.00 | 437.50 | 312.50 | 225.00 | 112.50 |
| **Class D**—1-8 a.m., Mon.-Fri.; 1-10 a.m., Sat. & Sun. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 187.50 | 150.00 | 75.00 |

* **Class B** (6-7:30 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 5-7 p.m., Sat.; 1-7 p.m., Sun.). **Class C** (8 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-5 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11:15 p.m.-1 a.m., daily).
Subject to frequency discounts.

ZIV'S DYNAMIC NEW IMPACT SERIES!

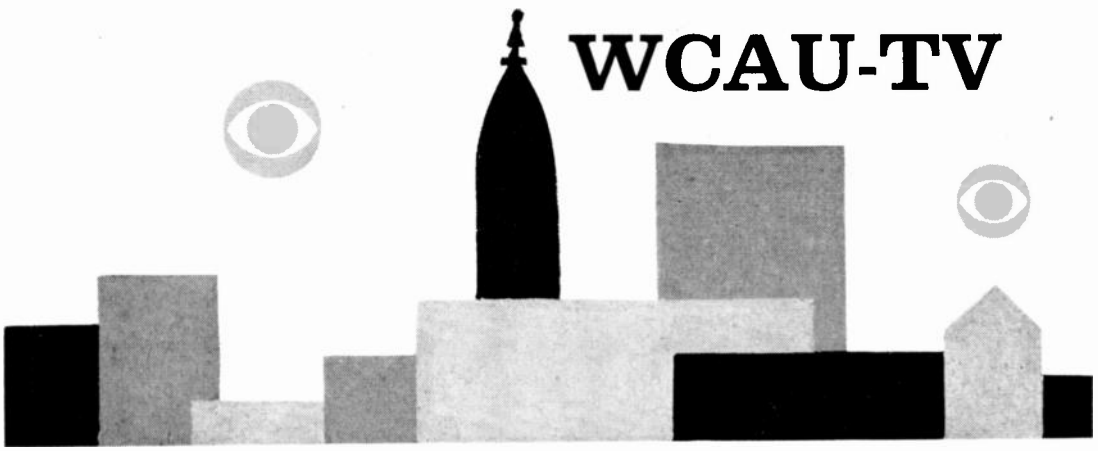
"TARGET"

with ADOLPHE MENJOU host!

AIMED TO BUILD PRESTIGE FOR YOU!

ZIV Television

# the eyes of Philadelphia are on WCAU-TV



What does it take to win and hold attention in a market with nearly 7,500,000 potential customers?

The imagination, facilities and skill to build the highest rated news programs . . . leadership in women's shows . . . the impact of award winning motion pictures . . . the most popular local programs . . . plus the superb programming of CBS-TV . . . keeps the eyes of the vast Philadelphia market on WCAU-TV.

**WCAU-TV**
**means *business***
**in Philadelphia**
Represented nationally by CBS-TV Spot Sales

## Pennsylvania

### WRCV-TV
### Philadelphia
(Ch. 3)

**Licensee:** National Broadcasting Co., NBC Bldg., 1619 Walnut St.
**Studio:** 1619 Walnut St. **Transmitter:** Roxborough 28, Pa.
**Telephone:** Locust 4-3700. **TWX No.:** PH 267.
**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1000-ft. above av. terrain, 1110.1-ft. above ground, 1369-ft. above sea level, lat. 40° 02′ 38″, long. 75° 14′ 26″.
**Network Service:** NBC.
**AM Affiliate:** WRCV, 50-kw, 1060 kc (NBC).
**Ownership:** See WRCA-TV, New York.
**Began Operation:** September 1941; sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to present owner in deal approved Dec. 21, 1955 (see *Television Digest*, Vol. 11:2 & 12:3).
**Represented (sales)** by NBC Spot Sales.
**Personnel:**
Lloyd E. Yoder, *v.p. & general manager.*
Curtis Peck, *director of operations.*
Robert Lemon, *program director.*
Ted Walworth, *sales director.*
Chet Messervey, *local sales manager.*
George Mathews, *business manager.*
George Cyr, *production manager.*
Jack Wiley, *advertising & promotion manager.*
William Howard, *manager, technical operations.*

**DIGEST OF RATE CARD NO. 2—(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 30 Sec.* | 20 Sec.* | 10 Sec* |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. | | | | | | | |
| $3200.00 | $1920.00 | $1280.00 | $1120.00 | $800.00 | ..... | ..... | ..... |
| **Class A**—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun. | | | | | | | |
| 2000.00 | 1200.00 | 800.00 | 700.00 | 500.00 | $690.00 | $400.00 | $200.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat.; 1-6 p.m., Sun. | | | | | | | |
| 1500.00 | 900.00 | 600.00 | 525.00 | 375.00 | 515.00 | 300.00 | 150.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-1 a.m., daily. | | | | | | | |
| 1050.00 | 630.00 | 420.00 | 367.50 | 262.50 | 385.00 | 225.00 | 110.00 |
| **Class D**—Sign-on-9 a.m., 1 a.m.-sign-off, daily. | | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 175.00 | 165.00 | 100.00 | 45.00 |

* **Class AAA** (7:29-10:30 p.m., daily) 30 Sec. $1500. 20 Sec. $825. 10 Sec. $415. **Class A** (7-7:29 p.m., Mon.-Sat.; 6-7:29 p.m., Sun.; 10:30-11 p.m., daily). **Class B** (5:59-7 p.m., Mon.-Fri.; 12:59-7 p.m., Sat.; 12:59-6 p.m., Sun.). **Class C** (9 a.m.-5:59 p.m., Mon.-Fri.; 9 a.m.-12:59 p.m., Sat. & Sun.; 11 p.m.-12:59 a.m., daily). **Class D** (sign-on-9 a.m., 12:59 a.m.-sign-off, daily).
Subject to frequency discounts (except in Class AAA).

### KDKA-TV
### Pittsburgh
(Ch. 2)

**Licensee:** Westinghouse Broadcasting Co. Inc., Gateway Center.
**Studios:** 1 Gateway Center. **Transmitter:** 4101 Grizella St.
**Telephone:** Express 1-3000. **TWX No.:** PG 188.
**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 675-ft. above ground, 2048-ft. above sea level, lat. 40° 29′ 38.22″, long. 80° 01′ 9.4″.
**Network Service:** ABC, CBS.
**AM Affiliate:** KDKA, 50-kw, 1020 kc. **FM Affiliate:** KDKA-FM, 12.5-kw, 92.9 mc (No. 225), 590-ft. antenna height.
**Ownership:** Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); WJZ, Baltimore; KPIX, San Francisco; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, with CP for WIND-TV, Chicago.
**Began Operation:** Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (*Television Digest*, Vol. 10:49 & 11:2).
**Represented (sales)** by Peters, Griffin, Woodward Inc.
**Personnel:**
Donald H. McGannon, *president.*
Harold C. Lund, *v.p.*
Jerome R. (Tad) Reeves, *general manager.*
B. Calvin Jones, *program director*
Wm. H. McGraw, *executive producer.*
John Stilli, *sales director.*
David N. Lewis, *promotion director.*
Raymond W. Rodgers, *chief engineer.*

**DIGEST OF RATE CARD NO. 12—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $2000.00 | $1200.00 | $800.00 | $700.00 | $600.00 | $500.00 | $250.00 |
| **Class A**—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., daily. | | | | | | |
| 1700.00 | 1020.00 | 680.00 | 510.00 | 425.00 | 350.00 | 175.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11:30 p.m.-midnight, daily. | | | | | | |
| 1500.00 | 900.00 | 600.00 | 450.00 | 375.00 | 300.00 | 150.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun. | | | | | | |
| 1100.00 | 660.00 | 440.00 | 330.00 | 275.00 | 175.00 | 87.50 |
| **Class D**—Sign-on-9 am., midnight-sign-off, daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 210.00 | 175.00 | 125.00* | 50.00 |

* Min. only. 20 Sec. $100.


# Channel 2 is No. 1 in Pittsburgh!

Day after day, within 38 counties in Pennsylvania, Ohio, West Virginia, and Maryland, more people watch KDKA-TV than any other medium!

Month after month, ARB share-of-audience figures, from sign-on to sign-off, give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station!

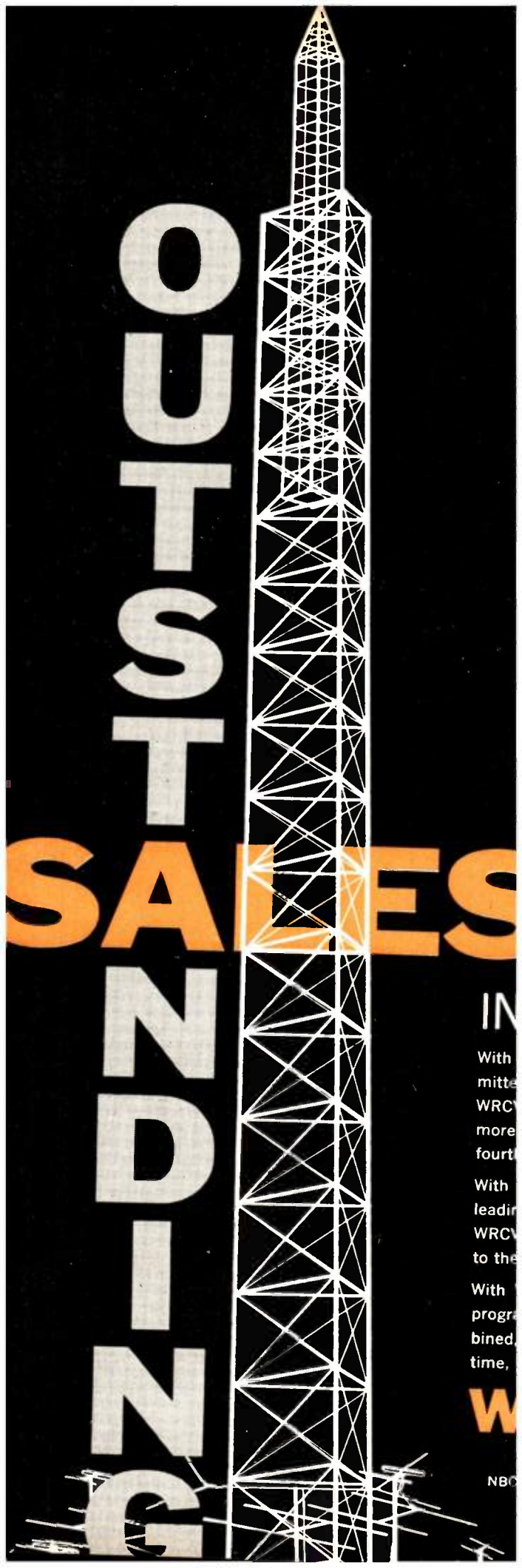
There are some 4.5 million TV viewers within range of Channel 2. So, if you want great sales results, remember . . . *no selling campaign is complete without the WBC station . . .*

KDKA 2 TV

CBS PITTSBURGH

Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.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# Pennsylvania

## WIIC
### Pittsburgh
**(Ch. 11)**

**Grantee:** WIIC Inc., 700 Ivory Ave.

**Studio & Transmitter:** 341 Rising Main St.

**Telephone:** Wellington 1-6900. **TWX No.:** PG 16.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 150-kw aural. Antenna: 1000-ft. above av. terrain, 842-ft. above ground, 2042-ft. above sea level, lat. 40° 27′ 47″, long. 80° 00′ 17″.

**Network Service:** NBC.

**Ownership:** P-G Publishing Co., publisher of *Pittsburgh Post-Gazette*, 50%; H. Kenneth Brennen and members of family, 50%. *Post-Gazette* owns Pittsburgh radio WWSW; same interests also publish *Toledo Blade*. TV applicant. Brennen family controls radio WHJB, Greensburg, Pa.

**Began Operation:** Sept. 1, 1957.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Paul M. Segal.

**Personnel:**

O. M. Schloss, *chairman of the board.*
H. Kenneth Brennen, *president.*
Robert A. Mortensen, *general manager.*
Roger D. Rice, *sales manager.*
Shelton Weaver, *production manager.*
Henry R. Kaiser, *chief engineer.*
Caley E. Augustine, *promotion manager.*

**DIGEST OF RATE CARD NO. 1**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-11 p.m., daily. | | | | | | |
| $1800.00 | $1080.00 | $720.00 | $630.00 | $540.00 | $450.00 | $225.00 |
| **Class A**—6-7:30 p.m., Mon-Fri.; 11-11:30 p.m., daily; 5-7:30 p.m., Sat. & Sun. | | | | | | |
| 1500.00 | 900.00 | 600.00 | 450.00 | 380.00 | 300.00 | 150.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 11:30 p.m.-midnight, daily; 1-5 p.m., Sat. & Sun. | | | | | | |
| 1300.00 | 800.00 | 540.00 | 400.00 | 330.00 | 260.00 | 130.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun. | | | | | | |
| 900.00 | 540.00 | 360.00 | 270.00 | 225.00 | 160.00* | 70.00 |
| **Class D**—Midnight-9 a.m, daily. | | | | | | |
| 550.00 | 330.00 | 220.00 | 165.00 | 140.00 | 110.00** | 40.00 |

* 20 Sec., $140.00. ** 20 Sec., $80.00. Flat rates only.

## WQED
### Pittsburgh
**(Ch. 13)**
**Non-Commercial Educational Station**

**Licensee:** Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave.

**Studio:** 4337 Fifth Ave. **Transmitter:** 2850 Berthoud St.

**Telephone:** Museum 3-1300.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 138-kw visual, 69.2-kw aural. Antenna: 650-ft. above av. terrain, 574-ft. above ground, 1739-ft. above sea level, lat. 40° 26′ 46″, long. 79° 57′ 51″. Note: Also has applied for permission to operate 2nd station on Ch. 47.

**Ownership:** Officers of this publicly financed station are: Leland Hazard, chairman; John T. Ryan Jr., pres.; Leon Falk Jr., v.p.; George L. Follansbee, v.p.; George D. Lockhart, treas.; Dr. E. A. Dimmick, secy. Mr. Hazard is v.p. of Pittsburgh Plate Glass Co., which donated building housing WQED studios to U. of Pittsburgh. Dr. Dimmick is supt. of Pittsburgh public schools.

**Began Operation:** March 19, 1954.

**Represented (legal)** by Fischer, Willis & Panzer.

**Personnel:**

John F. White, *general manager.*
John W. Ziegler, *asst. to gen. mgr. in charge of special projects.*
Edward C. Horstman, *director of engineering and business manager.*
Ralph J. Tangney, *program manager.*
Mildred J. Popovich, *publicity director.*

## WDAU-TV
### Scranton
**(Ch. 22)**

**Grantee (STA):** Scranton Broadcasters Inc., 1000 Wyoming Ave.

**Studio:** 1000 Wyoming Ave. **Transmitter:** Bald Mt., Ransom Township, Pa.

**Telephone:** Diamond 2-7634. **TWX No.:** SN 10.

**Technical Facilities:** Channel No. 22 (518-524 mc). Authorized power: 1070-kw maximum and 479-kw horizontal visual, 544-kw maximum and 245-kw horizontal aural. Antenna: tilted 0.7° electrically 1350-ft. above av. terrain, 421-ft. above ground, 2545-ft. above sea level, lat. 41° 25′ 36″, long. 75° 44′ 52″.

**Network Service:** CBS.

**Ownership:** WCAU Inc., 50% including 75% voting stock; Mrs. M. E. Megargee & family, 50%. WCAU Inc., owned by *Philadelphia Bulletin*, is licensee of WCAU-TV & WCAU. Megargee family owns radio WGBI, Scranton. Officers: Donald W. Thornburgh, pres. (also pres.-gen. mgr. of WCAU Inc.); Vance L. Eckersley, v.p.; Mrs. Marcella Megargee Holcomb, secy.; Joseph L. Tinney, treas.

**Began Operation:** June 7, 1953. Sale of 75% control to *Philadelphia Bulletin* interests approved Oct. 17, 1956 by FCC (*Television Digest*, Vol. 12:31, 42).

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Vance L. Eckersley, *v.p. & general manager.*
Anton J. Moe, *sales manager.*
R. E. McDowell, *station manager.*
Doug Holcomb, *promotion director.*
Mort Rosenthal, *program director.*
K. R. Cooke, *chief engineer.*
Tom Powell, *news director.*

**DIGEST OF RATE CARD NO. 5**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | ..... | ..... | ..... | $125.00 | $62.50 |
| **Class A**—7-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | ..... | ..... | ..... | 80.00 | 40.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily. | | | | | | |
| 300.00 | 180.00 | $120.00 | $105.00 | $75.00 | 60.00 | 30.00 |
| **Class C**—11 a.m.-6 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.; 11:15 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class D**—Sign-on-11 a.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WNEP-TV
**(Formerly WARM-TV)**
### Scranton
**(Ch. 16)**

**Grantee (STA):** Union Bcstg. Co., 333 Madison Ave.

**Studio:** 333 Madison Ave. **Transmitter:** Mt. Dewey.

**Telephone:** Diamond 3-1245. **TWX No.:** SN 20.

**Technical Facilities:** Channel No. 16 (482-488 mc). Authorized power: 191-kw visual, 102-kw aural. Antenna: 1244-ft above av. terrain, 347-ft. above ground, 2415-ft. above sea level, lat. 41° 26′ 06″, long. 75° 43′ 35″. Holds authorization for 955-kw visual, 479-kw aural, 1090-ft. above av. terrain, 242-ft. above ground, 2362-ft. above sea level, lat. 41° 10′ 58″, long. 75° 52′ 25″; transmitter to Penobscot Knob S of Wilkes-Barre.

**Network Service:** ABC.

**AM Affiliate:** WARM, 5-kw, 590 kc (ABN).

**Ownership:** Martin F. Memolo, pres., 21.2%; William W. Scranton, treas., 64.5%; William M. Dawson, v.p., 3%; six other stockholders, none owns over 1.5%.

**Note:** WNEP-TV is to merge with WILK-TV, Wilkes-Barre (Ch. 34), under new ownership, FCC having approved transfer of stations to Northeastern Pennsylvania Bcstg. Co. Feb. 2, 1958 (*Television Digest*, Vol. 14:7). When transfer is effected, WILK-TV rate card will be used for combined operation as WNEP-TV (Ch. 16) and WILK-TV will operate as satellite pending conversion of transmitter from Ch. 34. New owners will be Transcontinent Television Corp., 60%; WNEP-TV & WILK-TV principals, other 40% (*Television Digest*, Vol. 14:7).


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UNITED PRESS MOVIETONE NEWS

UNITED PRESS MOVIETONE NEWS

Began Operation: Feb. 9, 1954.

Represented (sales) by The Bolling Co., Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:
William M. Dawson, *v.p. & general manager.*
Sam M. Feigenbaum, *local sales manager.*
Art Bolin, *program director.*
Frances M. Breslin, *promotion director.*
Roswell J. Parker, *chief engineer.*
Earl E. Gress, *technical supervisor.*

DIGEST OF RATE CARD NO. 3
(June 1, 1955)

| Hour | 30 Min. | 25 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $225.00 | $135.00 | $120.00 | $90.00 | $75.00 | $60.00 | $45.00 | $22.50 |
| Class B—6-7 p.m., Mon.-Sat.; 2-6 p.m., Sat.; 1-5 p.m., Sun. | | | | | | | |
| 168.75 | 101.25 | 90.00 | 67.50 | 56.25 | 45.00 | 33.75 | 16.88 |
| Class C—All other times. | | | | | | | |
| 112.50 | 67.50 | 60.00 | 45.00 | 37.50 | 30.00 | 22.50 | 11.25 |

## WBRE-TV
### Wilkes-Barre
(Ch. 28)

Grantee (STA): WBRE-TV Inc., 62 S. Franklin St.

Studio: 62 S. Franklin St.

Transmitter: Bear Creek Twp., Wyoming Mountain.

Telephone: Valley 3-3101. TWX No.: WKBR 60.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 1220-ft. above av. terrain, 426-ft. above ground, 2520-ft. above sea level, lat. 41° 11′ 56.5″, long. 75° 49′ 05.5″. CP for 1000-kw max. and 589-kw horizontal visual, 500-kw max. and 302-kw horizontal aural, 1200-ft. above av. terrain, 429-ft. above ground, 2529-ft. above sea level.

Network Service: NBC.

AM Affiliate: WBRE, .25-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253) 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%. Also own WSCR, Scranton, Pa.

Began Operation: Jan. 1, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Hogan & Hartson.

Personnel:
Louis G. Baltimore, *president.*
David M. Baltimore, *v.p. & general manager.*
Franklin D. Coslett, *operations director.*
Ernest Lewis, *national sales manager.*
Charles Sakoski Sr., *chief engineer.*

DIGEST OF RATE CARD NO. 5
(July 1, 1956)

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $525.00 | $315.00 | $262.50 | $210.00 | $183.75 | $131.25 | $105.00 |
| Class A—7-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 200.00 | 160.00 | 140.00 | 100.00 | 80.00 |
| Class B—5:30-7 p.m., Mon.-Sat.; 1-6:30 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 150.00 | 120.00 | 105.00 | 75.00 | 60.00 |
| Class C—2-5:30 p.m., Mon.-Sat.; 11 p.m.-1 a.m., daily. | | | | | | |
| 200.00 | 120.00 | 100.00 | 80.00 | 70.00 | 50.00 | 35.00 |
| Class D—7 a.m.-2 p.m., Mon.-Fri.; 7-10 a.m., Sat.; 7 a.m.-1 p.m., Sun. | | | | | | |
| 160.00 | 96.00 | 80.00 | 64.00 | 56.00 | 40.00 | 28.00 |

Subject to frequency discounts.

## WILK-TV
### Wilkes-Barre
(Ch. 34)

Grantee (STA): Wyoming Valley Bcstg. Co., 88 N. Franklin St.

Studio: 88 N. Franklin St. Transmitter: Penobscot Knob.

Telephone: Valley 4-4666. TWX No. WKBR 65.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 1410-kw maximum and 1100-kw horizontal visual, 720-kw maximum and 562-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 254-ft. above ground, 2363-ft. above sea level, lat. 41° 10′ 58″, long. 75° 52′ 25″. Requests change to 5000-kw visual, 2500-kw aural, 1116-ft. above av. terrain, 291-ft. above ground, 2411-ft. above sea level.

Network Service: ABC.

AM Affiliate: WILK, 5-kw (1-kw night), 980 kc (ABN).

Ownership: Mitchell Jenkins, pres., 12½%; Roy E. Morgan, exec. v.p. & secy., 12½%; Harold T. Gray, 1st v.p., 12½%; Vernon L. Wise, 2d v.p., 12½%; Thomas P. Shelburne, treas., 12½%; Edna W. Morgan, asst. treas., 12½%; Gerald L. Wise, asst. secy. 12½% (in trust); Leon Schwartz, 12½%. Harold T. Gray & Jason S. Gray own WCED, DuBois, Pa., and publish *Dubois Courier-Express.* Vernon & Gerald Wise each owns 16⅔% of *Butler* (Pa.) *Eagle.* Jenkins owns 5% of WPKX, Punxsutawney, Pa. Note: To be merged with WNEP-TV, Scranton, under new ownership. After new owners take over operation, WILK-TV is to operate as satellite of WNEP-TV (Ch. 16), pending conversion of WILK-TV transmitter to Ch. 16. For other details, see WNEP-TV.

Began Operation: Sept. 7, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:
Roy E. Morgan, *executive v.p.*
Thomas P. Shelburne, *treas. & TV managing director.*
Malcolm Dale, *sales manager.*
Hal Berg, *program director.*
Thomas Bigler, *news editor.*
James Hutchison, *farm director.*
William P. Williams, *production manager.*
Joe Moore, *continuity director.*
Louise Tillie, *promotion manager.*
Rosalie Gavlick, *operations desk.*
Donald Shook, *film director.*
Theodore French, *chief engineer.*

DIGEST OF RATE CARD NO. 5
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $475.00 | $285.00 | $190.00 | $166.25 | $142.50 | $95.00 | $47.50 |
| Class A—7-8 p.m., 10:30-10:59 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 112.50 | 75.00 | 37.50 |
| Class B—5-7 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00* | 27.50 |
| Class C—10:59 p.m.-sign-off, daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 30.00 | 15.00 |
| Class D—Sign-on-5 p.m., daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 25.00 | 12.50 |

* 20 Sec. $55.
Subject to frequency discounts.

## WNOW-TV
### York
(Ch. 49)

Grantee (STA): WNOW Inc., 25 S. Duke St., Box 1747.

Studio & Transmitter: Pleasureville, R.D. 5.

Telephone: 2-7821.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 384-ft. above ground, 1174-ft. above sea level, lat. 39° 59′ 59.6″, long. 76° 41′ 33.3″. Requests change to Ch. 33.

AM Affiliate: WNOW, 1-kw, 1250 kc. FM Affiliate: WNOW-FM, 13-kw, 105.7 mc (No. 289), 500-ft. antenna height.

Ownership: William F. Rust Jr., 70% (with wife); Ralph Gottlieb, 30%. Also own radio WAEB, Allentown, Pa. Gottlieb is v.p. & gen. mgr. & 30.6% owner and Rust is pres.-treas. & 69.3% owner of Granite State Bcstg. Co., operator of New Hampshire radio stations WKBR, Manchester; WTSL, Hanover; WTSN, Dover; WTSV, Claremont.

Began Operation: Nov. 9, 1953 Sale to present owners by Helm Coal Co. partners Morgan E. Cousler & Lowell W. Williams approved Aug. 1, 1957 by FCC (*Television Digest*, Vol. 13:27, 31).

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey, Inc.

Personnel:
William F. Rust Jr., *general manager.*
Glenn Winter, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-11 p.m., daily. | | | | | | |
| $100.00 | $60.00 | $40.00 | $30.00 | ..... | $22.00 | $15.00 |

Subject to frequency discounts.

# Pennsylvania - Rhode Island

## WSBA-TV
### York
(Ch. 43)

**Grantee (STA):** Susquehanna Broadcasting Co., 53 N. Duke St.

**Studio & Transmitter:** S. Queen St., Extended.

**Telephone:** 2-5531. **TWX No.:** YK 69.

**Technical Facilities:** Channel No. 43 (644-650 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 132-kw visual, 66.1-kw aural. Antenna: 530-ft. above av. terrain, 400-ft. above ground, 1127-ft. above sea level, lat. 39° 56′ 25″, long. 76° 41′ 59.″ Note: Has requested assignment of Ch. 21 to York.

**Network Service:** ABC.

**AM Affiliate:** WSBA, 1-kw, 910 kc (ABN, MBS).

**Ownership:** Approximately 80% of stock is owned by estate of Louis J. Appell, deceased, (Helen P. Appell, Louis Appell Jr. and George N. Appell, executors). Susquehanna Bcstg. Co. officers: Louis J. Appell Jr., pres.: Helen P. Appell, v.p.: George N. Appell, treas.; Philip H. Kable, secy. Louis J. Appell Jr. owns 25% of WCTC, New Brunswick, N. J.

**Began Operation:** Dec. 22, 1952.

**Represented (sales)** by Jack Masla & Co.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

Louis J. Appell Jr., *president.*
Jim Curtis, *program and film director.*
Stephen B. Fayer, *promotion director.*
Robert M. Stough, *sales manager.*
Arthur C. Hafer, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Nov. 1, 1952)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | |
| $200.00 | $125.00 | $105.00 | $90.00 | $70.00 | $55.00 | $20.00 |
| **Class B**—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun. | | | | | | |
| 150.00 | 94.00 | 79.00 | 67.50 | 52.50 | 41.50 | 15.50 |
| **Class C**—All other times. | | | | | | |
| 100.00 | 62.50 | 52.50 | 45.00 | 35.00 | 27.50 | 10.50 |

Subject to frequency discounts.

# RHODE ISLAND

## WJAR-TV
### Providence
(Ch. 10)

**Licensee:** The Outlet Co., 176 Weybosset St.

**Studio:** 176 Weybosset St. **Transmitter:** Rehoboth, Mass.

**Telephone:** Gaspee 1-8255. **TWX No.:** PR 92.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 916-ft. above av. terrain, 853-ft. above ground, 1049-ft. above sea level, lat 41° 51′ 54″, long. 71° 17′ 15″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WJAR, 5-kw, 920 kc (NBC).

**Ownership:** The Outlet Co. (dept. store).

**Began Operation:** July 10, 1949.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

George O. Griffith, *v.p. & treasurer.*
Joseph S. (Dody) Sinclair, *station manager.*
David J. Shurtleff, *director of TV Sales.*
Thomas C. J. Prior, *chief engineer.*
Seymour Horowitz, *program manager.*
Frederick Griffiths, *TV operations manager.*
Edward Boghosian, *sales manager.*

**DIGEST OF RATE CARD NO. 8**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun. | | | | | | | |
| $1300.00 | $780.00 | $520.00 | $455.00 | $325.00 | $310.00 | $300.00 | $150.00 |
| **Class A**—7:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 1150.00 | 690.00 | 460.00 | 400.00 | 285.00 | 250.00 | 225.00 | 115.00 |
| **Class B**—5-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 850.00 | 510.00 | 340.00 | 295.00 | 215.00 | 170.00 | 150.00 | 75.00 |
| **Class C**—Noon-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | | |
| 575.00 | 345.00 | 230.00 | 200.00 | 140.00 | 110.00 | 90.00 | 45.00 |
| **Class D**—Sign-on-noon, daily. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 90.00 | 60.00 | 50.00 | 25.00 |

Subject to frequency discounts.

## WPRO-TV
### Providence
(Ch. 12)

**Licensee:** Cherry & Webb Bcstg. Co., WPRO Bldg., 24 Mason St.

**Studio:** WPRO Bldg., 24 Mason St. Transmitter: Neutaconkanut Hill, near Hwy. 14, Johnston, R.I.

**Telephone:** Plantations 1-9776. **TWX No.:** PR 95.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 615-ft. above av. terrain, 557-ft. above ground, 849-ft. above sea level, lat. 41° 48′ 18″, long. 71° 28′ 24″.

**Network Service:** CBS.

**AM Affiliate:** WPRO, 5-kw, 630 kc, (CBS). **FM Affiliate:** WPRO-FM, 15-kw, 92.3 mc (No. 222) 560 ft. antenna height.

**Ownership:** Cherry Broadcasting Co., 31.444%; Anna Cherry Gross, 31.444%; Greater Providence Broadcasting Co., 18.127%; Charles W. Knowles, 7.203%; Robert T. Engles, 5.891%; C. George Taylor, 5.891%. Cherry Bcstg. Co., of which William S. Cherry Jr., is president and 85% owner, owns 100% of WDBO-TV and AM & FM, Orlando, Fla. Cherry & Webb Bcstg. officers: William S. Cherry Jr., pres.; G. Mason Gross, exec. v.p.; Milton C. Sapinsley, v.p. (pres. of Greater Providence Bcstg.); Wm. H. Goodman, treas., (10% owner of Cherry Bcstg.); Charles W. Knowles, secy.; Arnold F. Schoen Jr., asst. secy. (5% of Cherry Bcstg.).

**Began Operation:** March 27, 1955.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by James C. McNary.

**Personnel:**

Arnold F. Schoen Jr., *general manager.*
Eugene W. Wilkin, *sales manager.*
Raymond A. Gilvard, *program director.*
Donald S. Moeller, *production manager.*
John V. Ferri, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class A**—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun. | | | | | | | |
| $1100.00 | $660.00 | $440.00 | $385.00 | $275.00 | $225.00 | $225.00 | $113.00 |
| **Class B**—5-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 825.00 | 495.00 | 330.00 | 285.00 | 205.00 | 150.00 | 150.00 | 75.00 |
| **Class C**—10 a.m.-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily. | | | | | | | |
| 550.00 | 330.00 | 220.00 | 190.00 | 135.00 | 110.00 | 90.00 | 45.00 |
| **Class D**—Sign-on-10 a.m., Mon.-Fri.; sign-on-noon, Sat. & Sun. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 65.00 | 55.00 | 45.00 | 23.00 |

*Class AA—Announcements (8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.) Min. or 20 Sec., $300.00; 10 Sec., $150.00. Subject to frequency discounts


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# SOUTH CAROLINA

## WAIM-TV
### Anderson
(Ch. 40)

**Grantee (STA):** Wilton E. Hall, Box 806.

**Studio & Transmitter:** 321 Kingsley Rd.

**Telephone:** Canal 6-1511. **TWX No.:** AND SC 6030.

**Technical Facilities:** Channel No. 40 (626-632 mc). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level, lat. 34° 30′ 53″, long. 82° 38′ 15″.

**Network Service:** ABC, CBS.

**AM Affiliate:** WAIM, .25-kw, 1230 kc (CBS). **FM Affiliate:** WCAC, 6.4-kw, 101.1 mc (No. 266), 330-ft. antenna height.
**Ownership:** Wilton E. Hall, 100%, publisher of *Anderson Independent* and *Mail.*

**Began Operation:** Dec. 1, 1953.

**Represented (sales)** by Headley-Reed TV; Dora-Clayton Agency Inc. (Atlanta).

**Represented (legal)** by Cottone & Scheiner.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Wilton E. Hall, *owner.*
Glenn P. Warnock, *general manager.*
John McCallum, *sales manager.*
Ray Barath, *production director.*
Earl Cosens, *engineering director.*
Virginia Barath, *promotion manager.*

**DIGEST OF RATE CARD NO. 2**
**(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | |
| $150.00 | $90.00 | $60.00 | $45.00 | $30.00 | $18.75 |
| Class B—All other times. | | | | | |
| 125.00 | 75.00 | 50.00 | 37.50 | 25.00 | 15.75 |

## WCSC-TV
### Charleston
(Ch. 5)

**Licensee:** WCSC Inc., 485 East Bay.

**Studio and Transmitter:** 485 East Bay St.

**Telephone:** 3-8371. **TWX No.:** CS 336.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 515-ft. above ground, 525-ft. above sea level, lat. 32° 47′ 23″, long. 79° 55′ 49″. Requests change to 1000-ft. above av. terrain, 1044-ft. above ground, 1954-ft. above sea level.

**Network Service:** CBS, ABC.

**AM Affiliate:** WCSC, 5-kw, 1390 kc (CBS). **FM Affiliate:** WCSC-FM, 36-kw, 96.9 mc (No. 245), 330-ft. antenna height.

**Ownership:** John M. Rivers, pres.-treas., 63.74%; G. L. B. Rivers, v.p., .94%; Martha Rivers, secy., .01%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.31%); Arthur L. Rivers II, 1.88%; remainder is held by stockholders owning less than 1% each.

**Began Operation:** June 19, 1953.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
John M. Rivers, *president and general manager.*
Roland Weeks, *manager and national sales manager.*
Ralph Thornley, *regional sales manager.*
Charles Hall, *program manager.*
Annie Lee Small, *promotion manager.*
Ken Klyce, *news director.*
Mrs. Lois Hanevold, *copy chief.*
Annie Laurie Quarterman, *film director.*
John Broughton, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Feb. 1, 1956)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:59-10:31 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $150.00 | $120.00 | $105.00 | $90.00 | $75.00 | $35.00 |
| Class B—6-7 p.m., Mon.-Sat.; 12:59-7 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 200.00 | 120.00 | 100.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| Class C—All other times. | | | | | | | |
| 100.00 | 60.00 | 50.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.

## WIS-TV
### Columbia
(Ch. 10)

**Licensee:** The Broadcasting Co. of The South, 1111 Bull St.

**Studio:** 1111 Bull St. **Transmitter:** Gervais & Bull Sts.

**Telephone:** Alpine 3-6431. **TWX No.:** CO 7145.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 269-kw visual, 135-kw aural. Antenna: 640-ft. above av. terrain, 582-ft. above ground, 905-ft. above sea level, lat. 34° 00′ 06″, long. 81° 01′ 44″. Holds CP for 316-kw visual, 159-kw aural, 1540-ft. above av. terrain, 1522-ft. above ground, 1870-ft. above sea level, lat. 34° 07′ 27″, long. 80° 45′ 25″; transmitter to State Hwy. 12, 20-mi. NE of Columbia.

**Network Service:** NBC, ABC.

**AM Affiliate:** WIS, 5-kw, 560 kc (NBC).

**Ownership:** B. Calhoun Hipp, pres., 11.5%; G. Richard Shafto, exec. v.p., 2.2%; Francis M. Hipp, v.p.-treas., 11.5%; Herman N. Hipp, v.p., 11.5%; R. R. Scales Jr., secy., .1%; Dorothy Hipp Gunter, director, 11.5%; Thomas B. Boyle, director, 2.3%; Frank B. Gary, director, 1.5%; Charles A. Batson, director, .3%; Frances M. McCreery, 8.28%; E. Grenville Seibels II, 5.5%; treasury stock, 2.9%; 7 others, none with as much as 4%.

**Began Operation:** Oct. 24, 1953.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
G. Richard Shafto, *exec. v.p.*
Charles A. Batson, *managing director.*
Law Epps, *sales manager*
Richard H. deMontmollin, *local sales director.*
Dixon Lovvorn, *program director.*
John Bondeson, *promotion manager.*
E. Grenville Seibels, *news director.*
Barnett F. Goldberg, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $450.00 | $270.00 | $180.00 | ..... | ..... | $110.00 | $55.00 |
| Class A—6:31-7:31 p.m., Mon.-Sat.; 6:31-6:59 p.m., Sun.; 10:29-10:59 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | $140.00 | $100.00 | 80.00 | 40.00 |
| Class B—5:30-6:30 p.m., 11-11:15 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| Class C—10 a.m.-5:30 p.m., 11:15 p.m.-midnight, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| Class D—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

Subject to frequency discounts.

## WUSN-TV
### Charleston
(Ch. 2)

**Licensee:** Southern Bcstg. Co. Inc., Box 879.

**Studio & Transmitter:** Hwy. 17, E of Cooper River Bridge.

**Telephone:** Tulip 4-4141. **TWX No.:** Mount Pleasant 295.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level, lat. 32° 47′ 53″, long. 79° 53′ 51″.

**Network Service:** NBC, ABC.

**Ownership:** J. Drayton Hastie family, 43%; Theodore D. Maybank, 4.7%; following concerns each own 7.4%, all stock voted by Hazard Reeves: Preview Theatre Inc., Reeves Products Inc., Three Hundred Four Corp. and Reeves Sound Studios. The remainder of stock is held by approximately 150 others, none with more than 1%.

**Began Operation:** Sept. 25, 1954.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
J. Drayton Hastie, *president & general manager.*
Douglas Bradham, *secy. & asst. general manager.*
Grange Cuthbert, *sales manager.*
Ansley Cohen, *merchandising & national sales director.*
Clark Davis, *production manager.*
Walter Nelson, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $75.00 | $37.50 |
| Class B—6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 45.00 | 22.50 |
| Class C—Sign-on-6 p.m., Mon.-Sat.; 11:30-p.m.-sign-off, daily. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

# South Carolina

## WNOK-TV
### Columbia
**(Ch. 67)**

**Grantee (STA):** Palmetto Radio Corp., Box 5307.

**Studio:** 1811 Main St. **Transmitter:** Cushman Rd.

**Telephone:** Alpine 3-9401. **TWX No.:** CO 7076.

**Technical Facilities:** Channel No. 67 (788-794 mc). Authorized power: 93.55-kw maximum and 74.1-kw horizontal visual, 52.93-kw maximum and 42.7-kw horizontal aural. Antenna: 624-ft. above av. terrain, 536-ft. above ground, 916-ft. above sea level, lat. 34° 02′ 41″, long. 80° 59′ 51″.

**Network Service:** CBS.

**AM Affiliate:** WNOK, .25-kw, 1230 kc.

**Ownership:** Irwin Kahn, pres., 29.8%; H. Moody McElveen Jr., v.p., 3.06%; W. Croft Jennings, v.p., 6.9%; J. W. Lindau III, v.p., 11.4%; Carlisle Roberts, secy., 7.35%; Samuel Litman, treas., 10%; Louis G. Merritt, 4.82% (with wife); over 40 other stockholders, none with more than 3.5%. Mr. McElveen also is exec. v.p. & .1% owner of radio WORD, Spartanburg, S. C.

**Began Operation:** Sept. 1, 1953.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
H. Moody McElveen Jr., *v.p. & general manager.*
David C. Phillips, *sales manager.*
Graham Thomas, *program manager.*
Charlton W. Bowers, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A—6-11 p.m., daily & Sun.** | | | | | | | |
| $200.00 | $120.00 | $100.00 | $80.00 | $66.67 | $60.00 | $40.00 | $20.00 |
| **Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.** | | | | | | | |
| 150.00 | 90.00 | 75.00 | 65.00 | 50.00 | 45.00 | 30.00 | 15.00 |
| **Class C—Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.** | | | | | | | |
| 100.00 | 60.00 | 50.00 | 40.00 | 33.34 | 30.00 | 20.00 | 10.00 |

## WBTW
### Florence
**(Ch. 8)**

**Licensee:** Jefferson Standard Bcstg. Co. Box 630.

**Studio & Transmitter:** New Cashua Ferry Rd.

**Telephone:** Mohawk 2-1566. **TWX No.:** FLRC 361 or CE 295.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 790-ft. above av. terrain, 824-ft. above ground, 923-ft. above sea level, lat. 34° 16′ 13″, long. 79° 43′ 39″.

**Network Service:** CBS, NBC, ABC.

**Ownership:** Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTV & WBT, Charlotte, N.C.; 100% of WBIG, Greensboro, and 16.59% of Greensboro News Co. (WFMY-TV)

**Began Operation:** Oct. 18, 1954.

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Joseph M. Bryan, *president.*
Charles H. Crutchfield, *exec. v.p.-gen. mgr. (WBTV, Charlotte).*
J. William Quinn, *managing director.*
George B. Burnette, *program & production manager.*
John Brock, *sales manager.*
Whitefoord Smith, *promotion & publicity manager.*
Harry Hughes, *film editor.*
Joe McMillan, *farm editor.*
Emil A. Sellars, *engineering manager.*

**DIGEST OF RATE CARD NO. 3—(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.** | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $90.00 | $60.00* | $30.00* |
| **Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 1-6 p.m., Sun.** | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 67.50 | 45.00 | 22.50 |
| **Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Sat.; 9-1 p.m., Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 45.00 | 30.00 | 15.00 |
| **Class D—Sign-on-9 a.m., Mon.-Fri.** | | | | | | |
| 90.00 | 54.00 | 36.00 | 30.00 | 27.00 | 18.00 | 9.00 |

* 7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun. Also has **Class AA** (8-10 p.m., daily): Min. $85; 10 Sec. $42.50.

## WFBC-TV
### Greenville
**(Ch. 4)**

**Licensee:** WMRC Inc., 505 Rutherford St.

**Studio:** 505 Rutherford St. **Transmitter:** Paris Mt.

**Telephone:** Cedar 9-1321. **TWX No.:** GV 6011.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 158-ft. above ground, 2204-ft. above sea level, lat. 34° 56′ 28″, long. 82° 24′ 40″. Holds CP for 2000-ft. above av. terrain, 888-ft. above ground, 3974-ft. above sea level, lat. 35° 06′ 40″, long. 82° 36′ 17″; transmitter to 5.5-mi. NW of Cleveland, S. C., near Caesar's Head.

**Network Service:** NBC.

**AM Affiliate:** WFBC, 5-kw, 1330 kc (NBC). **FM Affiliate:** WFBC-FM, 8.7-kw. 93.7 mc (No. 229), 1114-ft. antenna height.

**Ownership:** *Greenville News-Piedmont*, 48.8%; Roger C. Peace, chairman (votes *Greenville News-Piedmont* stock); Robert A. Jolley, pres., 2.59% (with wife); John I. Smith, v.p., 1.3%; James E. Jolley, secy., 2.85%; Wilson C. Wearn, asst. to pres., .8%; C. F. Haynesworth Jr., director, .99%; James D. Poag, director, 5.15% (with wife); Robert A. Jolley Jr., 2.85%; Mamie Jolley Bruce, 2.85%; Noland Meyers, 2.44% (with wife); Alester G. Furman Jr., 2.2%; Alester G. Furman III, 1.01%; Jolley Foundation, 1.7%; W. Oscar Cate, 1.5%; Fred W. Symmes estate, 1.08%; remainder held by 96 stockholders, none owns as much as 1%. Executive committee: Robert A. Jolley, C. F. Haynesworth Jr., Roger Peace (votes Greenville News-Piedmont Co. stock), James D. Poag and J. Kelly Sisk.

**Began Operation:** Dec. 31, 1953.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Robert A. Jolley, *president.*
Wilson C. Wearn, *asst. to president.*
Kenneth Beachboard, *manager.*
Norvin C. Duncan, *asst. manager and program director.*
Vance Johnson, *production director.*
Robert Q. Glass Jr., *commercial manager.*
Ben Leonard, *farm director.*
W. E. Garrison, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., daily.** | | | | | | |
| $525.00 | $315.00 | $210.00 | $157.50 | $131.25 | $105.00** | $52.50** |
| **Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 393.75 | 236.25 | 157.50 | 118.13 | 98.44 | 78.75 | 39.38 |
| **Class C—Noon-6 p.m., Mon.-Sat.** | | | | | | |
| 315.00 | 189.00 | 126.00 | 94.50 | 78.85 | 63.00 | 31.50 |
| **Class D—Sign-on-noon, Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 210.00 | 126.00 | 84.00 | 63.00 | 52.50 | 42.00 | 21.00 |

* **Class AA**—(7:30-10 p.m., daily): Min. or 20 Sec. $120. 10 Sec. $60. ** **Class A**—(7-7:30 p.m., 10-10:30 p.m., daily). Subject to frequency discounts.

## WSPA-TV
### Spartanburg
**(Ch. 7)**

**Grantee (STA):** Spartan Radiocasting Co., 224 E. Main St.

**Studio:** 224 E. Main. St. **Transmitter:** Paris Mt., 25 mi. N.W. of Spartanburg.

**Telephone:** 3-3621. **TWX No.:** ZP40.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 257-kw visual, 144-kw aural. Antenna: 1182-ft. above av. terrain, 445-ft. above ground, 2209-ft. above sea level, lat. 34° 55′ 41″, long. 02° 24′ 22″.

**Network Service:** CBS.

**AM Affiliate:** WSPA, 5-kw, 950 kc (CBS). **FM Affiliate:** WSPA-FM, 4.9-kw, 98.9 mc (No. 255). 520-ft. antenna height.

**Ownership:** Walter J. Brown, pres., 52.84% (with wife & son); D. S. Burnside, secy-treas., 4.3%; over 50 others, none owns as much as 3%.

**Began operation:** April 29, 1956.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Walter J. Brown, *president & general manager.*
Charles E. Bell, *national sales director.*
Robert H. Walton, *local sales manager.*
James B. Hobbs Jr., *program director.*
Peter W. Swanson Jr., *production director.*
William A. Adams, *promotion director.*
Harold Beckholt, *engineering director.*

DIGEST OF RATE CARD NO. C
(Oct. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., daily. | | | | | | |
| $500.00 | $300.00 | $200.00 | $150.00 | $125.00 | $100.00 | $50.00 |
| Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 112.50 | 93.75 | 75.00 | 37.50 |
| Class C—Noon-6 p.m., Mon.-Sat. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 75.00 | 60.00 | 30.00 |
| Class D—Sign-on-noon, Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 50.00 | 40.00 | 20.00 |

* Class AA—(7:30-10 p.m., daily): Min. or 20 Sec. $125. 10 Sec. $62.50.
Subject to frequency discounts. Announcements in all time segments except A and AA qualify for 5 & 10 Plan.

# SOUTH DAKOTA

## KXAB-TV
### Aberdeen
(Ch. 9)
(Affiliated with KXJB-TV, Valley City, N.D.)
### (Due to Begin Operation in April)

**Grantee:** North Dakota Broadcasting Co. Inc., 4000 W. Main Ave., Fargo, N.D.

**Studio:** Highway 81 North. **Transmitter:** 8th Ave.

**Telephone:** Baldwin 5-4350. **TWX No.:** AD 8378.

**Technical Facilities:** Channel 9 (186-192 mc). Authorized power: 1.58-kw visual, .794-kw aural. Antenna: 204-ft. above av. terrain, 220-ft. above ground, 1540-ft. above sea level, lat. 45° 28′ 30″, long. 98° 30′ 41″.

**Network Service:** NBC, ABC.

**Ownership:** See KXJB-TV, Valley City, N. D.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Prince, Taylor, Crampton & Goodson.

**Represented (engineering)** by Lloyd R. Amoo.

**Personnel:**
John W. Boler, *president & general manager.*
Henry Hausler, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(April 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7:30-10 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $37.50 | $30.00 | $15.00 |
| Class B—6-7:30 p.m., 10-10:30 p.m., daily. | | | | | | |
| 112.00 | 68.00 | 45.00 | 37.50 | 28.00 | 22.50 | 11.50 |
| Class C—All other times. | | | | | | |
| 50.00 | 30.00 | 20.00 | 17.00 | 12.50 | 10.00 | 5.50 |

## KDLO-TV
### Florence
(Ch. 3)
(Satellite of KELO-TV, Sioux Falls, S.D.)

**Licensee:** Triple-City Bcstg. Co., Phillips Ave. & 8th St., Sioux Falls, S.D.

**Studio & Transmitter:** 5 mi. N of Garden City, S.D.

**Telephone:** 45841, Sioux Falls. **TWX No.:** SX 8314.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 840-ft. above av. terrain, 856-ft. above ground, 2703-ft. above sea level, lat. 44° 58′ 30″, long. 97° 34′ 28″.

**Network Service:** Same as KELO-TV, Sioux Falls, S.D.

**Ownership:** Subsidiary of Midcontinent Bcstg. Co., operator of KELO-TV, Sioux Falls, S.D.

**Began Operation:** Sept. 24, 1955.

**Represented (sales)** by H-R Television Inc.; Bulmer & Johnson Inc. (Minneapolis).

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Joe Floyd, *president.*
Evans Nord, *general manager.*
M. A. Stoneking, *resident manager.*
John Gort, *chief engineer.*

**Rates:** Sold in combination with KELO-TV, Sioux Falls and KPLO-TV, Reliance, with rates applying to simultaneous telecasts on all stations.



## KOTA-TV
### Rapid City
(Ch. 3)
(Also operates satellite KDUH-TV, Hay Springs, Neb.)

**Licensee:** Duhamel Enterprises Inc., Box 1752.

**Business Office:** 524½ 6th Street.

**Studio:** 1819 West St. Joe St. **Transmitter:** Skyline Dr.

**Telephone:** Fillmore 2-2000. **TWX No.:** RC 8481.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 72.4-kw visual, 36.3-kw aural. Antenna: 540-ft. above av. terrain, 350-ft. above ground, 4050-ft. above sea level, lat. 44° 04′ 10″, long. 103° 14′ 38″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KOTA, 5-kw, 1380 kc (CBS).

**Ownership:** Helen S. Duhamel, pres., 91 11/29%; Peter A. Duhamel, 2 2/29%; Abner H. George, treas., 10/29%; J. Norman Heffron, v.p., 10/29%; William F. Turner, secy., 10/29%; Marguerite Heffron, 2 2/29%; Wm. F. Duhamel, 1 21/29%; Helen Kathleen Duhamel, 1 21/29%. Duhamel Enterprises also operates satellite KDUH-TV, Hay Springs, Neb.

**Began Operation:** May 29, 1955.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**
Helen S. Duhamel, *president & general manager.*
J. Norman Heffron, *production director.*
William F. Turner, *business manager & commercial manager.*
Robert Musfeldt, *chief engineer.*
Stewart Steele, *news director.*
Gene Taylor, *farm director.*
Harley Hanson, *sports director.*
Arthur Jones, *promotion director.*
Polly Weedman, *women's director.*

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | ID |
|---|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., daily. | | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $50.00 | $40.00 | $30.00 | $20.00 |
| Class B—All other times. | | | | | | | |
| 150.00 | 90.00 | 65.00 | 57.50 | 37.50 | 30.00 | 22.50 | 15.00 |

Rates include satellite KDUH-TV, Hay Springs, Neb.
Subject to frequency discounts.

## KRSD-TV
### Rapid City
(Ch. 7)

**Grantee:** The Heart of the Black Hills Stations, Box 609.

**Studio:** 1438 Mountain View Rd. **Transmitter:** Skyline Dr.

**Telephone:** Filmore 2-6050.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 25.7-kw visual, 12.9-kw aural. Antenna: 540-ft. above av. terrain, 411-ft. above ground, 4191-ft. above sea level, lat. 44° 04′ 17″, long. 103° 15′ 07″.

**Network Service:** NBC.

**AM Affiliate:** KRSD, .25-kw, 1340 kc.

**Ownership:** John Daniels, ⅓; Eli Daniels, ⅓; Harry Daniels, ⅓. They also own equal amounts of CP for KDSJ-TV, Deadwood, S.D., to be operated as a satellite, and radio stations KRSD and KDSJ.

**Began Operation:** Jan. 16, 1958.

**Represented (sales)** by Devney Inc.

**Represented (legal)** by Samuel Miller.

**Personnel:**
Eli Daniels, *general & sales manager.*

DIGEST OF RATE CARD NO. 1
(Jan. 8, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-9:30 p.m., Mon.-Sat.; sign-on-9:30 p.m., Sun. | | | | | | |
| $147.75 | $87.75 | $60.00 | $47.50 | $35.50 | $25.00 | $12.75 |
| Class B—5-6:30 p.m., 9:30-sign-off, Mon.-Sat.; 9:30 p.m.-sign-off, Sun. | | | | | | |
| 112.00 | 67.50 | 45.00 | 37.00 | 28.00 | 23.00 | 11.50 |

* Class A: 20 Sec. $17.75; Class B: 20 Sec. 15.75.
Subject to frequency discounts.

## South Dakota

### KELO-TV
### Sioux Falls

(Ch. 11)

(Also operates satellites KDLO-TV, Florence, and KPLO-TV, Reliance, S.D.)

**Licensee:** Midcontinent Broadcasting Co., 8th St. & Phillips Ave.

**Studio:** 8th St. & Phillips Ave.

**Transmitter:** Near Shindler, 7-mi. SE of Sioux Falls.

**Telephone:** 4-5841. **TWX No.:** SX 8314.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 219-kw visual, 123-kw aural. Antenna: 980-ft. above av. terrain, 1032-ft. above ground, 2442-ft. above sea level, lat. 43° 29′ 19″, long. 96° 38′ 09″.

**Network Service:** ABC, CBS, NBC.

**AM Affiliate:** KELO, 5-kw, 1320 kc (NBC).

**Ownership:** **Joseph L. Floyd, pres., 33⅓%; N. L. Bentson, v.p.,** 33⅓%; Edmund R. Ruben, secy.-treas., 33⅓%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D., operated in conjunction with KELO-TV; they also own radio WLOL, St. Paul.

**Began Operation:** May 12, 1953.

**Represented (sales)** by H-R Television Inc.; Bulmer & Johnson Inc. (Minneapolis)

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

Joe Floyd, *president.*
Evans A. Nord, *general manager.*
Tom Sheeley, *station manager.*
**Les Froke, *chief engineer.***
Bob Johnson, *production manager.*
Jack Townsend, *promotion manager.*
Les Harding, *farm director.*

**DIGEST OF RATE CARD NO. 8—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $510.00 | $300.00 | $200.00 | $175.00 | $150.00 | $125.00 | $62.50 |
| Class A—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 90.00 | 45.00 |
| Class B—5-6 p.m., noon-1 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| Class C—All other times. | | | | | | |
| 250.00 | 140.00 | 90.00 | 80.00 | 70.00 | 50.00 | 25.00 |

Sold only in combination with KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

### KPLO-TV
### Reliance

(Ch. 6)

(Satellite of KELO-TV, Sioux Falls, S.D.)

**Licensee:** Midcontinent Broadcasting Co., Phillips Ave. at 8th St., Sioux Falls, S.D.

**Studio & Transmitter:** Medicine Butte, 6-mi. N of Reliance.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 711-ft. above ground, 2883-ft. above sea level, lat. 43° 57′ 55″, long. 99° 36′ 11″.

**Network Service:** Same as KELO-TV, Sioux Falls.

**Ownership:** See KELO-TV, Sioux Falls.

**Began Operation:** July 15, 1957.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

Joe Floyd, *president.*
Evans A. Nord, *general manager.*
J. C. Johnson, *resident manager.*
Charle Delperdang, *chief engineer.*

**Rates:** Sold only in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S. D.


# HOW TO GET FROM MINNEAPOLIS TO OMAHA!

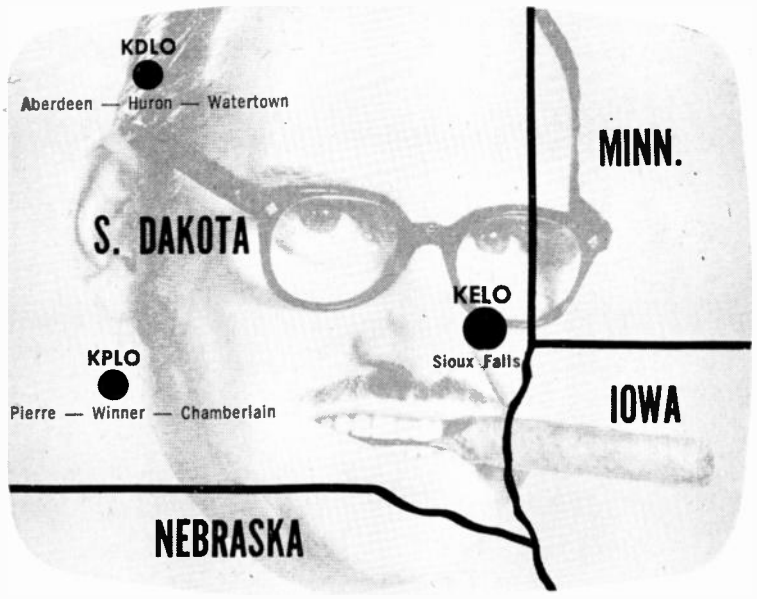
There's a billion-dollar market in-between, not reached by either Minneapolis or Omaha. It's KEL-O-LAND—over a million people, all dialed exclusively to the KEL-O-LAND stations. And Joe Floyd delivers it to you for one single-station buy.

CBS • ABC • NBC

KDLO CHANNEL 3
Aberdeen — Huron — Watertown

KELO Sioux Falls CHANNEL 11

KPLO CHANNEL 6
Pierre — Winner — Chamberlain




# BUY KEL-O-LAND

REPRESENTED NATIONALLY BY H-R
In Minneapolis it's Bulmer & Johnson, Inc.

JOE FLOYD, Pres. • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres. • General Offices: Sioux Falls, S. D.

# TENNESSEE

## WDEF-TV
### Chattanooga
**(Ch. 12)**

**Licensee:** WDEF Bcstg. Co., Volunteer Bldg.

**Studio:** Volunteer Bldg. **Transmitter:** Atop Signal Mt.

**Telephone:** Amherst 7-3393. **TWX No.:** CT 7056.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 994-ft. above av. terrain, 379-ft. above ground, 2287-ft. above sea level, lat. 35° 08′ 05″, long. 85° 19′ 25″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WDEF, 5-kw, 1370 kc (NBC).

**Ownership:** 158 stockholders. Officers: Carter M. Parham, pres., 21.58%; Z. C. Patten, v.p., 5.59%; Edward Finlay Jr., secy., 13.37%; Alex Guerry Jr., treas., 1.67%.

**Began Operation:** April 15, 1954.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Russell P. May.

**Personnel:**

Carter M. Parham, *president.*
Otis H. Segler, *station manager.*
Richard W. Holloway, *sales manager.*
Morris Quave, *program manager.*
James H. Garner, *production manager.*
Mort Lloyd, *news director.*
B. A. Young, *chief transmitter engineer.*
Robert Briscoe, *chief studio engineer.*

**DIGEST OF RATE CARD NO. 3—(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.** | | | | | | |
| $450.00 | $270.00 | $180.00 | $157.50 | $112.50 | $100.00 | $50.00 |
| **Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 | 35.00 |
| **Class C—Noon-6 p.m., Mon-Fri.; 11 p.m.-sign-off, daily.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class D—7 a.m.-noon, daily.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WRGP-TV
### Chattanooga
**(Ch. 3)**

**Licensee:** Mountain City Television Inc., Read House.

**Studio:** 1214 McCallie Ave. **Transmitter:** Atop Signal Mountain.

**Telephone:** Oxford 8-1505. **TWX No.:** CT 7004.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level, lat. 35° 09′ 39″, long. 85° 18′ 53″.

**Network Service:** NBC.

**Ownership:** Ramon G. Patterson, 70%; H-R Television, 30%.

**Began Operation:** May 6, 1956.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**

Ramon G. Patterson, *president & general manager.*
Helen Patterson, *v.p. & program-production manager.*
George Moore, *sales manager.*
Mort Lloyd, *news director.*
Larry Keown, *continuity director.*
B. B. Barnes, *chief engineer.*

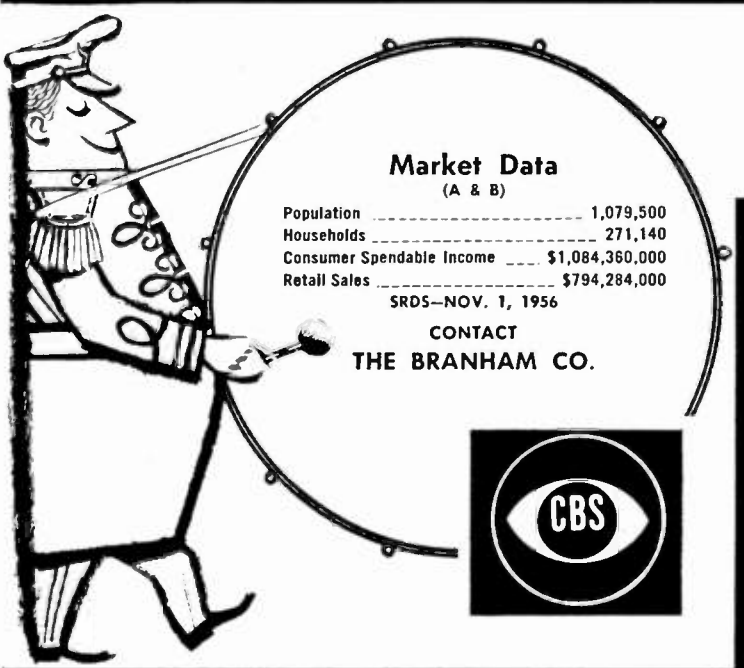
**DIGEST OF RATE CARD NO. 1—(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.** | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sat. & Sun.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C—All other times.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WCYB-TV
### Bristol
(See Bristol, Va.)

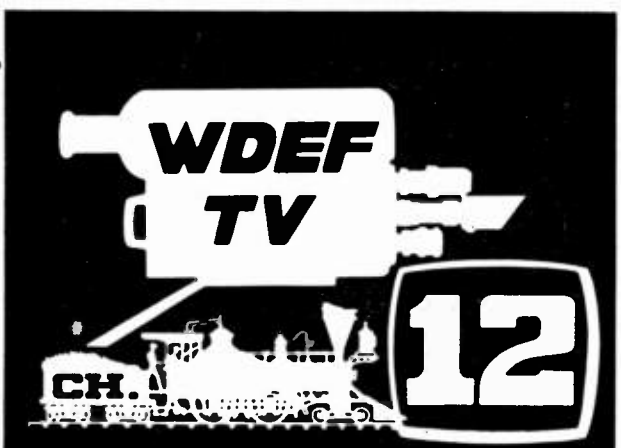

Leadership! The 77th Market



Market Data
(A & B)
Population ..... 1,079,500
Households ..... 271,140
Consumer Spendable Income ... $1,084,360,000
Retail Sales ..... $794,284,000
SRDS—NOV. 1, 1956
CONTACT
THE BRANHAM CO.

CBS

Full 316,000 Watts




broadcast center • chattanooga

# Tennessee

## WTVC

(formerly WROM-TV, Rome, Ga.)

### Chattanooga

(Ch. 9)

**Grantee (STA):** Martin Theatres of Georgia Inc., P.O. Box 1026.

**Business Office:** 319 Hamilton National Bank Bldg.

**Studio & Transmitter:** Taft Hwy., near Bachman School.

**Telephone:** Amherst 6-4151.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 275-ft. above ground, 2353-ft. above sea level, lat. 35° 09′ 41″, long. 85° 19′ 05″.

**Ownership:** Martin Theatres of Georgia Inc. For owners and other interests, see WTVM, Columbus, Ga.

**Began Operation:** June 15, 1953 as WROM-TV, Rome, Ga. but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to present owner by Dean Covington and associates was approved Oct. 30, 1957 by FCC (*Television Digest*, Vol. 13:40, 44).

**Represented (sales)** by The Meeker Co.; James S. Ayers Co. (South).

**Represented (legal)** by Cohn & Marks.

**Personnel:**

Reeve Owen, *general manager.*
Earl Winger, *director of public relations.*
Jack Sausman, *program director.*
Joe Windsor, *national sales.*
S. L. Brooks, *local sales.*
Leon Webb, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7:30-10:30 p.m., daily. | | | | | | |
| $425.00 | $225.00 | $150.00 | $125.00 | $95.00 | $75.00 | $37.50 |
| **Class B**—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | 82.00 | 69.00 | 56.00 | 28.00 |
| **Class C**—Noon-6 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 188.00 | 113.00 | 94.00 | 57.00 | 47.00 | 38.00 | 19.0( |

Subject to frequency discounts.

## WDXI-TV

### Jackson

(Ch. 7)

**Licensee:** Dixie Bcstg. Co., Williams Bldg., Box 309.

**Studio:** Williams Bldg. **Transmitter:** Muse St. at city limits.

**Telephone:** 7-8580. **TWX** No.: JA 16.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 630-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level, lat. 35° 38′ 32″, long. 88° 48′ 27″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WDXI, 5-kw (1-kw night), 1310 kc.

**Ownership:** Aaron B. Robinson, pres., 64%; Dr. Frank M. Davis, v.p., 6.67%; Dave M. Palmer Jr., v.p., 6.67%; Cecil G. Murdock, 6.67%; Harold L. Simpson, 6.67%; D. F. Prince, 6.67%; James W. Hoppers, 1.95%; T. J. Williams, .65%. Mr. Robinson owns 45.8% of WCMA, Corinth and is sole owner of WDXN, Clarksville, and WDXL, Lexington, both Tenn. He also controls and other WDXI stockholders have minority interest in Tennessee radio stations WENK, Union City, WDXE, Lawrenceburg, WTPR, Paris. Prince owns 25% of radio WBSR, Pensacola, Fla. and 9.09% of KOAT, Albuquerque, N. M.

**Began Operation:** March 6, 1955.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.

**Represented (legal)** by Prince, Taylor & Crampton.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

Aaron B. Robinson, *president.*
John E. North, *v.p. & general manager.*
James Hoppers, *program director.*
James Thomas, *v.p. & chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $88.00 | $63.00 | $50.00 | $25.00 |
| **Class B**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 45.00 | 37.50 | 30.00 | 15.00 |

Subject to frequency discount.

## WJHL-TV

### Johnson City

(Ch. 11)

**Licensee:** WJHL Inc., 145 W. Main St.

**Studio and Transmitter:** Tannery Knob.

**Telephone:** 2780. **TWX No.:** 316.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 630-ft. above ground, 2538-ft. above sea level, lat. 36° 19′ 26″, long. 82° 20′ 36″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WJHL, 5-kw (1-kw night), 910 kc (CBS). **FM Affiliate:** WJHL-FM, 8.1-kw, 100.7 mc (No. 264), 622-ft. antenna height.

**Ownership:** W. H. Lancaster Sr., chairman, 24.4%; W. H. Lancaster Jr., pres., 34.5%; Evelyn L. Lancaster, 24.4%; Edna M. Dooley, 16%; T. F. Dooley, secy.-treas., .7%.

**Began Operation:** Oct. 26, 1953.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

W. H. Lancaster Sr., *chairman.*
W. H. Lancaster Jr., *president & general manager.*
J. Will Hall, *sales manager.*
W. A. McDonald, *promotion & publicity director.*
Richard Ellis, *program director.*
Leonard Matney, *production director.*
Rowland Medler, *chief engineer.*

**DIGEST OF RATE CARD NO. 3 (Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| $300.00 | $180.00 | $120.00 | $100.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.-Sun.; 11-11:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 56.25 | 45.00 | 22.50 |
| **Class C**—10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat.-Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 37.50 | 30.00 | 15.00 |
| **Class D**—Sign-on-10:30 a.m., daily. | | | | | | |
| 90.00 | 54.00 | 36.00 | 30.00 | 22.50 | 18.00 | 9.00 |

## WATE-TV

### Knoxville

(Ch. 6)

**Licensee:** WATE Inc., 612 Gay St. S.W.

**Studio:** 3547 N. Broadway (temporary)

**Transmitter:** Sharps Ridge Memorial Rd.

**Telephone:** 2-7111. **TWX No.:** KX 95.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level, lat. 36° 00′ 13″, long. 83° 56′ 35″.

**Network Service:** NBC.

**AM affiliate:** WATE, 5-kw, 620 kc (NBC).

**Ownership:** Following officers and stockholders are voting trustees: Paul Mountcastle, pres., 32.14%;Cowan Rodgers Jr., exec. v.p., 4.91%; Frank A. Tucker, treas., 4.29%; John A. Ayres, secy.; W. H. Linebaugh, v.p. & gen. mgr., 4.29%; Herbert J. Madden, v.p., 2.80%; Other stockholders: R. Douglas Cunningham, 4.29%; I. Wayne Longmire, 4.29%; Myron J. Marks, 4.29%; Julian G. Morton, 4.26%; Clarence Beaman Jr., 14.29%; 12 others, none owns over 2.5%. Paul Mountcastle also is chairman of WLAC-TV, Nashville.

**Began Operation:** Oct. 1, 1953.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**

W. H. Linebaugh, *v.p. & general manager.*
John H. Reese, *station manager.*
John T. McCloud, *sales director.*
Carl Tibbetts, *production director.*
Carl Huster, *promotion manager.*
Fred M. Andrews, *chief engineer.*
Jack Wiedemann, *program director.*

**DIGEST OF RATE CARD NO. 5—(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $120.00 | $60.00 |
| **Class A**—6:30-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 11 p.m.-11:15 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 | 35.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

# WBIR-TV
## Knoxville
**(Ch. 10)**

**Grantee (STA):** WBIR Inc., 1513 Hutchison Ave.

**Studio:** 1513 Hutchison Ave. **Transmitter:** Sharps Ridge Memorial Park Road.

**Telephone:** 5-8101. **TWX No.:** KX 88.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 704-ft. above ground, 2049-ft. above sea level, lat. 36° 00′ 20.8″, long. 83° 56′ 20.2″.

**Network Service:** CBS.

**AM Affiliate:** WBIR, .25-kw, 1240 kc (ABN). **FM Affiliate:** WBIR-FM, 2.85-kw, 93.3 mc (No. 227), 350-ft. antenna height.

**Ownership:** Radio Cincinnati, Inc. (see WKRC-TV, Cincinnati), 30%; Gilmore N. Nunn, 30%; Martha Henderson Ashe, 22.5%; Robert L. Ashe, 7.5%; John P. Hart, 10%. Officers: Hubert Taft Jr., chairman (exec. v.p. of Radio Cincinnati); John P. Hart, pres.; Gilmore N. Nunn, v.p.; Robert L. Ashe, v.p.; Martha Henderson Ashe, secy.-treas.

**Began Operation:** Aug. 6, 1956.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
John P. Hart, *president & general manager.*
R. S. Quinn, *local sales manager.*
Neal W. Branch, *program director.*
J. Rex Horton, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $120.00 | $60.00 |
| Class A—7-8 p.m., Mon.-Fri.; 10-30-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| Class B—6-7 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 60.00 | 30.00 |
| Class C—Sign-on-6 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 80.00 | 60.00 | 40.00 | 20.00 |

# WTVK
## Knoxville
**(Ch. 26)**

**Licensee:** South Central Bcstg. Corp., Box 1388.

**Studio & Transmitter:** Sharps Ridge Memorial Park Rd.

**Telephone:** 5-2114. **TWX No.:** KX 85.

**Technical Facilities:** Channel No. 26 (542-548 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level, lat. 36° 00′ 37″, long. 83° 55′ 56″.

**Network Service:** ABC.

**Ownership:** John A. Engelbrecht, pres., 39.6%; George F. Stoltz, v.p., 39.6%; Leighman D. Groves, secy.-treas., 19.8%; Eileen O. Stoltz, director, .5%; Bettie G. Engelbrecht, director, .5%. South Central Bcstg. also operates radio WIKY, Evansville, Ind.

**Began Operation:** Oct. 1, 1953. Sale to present owners approved By FCC July 28, 1954.*(Television Digest,* Vol. 10:23, 31).

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Personnel:**
John A. Engelbrecht, *general manager.*
William E. Eckstein, *program manager.*
Florence Woodford, *promotion manager.*
Carl Lawson, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(April 11, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $75.00 | $60.00 | $30.00 |
| Class A—6:30-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 54.00 | 36.00 | 18.00 |
| Class C—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 30.00 | 24.00 | 12.00 |

Subject to frequency discounts.

# WHBQ-TV
## Memphis
**(Ch. 13)**

**Licensee:** RKO Teleradio Pictures Inc., 1440 Broadway, New York City, New York.

**Studio:** Box 176, 1381 Madison Ave. **Transmitter:** Raleigh-LaGrange Rd.

**Telephone:** Broadway 2-3441. **TWX No.:** ME 146.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level, lat. 35° 10′ 32″, long. 89° 50′ 43″.

**Network Service:** ABC.

**AM Affiliate:** WHBQ, 5-kw (1-kw night), 560 kc (ABN).

**Ownership:** See WOR-TV, New York.

**Began Operation:** Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954. (*Television Digest,* Vol. 10:5, 11.)

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**
William H. Grumbles, *general manager.*
Boone F. Nevin, *sales manager.*
Gorden A. Lawhead, *asst. sales manager & merchandising director.*
Gene Roper, *news director*
Jack Starr, *sales service director.*
Welton M. Roy, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $225.00 | $200.00 | $100.00 |
| Class A—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 280.00 | 200.00 | 175.00 | 88.00 |
| Class B—5-6:30 p..m., Mon.-Sat.; noon-6:30 p.m., Sun. | | | | | | |
| 525.00 | 315.00 | 210.00 | 183.75 | 131.25 | 105.00* | 46.88 |
| Class C—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 280.00 | 168.00 | 112.00 | 98.00 | 70.00 | 56.00* | 25.00 |

* Min. rate only. 20 Sec.: Class B $93.75, Class C $50. Subject to frequency discounts.

# WKNO-TV
## Memphis
**(Ch. 10)**
**Non-Commercial Educational Station**

**Licensee:** Memphis Community Television Foundation, 268 Jefferson Ave.

**Studio:** 268 Jefferson Ave. **Transmitter:** 7192 Raleigh-LaGrange Rd.

**Telephone:** Jackson 6-6826.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 27.6-kw visual, 13.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level, lat. 35° 09′ 17″, long. 89° 49′ 20″.

**Ownership:** Memphis Community Television Foundation; Julian B. Bondurant, pres.; Ernest C. Ball, v.p.; Robert W. Pharr, secy.; Allen Morgan, treas.

**Began Operation:** June 25, 1956.

**Represented (legal)** by Robert W. Pharr, Memphis.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Harold M. Martin, *managing director.*
Keith J. Nighbert, *program director.*
Howard D. Holst, *production manager.*
Mary Lou O'Donnell, *continuity director.*
Cora Lamond, *director of women's programs.*
Robert Nollner, *acting chief engineer.*

*Extra copies of this*
**Television Factbook No. 26**
**available at $5.00 each**

# Tennessee

## WMCT
### Memphis
(Ch. 5)

**Licensee:** Memphis Publishing Co., 495 Union Ave.

**Studio:** Goodwyn Institute Bldg. **Transmitter:** U.S. 70 & Macon Rd.

**Telephone:** Jackson 6-7464. **TWX No.:** ME 385.

**Technical Facilities** Channel No. 5 (76-82 mc). Authorized power 100-kw visual, 60.3-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level, lat. 35° 10′ 15″. long. 89° 53′ 12″.

**Network Service:** NBC.

**AM Affiliate:** WMC, 5-kw, 790 kc (NBC). **FM Affiliate:** WMCF, 300-kw, 99.7 mc (No. 259), 940-ft. antenna height.

**Ownership:** Same company publishes *Memphis Commercial Appeal* and *Press-Scimitar*. Same ownership (Scripps-Howard) also operates WCPO-TV & WCPO, Cincinnati; TV station WEWS Cleveland, radio station WNOX, Knoxville (TV applicant). For Scripps-Howard newspapers, see WEWS, Cleveland.

**Began Operation:** Dec. 11, 1948.

**Represented (sales)** by Blair TV.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by George C. Davis.

**Personnel:**
**H. W. Slavick,** *general manager.*
Earl Moreland, *station manager.*
**Wilson Mount,** *program director.*
**E. C. Frase Jr.,** *chief engineer.*
Edward Greaney, *production manager.*
Derek Rooke, *farm director.*
Steve Warren, *news director.*

**DIGEST OF RATE CARD NO. 11—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $225.00 | $200.00 | $100.00 |
| **Class A—6:30-7 p.m., 10-10:30 p.m., daily.** | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 188.00 | 150.00 | 75.00 |
| **Class B—5:30-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 525.00 | 315.00 | 210.00 | 184.00 | 131.00 | 105.00 | 53.00 |
| **Class C—All other times.** | | | | | | |
| 420.00 | 252.00 | 168.00 | 147.00 | 105.00 | 70.00 | 35.00 |

## WREC-TV
### Memphis
(Ch. 3)

**Licensee:** WREC Bcstg. Service, Hotel Peabody Bldg.

**Studio:** Hotel Peabody Bldg. **Transmitter:** 2.75-mi. SE of Bartlett.

**Telephone:** Jackson 5-1313. **TWX No.:** ME 269.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level, lat 35° 10′ 52.19″, long. 89° 49′ 56.11″.

**Network Service:** CBS.

**AM Affiliate:** WREC, 5-kw, 600 kc (CBS).

**Ownership:** Hoyt B. Wooten, 100%.

**Began Operation:** Jan. 1, 1956.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Spearman & Roberson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Hoyt B. Wooten, *general manager.*
Charles Brakefield, *sales manager.*
Jack Michael, *program director.*
Russ Hodge, *news director.*
Kitty Kelly, *women's director.*
Wilson Raney, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.** | | | | | | |
| $900.00 | $540.00 | $360.00 | $315.00 | $225.00 | $200.00 | $100.00 |
| **Class A—6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily.** | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 188.00 | 175.00 | 88.00 |
| **Class B—5:30-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 10:30-11 p.m., daily.** | | | | | | |
| 525.00 | 315.00 | 210.00 | 184.00 | 131.00 | 105.00 | 53.00 |
| **Class C—8 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5:30 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.** | | | | | | |
| 420.00 | 252.00 | 168.00 | 147.00 | 105.00 | 70.00 | 35.00 |
| **Class D—Sign-on-8 a.m., Mon.-Fri.** | | | | | | |
| 280.00 | 168.00 | 112.00 | 98.00 | 70.00 | 45.00 | 23.00 |


TO PARAPHRASE AN NBC-TV PROGRAM,

***and***

in the Memphis area market there are

**2,709,500 people**

who spend

**$2,180,014,000.00 annually**

*Source: Standard Rate and Data, 1957*

***what's more . . .***

to reach **more** of these people
**more** of the time at the
**least** cost per thousand
your best buy is

THE MEMPHIS AREA TELEVISION STATION

**WMCT**

100,000 WATTS
ON CHANNEL . . . 5
NBC BASIC

National Representatives Blair-TV

Owned and operated by THE COMMERCIAL APPEAL

# WLAC-TV
## Nashville
(Ch. 5)

**Licensee:** WLAC-TV Inc., 159 Fourth Ave. N.

**Studio:** 159 Fourth Ave. N. **Transmitter:** Brick Church Pike & Old Hickory Blvd.

**Telephone:** Chapel 2-4331. **TWX No.:** NV 68.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level, lat. 36° 16′ 05″ long. 86° 47′ 18″.

**Network Service:** CBS.

**Ownership:** Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas. Life & Casualty operates radio WLAC as a separate entity. Paul Mountcastle also is pres. of WATE-TV, Knoxville; Life & Casualty has no holdings in WATE-TV.

**Began Operation:** Aug. 6, 1954.

**Represented (sales)** by the Katz Agency Inc.

**Represented (legal)** by Smith & Hennessey.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
T. B. Baker Jr., *exec. v.p. & general manager.*
Ruth C. Talley, *asst. to manager & public service director.*
Robert M. Reuschle, *general sales manager.*
Roy A. Smith, *operations manager.*
Joe Loughlin, *news director.*
Ralph L. Hucaby, *chief engineer.*
Al Knott, *sales promotion manager.*

DIGEST OF RATE CARD NO. 4
(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | | |
| $825.00 | $495.00 | $330.00 | $289.00 | $207.00 | $175.00 | $165.00 | $83.00 |
| Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 113.00 | 57.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; noon-6 p.m., Sun.; 10-11 p.m., daily. | | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.00 | 94.00 | 75.00 | 68.00 | 34.00 |
| Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 260.00 | 156.00 | 104.00 | 91.00 | 65.00 | 52.00 | 50.00 | 25.00 |
| Class D—9 a.m.-noon, daily. | | | | | | | |
| 210.00 | 126.00 | 84.00 | 74.00 | 53.00 | 42.00 | 40.00 | 20.00 |
| Class E—Sign-on-9 a.m., daily. | | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 40.00 | 32.00 | 30.00 | 15.00 |

Subject to frequency discounts.

# WSIX-TV
## Nashville
(Ch. 8)

**Licensee:** WSIX Inc., Nashville Trust Bldg.

**Studio & Transmitter:** Old Hickory Blvd. and Granny White Pike. 8-mi. S of Nashville.

**Telephone:** Alpine 5-5431. **TWX No.:** NV 178.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 177-kw visual, 88.5-kw aural. Antenna: 1360-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level, lat. 36° 02′ 50″, long. 86° 49′ 49″. Holds CP for 316-kw visual, 158-kw aural, 1353-ft. above av. terrain.

**Network Service:** ABC.

**Am Affiliate:** WSIX, 5-kw, 980 kc (ABN).

**Ownership:** Louis R. Draughon, pres., 59.3% (additional 14.8% as trustee for Jacquelyn Draughon Guthrie); John D. Sprouse, v.p., 7.4%; George J. Hearn Jr., chairman, 18.5%.

**Began Operation:** Nov. 28, 1953. For details on sales whereby Draughon family gave up control and Louis R. Draughon bought back ⅓; see Sales & Transfers section.

**Represented (sales)** by H-R Television Inc.; Clarke Brown Co. (South).

**Represented (legal)** by Stephen Tuhy Jr.

**Represented (engineering)** by A. D. Ring & Associates.

**Personnel:**
Louis R. Draughon, *president.*
E. S. Tanner, *exec. v.p. & general manager.*
George H. Morris, *v.p. & general sales manager.*
Robert L. Chaudoin, *director of operations.*
James T. Lynagh, *production manager.*
Dave L. White, *news director.*
Hudley Crockett, *sports director.*
Mary K. Clinard, *woman's director.*
Charles Duke, *v.p. & director of engineering.*

DIGEST OF RATE CARD NO. 3
(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $175.00 | $140.00 | $126.00 | $63.00 |
| Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 9:30-10 p.m., daily. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 108.00 | 54.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun., 10-10:30 p.m., daily. | | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 90.00 | 72.00 | 64.80 | 32.40 |
| Class C—Noon-5 p.m., 10:30-11 p.m., daily. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 36.00 | 18.00 |
| Class D—Sign-on-noon, 11 p.m.-sign-off, daily. | | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 40.00 | 32.00 | 28.80 | 14.40 |

Subject to frequency discounts.

# WSM-TV
## Nashville
(Ch. 4)

**Licensee:** WSM Inc., National Bldg.

**Studio and Transmitter:** 14th & Compton Aves.

**Telephone:** Alpine 4-5656. **TWX No.:** NV 77.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 575-ft. above ground, 1275-ft. above sea level, lat. 36° 07′ 49″, long. 86° 47′ 27″. Holds CP for 1410-ft. above av. terrain, 1363-ft. above ground, 2049-ft. above sea level, lat. 36° 08′ 27″, long. 86° 51′ 56″; transmitter to Watts Lane.

**Network Service:** NBC.

**AM Affiliate:** WSM, 50-kw, 650 kc (NBC).

**Ownership:** 100% subsidiary of National Life & Accident Insurance Co.

**Began Operation:** Sept. 30, 1950

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis

**Personnel:**
E. W. Craig, *chairman.*
J. H. DeWitt Jr., *president.*
George Reynolds, *v.p. and technical director.*
Irving Waugh, *general manager.*
Hi Bramham, *commercial manager.*
Brad Crandall, *operations manager.*
Elmer Alley, *executive producer.*
Bill Williams, *news director.*
Charlie Cash, *promotion manager.*
Larry Munson, *director of sports.*
Aaron Shelton, *chief engineer.*

DIGEST OF RATE CARD NO. 8
(May 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | | |
| $825.00 | $495.00 | $330.00 | $290.00 | $205.00 | $165.00 | $150.00 | $75.00 |
| Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun. | | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 110.00 | 55.00 |
| Class B—6-6:30 p.m., Mon.-Fri.; 10-11 p.m., daily; 4:30-6 p.m., Sat. & Sun. | | | | | | | |
| 420.00 | 252.00 | 168.00 | 147.00 | 105.00 | 84.00 | 75.00 | 38.00 |
| Class C—Noon-6 p.m., Mon.-Fri.; noon-4:30 p.m., Sat. & Sun.; 11 p.m.-midnight, daily. | | | | | | | |
| 240.00 | 144.00 | 96.00 | 84.00 | 60.00 | 48.00 | 43.00 | 21.50 |
| Class D—Sign-on-noon, Sat. & Sun. | | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 41.00 | 36.00 | 32.40 | 16.20 |

Class C & D package plans on request.
Subject to frequency discounts.
Color: Accepts local shows at regular rates.

Newsfilm Enough for

60 News Shows a Week

UNITED PRESS MOVIETONE NEWS

# TEXAS

## KRBC-TV
### Abilene
(Ch. 9)

**Licensee:** Abilene Radio & Television Co., 4510 S. 14th St.

**Studio:** 4510 S. 14th St. **Transmitter:** Cedar Gap Mt.

**Telephone:** Orchard 2-8491. **TWX No.:** AE 10.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 27.5-kw visual, 13.8-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level, lat. 32° 17′ 13″, long. 99° 44′ 20″.

**Network Service:** NBC.

**AM Affiliate:** KRBC, 5-kw (1-kw night), 1470 kc (ABN).

**Ownership:** Dale Ackers, pres., 25%; Lewis J. Ackers, v.p., 25%; Jack Andrews, secy.-treas., 25%; Christine Ackers Cagle, 25%. Mrs. Cagle is wife of Gene L. Cagle, pres. & 20% owner of KFDA-TV, Amarillo & KFJZ-TV, Fort Worth.

**Began Operation:** Aug. 24, 1953. Sale to present owners by *Abilene Reporter News* approved by FCC Sept. 16, 1953 (*Television Digest*, Vol. 9:35, 38).

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Eugene L. Burke.

**Represented (engineering)** by Commercial Radio Equipment Co

**Personnel:**

Dale Ackers, *president & general manager.*
Geo. C. Breeding Jr., *station & national sales manager.*
Al Evans, *program director.*
James Hallmark, *production director.*
Normand Mann, *operations chief.*
Jim Batson, *news director.*
Troy Mallon, *chief engineer.*

**DIGEST OF RATE CARD NO. 7—(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $247.50 | $170.50 | $115.50 | $88.00 | $66.00 | $48.00 | $24.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 225.00 | 155.00 | 105.00 | 80.00 | 60.00 | 40.00 | 20.00 |
| **Class B**—4:30-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 180.00 | 124.00 | 84.00 | 64.00 | 48.00 | 32.00 | 16.00 |
| **Class C**—Noon-4:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 40.00 | 20.00 | 10.00 |
| **Class D**—7 a.m.-noon, Mon.-Sat. | | | | | | |
| 80.00 | 53.00 | 37.00 | 32.00 | 23.00 | 16.00 | 8.00 |

## KPAR-TV
### Abilene-Sweetwater
(See Sweetwater, Texas)

## KFDA-TV
### Amarillo
(Ch. 10)

**Licensee:** Amarillo Bcstg. Co. Inc., Broadway at Cherry Ave.

**Studio and Transmitter:** Broadway at Cherry Ave.

**Telephone:** Drake 4-5343. **TWX No.:** AM 20.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 250-kw visual, 126-kw aural. Antenna: 550-ft. above av. terrain, 456-ft. above ground, 4038-ft. above sea level, lat. 35° 17′ 33″, long. 101° 50′ 48″. Requests change to 807-ft. above av. terrain, 725-ft. above ground, 4295-ft. above sea level.

**Network Service:** CBS, ABC.

**Ownership:** Texas State Network Inc.; for other interests see KFJZ-TV, Fort Worth.

**Began Operation:** April 4, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Eugene L. Burke.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

Ed Moore, *general & commercial manager.*
Gene Lewis, *local sales manager.*
Bill Johns, *news editor.*
Bill Spiller, *chief engineer.*
Bill Smith, *technical supervisor.*
Vernon Poerner, *program director.*
Dick Knerr, *film editor.*
Dick Bay, *promotion manager.*
Howard Roberson, *merchandising director.*

**DIGEST OF RATE CARD NO. 5**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:15 p.m., daily. | | | | | | |
| $340.00 | $204.00 | $136.00 | $102.00 | $92.00 | $70.00 | $35.00 |
| **Class B**—6-6:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 80.00 | 60.00 | 30.00 |
| **Class C**—1-6 p.m., Sun.; 10:15 p.m.-sign-off, daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 67.50 | 56.00 | 45.00 | 22.50 |
| **Class D**—7 a.m.-6 p.m., Mon-Sat.; 11 a.m.-1 p.m., Sun. | | | | | | |
| 180.00 | 108.00 | 72.00 | 54.00 | 45.00 | 35.00 | 17.50 |

* **Class AA** (7-10 p.m., daily) Min. or 20 Sec. $85, 8 Sec. $42.50. Subject to frequency discounts.

## KGNC-TV
### Amarillo
(Ch. 4)

**Licensee:** Globe News Publishing Co., 2000 N. Polk St., Box 751.

**Telephone:** Drake 4-4601. **TWX No.:** AM 4.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 770-ft. above av. terrain, 833-ft. above ground, 4295-ft. above sea level, lat. 35° 18′ 52″, long. 101° 50′ 47″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KGNC, 10-kw, 710 kc (NBC).

**Ownership:** Globe News Publishing Co. publishes *Amarillo Globe News*, owns *Lubbock Avalanche* and *Journal* and operates radios KGNC & KFYO, Lubbock, Tex. Roy N. Whittenburg & family 91.8%, having increased holdings from 35.6% by acquiring stock of Parker F. Prouty group (*Television Digest*, Vol. 11:19, 26).

**Began Operation:** March 11, 1953.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

Wes Izzard, *executive general manager.*
Aubrey Jackson, *general manager.*
Bob Watson, *asst. station manager.*
Marion Thomas, *advertising & promotion.*
Bill Clarke, *local sales manager.*
Bud Pursley, *production manager.*
Calvin Handy, *business manager.*
Bill Torrey, *chief engineer.*
Mary Kelley, *film editor.*
Bob Izzard, *news director.*

**DIGEST OF RATE CARD NO. 6**
**(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $340.00 | $204.00 | $136.00 | $102.00 | $92.00 | $70.00 | $35.00 |
| **Class B**—6-6:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 80.00 | 60.00 | 30.00 |
| **Class C**—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 67.50 | 56.00 | 45.00 | 22.50 |
| **Class D**—All other times. | | | | | | |
| 180.00 | 108.00 | 72.00 | 54.00 | 45.00 | 35.00 | 17.50 |

* **Class AA** (7-10 p.m., daily); Min. $85, 8 Sec. $42.50. **Class A** (6:30-7 p.m., 10-10:30 p.m., daily). Subject to frequency discounts.

## KVII
### Amarillo
(Ch. 7)

**Grantee:** Southwest States Inc., 1301 Polk St., Box 8066.

**Studio & Transmitter:** U.S. Hwy. 287.

**Telephone:** Fleetwood 6-5241. **TWX No.:** AM 114.

**Technical Facilities:** Channel No. 7 (174-180 mc.) Authorized power: 46-kw visual, 23-kw aural. Antenna: 840-ft. above av. terrain, 830-ft. above ground, 4295-ft. above sea level, lat. 35° 18′ 55.137″, long. 101° 50′ 3.028″.

**Network Service:** ABC.

**Ownership:** John L. McCarty, chairman, 18% (held by Estate Development Corp. of which he is pres.); Murry Woroner, pres., 18%; Robert D. Houck, secy.-treas., 18%; George A. Oliver, 18%; Hoyt Houck, 18%; Sam Fenberg, 10%. Robert & Hoyt Houck each own 50% of radio KAMQ, Amarillo.

**Began Operation:** Dec. 21, 1957.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clarke Brown Co.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Page, Creutz, Steel & Waldschmitt Inc.

**Personnel:**
Murry Woroner, *president, general & sales manager.*
Jerry Gardner, *production manager.*
Ruth Patrick, *traffic.*
Don Daniels, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or Less | ID |
|---|---|---|---|---|---|---|
| Class A—6:30-10:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $80.00 | $60.00 | $30.00 |
| Class B—6-6:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 67.50 | 56.00 | 45.00 | 22.50 |
| Class C—10:30 p.m.-sign-off, sign-on-6 p.m., daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 54.00 | 45.00 | 35.00 | 17.50 |

Subject to frequency discounts.

## KTBC-TV
### Austin
**(Ch. 7)**

**Licensee:** The LBJ Co., Driskill Hotel.

**Studio:** Driskill Hotel, Box 1155. **Transmitter:** 3.8-mi. NW of State Capitol.

**Telephone:** Greenwood 2-2424. **TWX No.:** AZ 74.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level, lat. 30° 18′ 35″, long. 97° 47′ 33″.

**Network Service:** CBS, ABC, NBC.

**AM Affiliate:** KTBC, 5-kw (1-kw night), 590-kc (CBS).

**Ownership:** Claudia T. Johnson, chairman, 61%. The LBJ Co. also has 29% interest in KWTX-TV, Waco, Tex. (KWTX) and owns 50% of KRGV-TV, Weslaco, Tex. (KRGV).

**Began Operation:** Nov. 27, 1952.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
J. C. Kellam, *president & general manager.*
Elmo Brown, *administrative asst.*
Richard (Cactus) Pryor, *program director.*
O. P. (Bob) Bobbitt, *general sales manager.*
Charles L. Howell, *local sales manager.*
Charles Brooks, *sales promotion director.*
Paul Bolton, *news editor.*
Ben Hearn, *chief engineer.*
Mary Gay, *women's editor.*
Dave Shanks, *farm director.*

**DIGEST OF RATE CARD NO. 5—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10 p.m., daily. | | | | | | |
| $525.00 | $315.00 | $210.00 | $168.00 | $126.00 | $105.00 | $52.50 |
| Class A—7-8 p.m., 10-10:30 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 144.00 | 108.00 | 90.00 | 45.00 |
| Class B—6-7 p.m., daily. | | | | | | |
| 415.00 | 249.00 | 166.00 | 133.00 | 100.00 | 83.00 | 41.50 |
| Class C—5-6 p.m., noon-1 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun. | | | | | | |
| 310.00 | 186.00 | 124.00 | 99.00 | 74.00 | 62.00 | 31.00 |
| Class D—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 64.00 | 48.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KPAC-TV
### Port Arthur-Beaumont
(See Port Arthur, Tex.)

## KFDM-TV
### Beaumont
**(Ch. 6)**

**Grantee (STA):** Beaumont Bcstg. Corp., 1420 Calder Ave.

**Studio:** 1420 Calder Ave. **Transmitter:** U. S. Hwy. 90, 2 mi. E. of Vidor, Tex.

**Telephone:** Terminal 8-4731.

**Technical Facilities:** Channel No. 6 (78-84 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 537-ft. above av. terrain, 600-ft. above ground, 618-ft. above sea level, lat. 30° 08′ 29″, long. 93° 58′ 38″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KFDM, 5-kw, 560-kc (ABN).

**Ownership:** D. A. Cannan, pres., 20.64%; C. B. Locke, exec. v.p., 24.35%; Howard H. Fry, secy-treas., 1.76%; L. H. Cullman, 8.23%; over 20 others, none owns as much as 4%. Mr. Cannan owns 59.35% of KFDX-TV, Wichita Falls, Tex.

**Began Operation:** April 24, 1955.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Smith & Hennessey.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
O. B. Locke, *exec. v.p. & general manager.*
Mott M. Johnson, *sales & operations manager.*
Bob McManus, *production manager.*
Dave Russell, *local sales.*
Harold Bartlett, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | ..... | ..... | $80.00* | $48.00 |
| Class B—5:30-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 275.00 | 165.00 | 110.00 | $95.00 | $70.00 | 60.00 | 36.00 |
| Class C—All other times. | | | | | | |
| 150.00 | 90.00 | 75.00 | 60.00 | 50.00 | 30.00 | 18.00 |

Subject to frequency discounts. * 20 Sec. only.

## KEDY-TV
### Big Spring
**(Ch. 4)**
**(Affiliated with KDUB-TV, Lubbock)**

Licensee: Texas Telecasting Inc., Box 1475, Lubbock, Tex.

**Studio and Transmitter:** 2500 Kentucky Way.

**Telephone:** Amherst 4-6325.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 12.75-kw visual, 6.88-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level, lat. 32° 15′ 16″, long. 101° 26′ 44″. Requests change to 2962-ft. above sea level, lat. 32° 15′ 13.9″, long. 101° 26′ 43.6″.

**Network Service:** CBS.

**Ownership:** Operated under lease arrangement by owners of KDUB-TV, Lubbock, with option to buy 50% of stock plus sales and program control after 5 years. (*Television Digest*, Vol. 13:1, 4-5). Physical assets during 5-year lease are held by local businessmen headed by Wm. J. Wallace.

**Began Operation:** Jan. 10, 1956.

**Represented (sales)** by The Branham Co.

**Personnel:**
W. D. (Dub) Rogers, *president*, Texas Telecasting Inc.
W. H. Shipley, *v.p.*
E. A. (Buzz) Hassett, *national sales manager.*
William J. Wallace, *station manager.*
Ray Huffer, *promotion manager.*
(For additional personnel, see KDUB-TV, Lubbock.)

**DIGEST OF RATE CARD NO. 2-B—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.50 | $45.00 | $30.00 | $15.00 |
| Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 112.50 | 67.50 | 45.00 | 39.40 | 33.75 | 22.50 | 11.25 |
| Class C—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 75.00 | 45.00 | 30.00 | 26.25 | 22.50 | 15.00 | 7.50 |
| Class D—6 a.m.-1 p.m., daily. | | | | | | |
| 45.00 | 27.00 | 18.00 | 15.75 | 13.50 | 12.00 | 6.00 |

Subject to frequency discounts.
Note: See KDUB-TV, Lubbock, for combination rate.

# Texas

## KBTX-TV
### Bryan
(Ch. 3)

**(Affiliated with KWTX-TV, Waco, with which it has microwave hookup.)**

**Licensee:** Brazos Broadcasting Co., Box 746.

**Studio & Transmitter:** 29th St., near Villa Maria Rd.

**Telephone:** Victor 6-6766. **TWX No.:** WC 8480.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: 410-ft. above av. terrain, 427-ft. above ground, 709-ft. above sea level, lat. 30° 38′ 39″, long. 96° 19′ 46″.

**Network Service:** ABC, CBS.

**Ownership:** KWTX Bcstg. Co., 50% (owns KWTX-TV, Waco); W. C. Mitchell, pres., 10%; Frank Seale, v.p., 10%; John M. Lawrence III, secy.-treas., 5%; Brazos A. Varisco, 10%; M. N. Bostick, 10% (gen. mgr. & 9% owner of KWTX-TV).

**Began Operation:** May 22, 1957.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
M. N. Bostick, *general manager.*
Harry Lee Gillam, *station manager.*
Woody Cox, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Fri.; sign-on-10:30 p.m., Sun. | | | | | |
| $150.00 | $90.00 | $60.00 | $45.00 | $30.00 | $15.00 |
| **Class B**—All other times. | | | | | |
| 112.50 | 67.50 | 45.00 | 33.75 | 22.50 | 11.25 |

Subject to frequency discounts. There is a 10% discount when both KWTX-TV, Waco & KBTX-TV are ordered.

## KGBT-TV, KRGV-TV
### Brownsville
(See Harlingen and Weslaco, Tex.)

## KRIS-TV
### Corpus Christi
(Ch. 6)

**Licensee:** Gulf Coast Broadcasting Co., Box 840.

**Studio:** 409 South Staples. **Transmitter:** near Robstown, Tex., 13.5-mi. W of Corpus Christi.

**Telephone:** Tulip 3-6511. **TWX No.:** CC 045.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level, lat. 27° 46′ 46″, long. 97° 37′ 31″.

**Network Service:** NBC, ABC.

**Ownership:** T. Frank Smith, 100%.

**Began Operation:** May 25, 1956.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
T. Frank Smith, *president & general manager.*
W. M. (Ike) Eikner, *sales v.p.*
Charles Nethery, *promotion manager.*
Harry Abbott, *program director & film buyer.*
Joe W. Collier, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(May 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-9:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $75.00 | $37.50 |
| **Class A**—6:30-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 50.00 | 25.00 |
| **Class C**—Sign-on-5 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## KZTV
**(formerly KSIX-TV)**
### Corpus Christi
(Ch. 10)

**Licensee:** K-SIX Television Inc., Show Room Bldg.

**Studio:** Show Room Bldg. **Transmitter:** State Hwy. 44, 1.7 mi. E. of Robstown, Tex.

**Telephone:** Tulip 4-1616. **TWX No.:** CC 137.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 700-ft. above av. terrain, 724 ft. above ground, 792-ft. above sea level, lat. 27° 46′ 50″, long. 97° 38′ 03″.

**Network Service:** CBS.

**AM Affiliate:** KSIX .25-kw, 1230 kc (CBS, ABN).

**Ownership:** Corpus Christi Bcstg. Co. Inc. (KSIX), 51.133%; Vann M. Kennedy, pres., 1.33%; Guy. I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 1.33%; James H. Burney, treas., .666%; remainder of stock held by 58 others, none with more than 3%. Kennedy owns 50%, Manning 13.33%, and Cecil E. Burney, 25% of KSIX.

**Began Operation.** Sept. 30, 1956.

**Represented (sales)** by H-R Television Inc.; Clarke Brown Co.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Vann M. Kennedy, *president & general manager.*
Charles R. Manning, *vice president.*
Gene Looper, *program manager.*
Bill Kessel, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $90.00 | $75.00 | $37.50 |
| **Class A**—6:30-7 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 75.00 | 60.00 | 30.00 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |
| **Class C**—Sign-on-5 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 95.00 | 60.00 | 50.00 | 45.00 | 30.00 | 15.00 |

## KRLD-TV
### Dallas
(Ch. 4)

**Licensee:** KRLD Radio Corp., Herald Square.

**Studio:** Herald Square. **Transmitter:** 1-mi. w. of Cedar Hill, Tex.

**Telephone:** Riverside 2-6811. **TWX No.:** DL 71.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35′ 28″, long. 96° 58′ 34″.

**Network Service: CBS.**

**AM Affiliate:** KRLD, 50-kw, 1080 kc (CBS). **FM Affiliate:** KRLD-FM, 40-kw, 92.5 mc (No. 223), 480-ft. antenna height.

**Ownership:** Same as *Dallas Times-Herald;* **John W. Runyon, chairman; Clyde W. Rembert, pres.; D. A. Greenwell, v.p.**

**Began Operation:** Dec. 3, 1949.

**Represented (sales) by Branham Co.**

**Represented (legal) by Eliot C. Lovett.**

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
J. W. Runyon, *chairman of the board.*
Clyde W. Rembert, *president & managing director.*
Roy M. Flynn, *v.p. & general manager.*
Gene Cuny, *commercial manager.*
Ves Box, *program director.*
Fritz Kuler, *asst. program director.*
Eddy Barker, *news director.*
A. B. Jolly, *farm director.*
Nick Mueller, *manager film dept.*
William B. Honeycutt, *chief engineer.*

**DIGEST OF RATE CARD NO. 11-A**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | | |
| $1100.00 | $660.00 | $440.00 | $385.00 | $350.00 | $300.00 | $250.00 | $175.00 |
| **Class A**—6:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., Sun. | | | | | | | |
| 950.00 | 570.00 | 380.00 | 316.00 | 285.00 | 250.00 | 225.00 | 125.00 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | | |
| 525.00 | 315.00 | 210.00 | 182.75 | 157.50 | 125.00 | 115.00 | 70.00 |
| **Class C**—6 a.m.-6 p.m., Mon.-Sat.; 6 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 82.50 | 75.00 | 65.00 | 35.00 |

# WFAA-TV
## Dallas
(Ch. 8)

**Licensee:** A. H. Belo Corp., Young & Houston Sts.

**Studio:** 3000 Harry Hines Blvd. **Transmitter:** 1-mi. W of Cedar Hill, Tex. **Telephone:** Riverside 1-3315. **TWX No.:** DL 41.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 300-kw horizontal visual, 158-kw maximum and 150-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35′ 28″, long. 96° 58′ 34″.

**Network Service:** ABC.

**AM Affiliate:** WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABN). Shares time on both frequencies with WBAP, Ft. Worth.

**Ownership:** Same as *Dallas Morning News;* Mrs. G. B. Dealey, chairman; E. M. Dealey, pres.; James M. Moroney, exec. v.p.

**Began Operation:** Sept. 17, 1949 as KBTV. Sold to present licensee February 1950 (*Television Digest,* Vol. 6:4, 11).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
E. M. (Ted) Dealey, *president.*
James M. Moroney, *executive v.p.*
Alex Keese, *managing director of TV-radio.*
Karl Lambertz, *asst. to managing director.*
Dick Drummy Jr., *national sales manager.*
Bob King, *local sales manager.*
Tom S. Palmer, *program & production manager.*
Bob Tripp, *news director.*
Mrs. W. H. Portwood, *promotion director.*
Dunlap Clark, *film director.*
Jim W. Cooper, *chief engineer.*
George E. Krutilek, *technical supervisor.*

**DIGEST OF RATE CARD NO. 13—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $250.00 | $125.00 |
| **Class A**—6:30-7 p.m., 10-10:15 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 300.00 | 260.00 | 220.00 | 120.00 |
| **Class B**—5:30-6:30 p.m., 10:15-10:45 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 150.00 | 75.00 |
| **Class C**—Noon-5:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 75.00 | 40.00 |
| **Class D**—Sign-on-noon, 10:45 p.m.-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 75.00 | 65.00 | 30.00 |

*Also has 20 Sec.: Class AA $225, Class A $180, Class B $120, Class C $60, Class D $50. Subject to frequency discounts.

# KROD-TV
## El Paso
(Ch. 4)

**Licensee:** Roderick Broadcasting Co., 2201 Wyoming St.

**Studio:** 2201 Wyoming St **Transmitter:** Atop Mount Franklin

**Telephone:** Keystone 2-6551. **TWX No.:** EP 44.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power 62.2-kw visual, 31.1-kw aural. Antenna: 1150-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level, lat. 31° 47′ 34″, long. 106° 28′ 47″.

**Network Service:** CBS.

**AM Affiliate:** KROD, 5-kw, 600 kc (CBS).

**Ownership:** Same as *El Paso Times.* Dorrance Roderick, pres., 75% with members of Roderick family. Val Lawrence, v.p., is 5.5% owner of *El Paso Times.*

**Began Operation:** Dec. 14, 1952.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Paul M. Segal.

**Personnel:**
Dorrance D. Roderick, *president.*
Val Lawrence, *v.p. & general manager.*
Dick Watts, *general sales manager.*
Gordon Phillips, *promotion manager.*
Edward P. Talbott, *chief engineer.*
Bernie Bracher, *program director.*
Louis Hendricks, *news director.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun. | | | | | | |
| $450.00 | $270.00 | $180.00 | $157.50 | $112.50 | $90.00 | $45.00 |
| **Class B**—5:30-6:30 p.m., Mon.-Fri.; Noon-6 p.m., Sat. & Sun.; 10:30 p.m.-midnight, Sun.-Sat. | | | | | | |
| 337.50 | 202.50 | 135.00 | 118.50 | 84.00 | 67.50 | 33.80 |
| **Class C**—All other hours. | | | | | | |
| 225.00 | 133.00 | 90.00 | 78.30 | 56.30 | 45.00 | 22.50 |

# KELP-TV
## El Paso
(Ch. 13)

**Grantee (STA):** KELP Television Corp., 4530 Delta St.

**Studio & Transmitter:** 4530 Delta St.

**Telephone:** Keystone 3-3658. **TWX No.:** EP 43.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 26.6-kw visual, 15.8-kw aural. Antenna: 130-ft. above av. terrain, 352-ft. above ground, 4052-ft. above sea level, lat. 31° 45′ 42″, long. 106° 26′ 15″.

**Network Service:** ABC.

**AM Affiliate:** KELP, 1-kw (.5-kw night), 920 kc.

**Ownership:** Joseph Harris, chairman, 40%; Norman Alexander, pres., 40%; Richard E. Jones, 20%. Same owners also operate KXLY-TV, Spokane (KXLY) and are Ch. 23 applicants in Yakima, Wash.

**Began Operation:** Sept. 1, 1956. Sale to present owners by McLendon Investment Corp. approved March 20, 1957 (*Television Digest,* Vol. 13:12).

**Represented (sales)** by Young Television Corp.; Avery-Knodel (South).

**Represented (legal)** by Wheeler & Wheeler.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Richard E. Jones, *v.p.*
Herb Golombeck, *general manager.*
Irv Prell, *sales manager.*
Hillman Taylor, *program director.*
Michael Gaglio, *chief engineer.*
Bill Provolet, *publicity director.*

**DIGEST OF RATE CARD NO. N-2—(June 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or Less | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun. | | | | | | |
| $300.00 | $180.00 | $115.00 | $100.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 220.00 | 130.00 | 85.00 | 70.00 | 55.00 | 42.00 | 21.00 |
| **Class C**—All other times. | | | | | | |
| 110.00 | 65.00 | 42.50 | 35.00 | 27.50 | 21.00 | 10.50 |

# KTSM-TV
## El Paso
(Ch. 9)

**Licensee:** Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

**Studio:** 801 N. Oregon St. **Transmitter:** Third & Santa Fe Sts.

**Telephone:** Keystone 2-5423. **TWX No.:** EP 193.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 500-ft. above av. terrain, 472-ft. above ground, 4173-ft. above sea level, lat. 31° 45′ 12″, long 106° 29′ 19″.

**Network Service:** NBC.

**AM Affiliate:** KTSM, 1-kw, (.5-kw night), 1380 kc (NBC).

**Ownership:** Karl O. Wyler, pres., 65%; Roy T. Chapman, v.p.; Karl O. Wyler Jr., secy-treas., 20%; F. L. Koons, 10%; W. C. Bailey, 5%.

**Began Operation:** Jan. 4, 1953.

**Represented (sales)** by George P. Hollingbery Co.; Clarke Brown Co. (South).

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**
Karl O. Wyler, *president & general manager.*
Karl O. Wyler Jr., *administrative assistant & secy.-treas.*
Roy T. Chapman, *v.p. & sales manager.*
Jack Rye, *program & production director.*
Conrey Bryson, *special events director.*
Jack Salem, *news director.*
Kenneth Walton, *chief engineer.*
Jack Elliott, *promotion & publicity director.*

**DIGEST OF RATE CARD NO. 4—(Nov. 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $325.00 | $195.00 | $130.00 | $113.75 | $78.00 | $65.00 | $32.50 |
| **Class B**—5-6 p.m., 10:30 p.m.-sign-off, Mon.-Fri.; 1-6 p.m., Sat & Sun. | | | | | | |
| 260.00 | 156.00 | 104.00 | 91.00 | 65.00 | 52.00 | 26.00 |
| **Class C**—1-5 p.m., Mon.-Fri. | | | | | | |
| 162.50 | 97.50 | 65.00 | 56.88 | 39.00 | 32.50 | 16.25 |

# Texas

## KFJZ-TV
### Fort Worth
(Ch. 11)

**Licensee:** Texas State Network Inc., 4801 W. Freeway.

**Studio:** 4801 W. Freeway. **Transmitter:** .75-mi. E of White Lake, .25-mi. N of Ederville Rd.

**Telephone:** Pershing 7-6631. **TWX No.:** FT 8076.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 209-kw visual, 107-kw aural. Antenna: 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level, lat. 32° 45′ 42″, long. 97° 14′ 40″.

**AM Affiliate:** KFJZ, 5-kw, 1270 kc.

**Ownership:** Gene L. Cagle, pres., 20%; Sid W. Richardson, 62%; Perry R. Bass, 15%; remainder in Dillard and Harrison family trusts. Texas State Network operates KFDA-TV, Amarillo, also owns KFJZ, Fort Worth; KRIO, McAllen. Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex.

**Began Operation:** Sept. 11, 1955.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

Gene L. Cagle, *president.*
Stanley Wilson, *v.p. & general manager.*
John Hopkins, *asst. general manager.*
Joe Evans, *national sales manager.*
Bill Terry, *local sales manager.*
Olin Terry, *production manager.*
Pete Peterson, *chief engineer.*
Arno Mueller Jr., *film buyer.*

**DIGEST OF RATE CARD NO. 2**
**(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $225.00 | $175.00 |
| **Class B**—1-7 p.m., Sun.; 6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 80.00 |
| **Class C**—5-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 123.00 | 88.00 | 75.00 | 65.00 |
| **Class D**—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 50.00 | 40.00 |

Subject to frequency discounts.

## WBAP-TV
### Fort Worth
(Ch. 5)

**Licensee: Carter Publications Inc., 3900 Barnett St.**

**Studio and Transmitter:** 3900 Barnett St.

**Telephone:** Fort Worth, Jefferson 6-1981; Dallas, Taylor 7-9757. **TWX No.:** FT 8116.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. 1072-ft. above av. terrain, 1113-ft. above ground, 1739-ft. above sea level, lat. 32° 45′ 01.25″, long. 97° 16′ 07″.

**Network Service:** NBC.

**AM Affiliate:** WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABN). Shares time on both frequencies with WFAA, Dallas. **FM Affiliate:** WBAP-FM, 52-kw, 96.3 mc (No. 242), 475-ft. antenna height.

**Ownership:** Same as *Fort Worth Star-Telegram;* Amon G. Carter Jr., pres. & treas.; B. N. Honea, v.p.

**Began Operation:** Sept. 29, 1948.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

Harold Hough, *director.*
George Cranston, *manager.*
Roy Bacus, *commercial manager.*
Jack Rogers, *regional sales manager.*
Margret McDonald, *publicity-promotion-merchandising director.*
Robert Gould, *program director.*
Lynn Trammell, *film program manager.*
Phil Wygant, *proauction supervisor.*
Robert Grammer, *operations supervisor.*
James A. Byron, *news editor.*
W. A. Ruhmann, *farm director.*
Roberta Wygant, *continuity chief.*
Jan Goodman, *traffic chief.*
Marshall Atwell, *art director.*
Merl Hartung, *film laboratory chief.*
Jett Jamison, *commercial film producer.*
Margret McDonald, *home economist.*
R. C. Stinson, *engineering director.*

**DIGEST OF RATE CARD NO. 11-G**
**(Feb. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $225.00 | $100.00 |
| **Class A**—6-7 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 250.00 | 225.00* | 100.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 110.00 | 55.00 |
| **Class C**—Noon-6 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 75.00* | 32.50 |
| **Class D**—7 a.m.-noon, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 50.00** | 20.00 |

*20 Sec.: Class A, $200; Class C, $65; Class D, $40.
Subject to frequency discounts. Color—Available on cost plus basis.

## KGUL-TV
### Galveston
(Authorized to operate as Houston outlet, effective March 27, 1958)
(Ch. 11)

**Licensee:** Gulf Television Corp., 11 Video Lane, Galveston.

**Studios:** 11 Video Lane, Galveston; Prudential Bldg., Houston.

**Transmitter:** Alvin-Friendswood Rd., 3-mi. NNE of Alvin.

**Telephone:** 3-1607. **TWX No.:** GL 7005.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1170-ft. above av. terrain, 1196-ft. above ground, 1232-ft. above sea level, lat. 29° 27′ 57″, long. 95° 13′ 24″. Note: Requests assignment of channel to Houston.

**Network Service:** CBS.

**AM Affiliate:** None.

**Ownership:** Gulf Television Corp. (Paul E. Taft, pres.), 10%; J. H. Whitney & Co., 90%. For other Whitney interests see KOTV, Tulsa, Okla. Taft also owns 20% of firm buying radio KJIM, Fort Worth (*Television Digest*, Vol. 13:52).

**Began Operation:** March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (*Television Digest*, Vol. 12:19, 28).

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**

Paul E. Taft, *president and general manager.*
Robert S. Wilson, *commercial manager.*
Thomas L. Thompson, *program director.*
Roland Brazier, *promotion & merchandising director.*
Danny Cochrane, *Galveston sales manager.*
Leslie T. Hunt, *Texas sales manager.*
M. B. Johnson, *film director.*
L. V. Deskins, *office manager.*

**DIGEST OF RATE CARD NO. 4A**
**(May 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $1200.00 | $720.00 | $480.00 | $400.00 | $360.00 | $250.00 | $140.00 |
| **Class A**—6-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 900.00 | 540.00 | 360.00 | 300.00 | 270.00 | 180.00 | 115.00 |
| **Class B**—5:30-6 p.m., 10:30 p.m.-sign-off, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 200.00 | 180.00 | 120.00 | 60.00 |
| **Class C**—9 a.m.-5:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 133.33 | 120.00 | 80.00 | 40.00 |
| **Class D**—Sign-on-9 a.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 90.00 | 50.00 | 25.00 |

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## in the FORT WORTH - DALLAS area

## the NATION'S 12TH MARKET

The trend is up and the growth rate is steady. Look at these startling predictions for 1960:*

| | |
|---|---|
| Tarrant-Dallas County Population | 1,522,900 |
| Tarrant-Dallas County Estimated Buying Income | $3,291,088,000 |
| Tarrant-Dallas County Retail Sales | $2,409,432,000 |

To sell your products in this fast-paced, rapidly-expanding 12th U S Market choose the facilities of WBAP-TV—the first station in the market.

*Rates and packages on request.*

**WBAP**

3900 Barnett • Fort Worth, Texas

**WBAP-TV — Channel 5**

**Basic NBC for North Texas**

*Source: Sales Management, "Marketing on the Move", Nov. 10, 1957.

**AM • FM • TV**

1900 N. Akard • Dallas, Texas

NATIONAL REPRESENTATIVES PETERS, GRIFFIN & WOODWARD

# KGBT-TV
## Harlingen
**(Ch. 4)**

**Licensee:** Harbenito Bcstg. Co. Inc., Box 711.

**Studio:** U. S. Hwy. 83, between Harlingen and San Benito, Tex.

**Transmitter:** ⅛ mi. S of LaFeria, Tex.

**Telephone:** Garfield 3-4880. **TWX No.:** HA 047.

**Technical Facilities:** Channel No 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level, lat. 26° 08′ 56″, long. 97° 49′ 18″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KGBT (CP), 50-kw (10-kw night), 1530 kc (CBS).

**Ownership:** McHenry Tichenor, pres., 38.5%; James Cullen Looney, v.p., 39.3%; Troy R. McDaniel, secy.-treas., 10%; Genevive Tichenor, 12.2%. Harbenito Bcstg. also owns KUNO, Corpus Christi.

**Began Operation:** Sept. 17, 1953.

**Represented (sales)** by H-R Television Inc.; Clarke Brown Co.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Troy R. McDaniel, *secy.-treas. & general manager.*
Harry Mooradian, *commercial manager.*
Al Beck, *chief engineer.*

**DIGEST OF RATE CARD NO. GT-5—(March 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-9:30 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $60.00 | $50.00 | $35.00 |
| **Class A**—6-7 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 40.00 | 30.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 50.00 | 40.00 | 30.00 | 20.00 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 37.50 | 30.00 | 22.50 | 15.00 |

# KRGV-TV
## Harlingen
(See Weslaco, Tex.)

# KPRC-TV
## Houston
**(Ch. 2)**

**(Affiliated with separately-owned KTRE-TV, Lufkin, Texas)**

**Licensee:** Houston Post Co., 2318 Polk Ave.

**Studio and Transmitter:** 3014 Post Oak Rd.

**Telephone:** Madison 3-9271. **TWX No.:** HO 98.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 640-ft. above av. terrain, 686-ft. above ground, 749-ft. above sea level, lat. 29° 44′ 02″, long. 95° 27′ 43″.

**Network Service:** NBC.

**AM Affiliate:** KPRC, 5-kw, 950 kc (NBC). **FM Affiliate:** KPRC-FM, 48-kw, 102.9 mc (No. 275), 550-ft. antenna height.

**Ownership:** Same as *Houston Post;* William P. Hobby, pres.

**Began Operation:** Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (see *Television Digest,* Vol. 6:13, 21).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Jack Harris, *v.p. & general manager.*
Jack McGrew, *station manager.*
Jack Healy, *local sales manager.*
Paul Huhndorff, *operations manager.*
Ridge Radney, *production manager.*
Kirt Harriss, *promotion & merchandising director.*
Earl Corridon, *film operation manager.*
Edna Forester, *publicity director.*
George Roesner, *farm director.*
Kathryn Estes, *traffic.*

**DIGEST OF RATE CARD NO. 11—(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun. | | | | | | |
| $1100.00 | $660.00 | $410.00 | $350.00 | $300.00 | $250.00 | $150.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily. | | | | | | |
| 900.00 | 540.00 | 350.00 | 300.00 | 250.00 | 180.00 | 110.00 |

Class B—5:30-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 600.00 | 360.00 | 240.00 | 210.00 | 175.00 | 120.00 | 72.00 |

Class C—Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.

| | | | | | | |
|---|---|---|---|---|---|---|
| 400.00 | 240.00 | 160.00 | 140.00 | 120.00 | 80.00 | 48.00 |

Class D—Sign-on-noon, Mon.-Fri.

| | | | | | | |
|---|---|---|---|---|---|---|
| 300.00 | 175.00 | 115.00 | 100.00 | 90.00 | 60.00 | 36.00 |

## KTRK-TV
### Houston
**(Ch. 13)**

**Licensee:** Houston Consolidated TV Co., 4513 Cullen Blvd.

**Studio:** 4513 Cullen Blvd. **Transmitter:** Almeda, Tex.

**Telephone:** Jackson 6-1313.

**TWX Nos.:** HO 863 (program), HO 1072 (sales).

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level, lat 29° 34′ 25″, long. 95° 28′ 31″.

**Network Service:** ABC.

**Ownership:** KTRH, 32% (*Houston Chronicle* owns 70% of KTRH); Roy Hofheinz, 16% (ex-mayor of Houston); John Paul Goodwin, 2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by 26 individuals, none owning as much as 3%, who held stock in other two applicants for channel. KTRK-TV officers: Wright Morrow, chairman; John T. Jones Jr., pres. (also pres. of *Houston Chronicle*); Willard E. Walbridge, exec. v.p.; Roy Hofheinz, v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S Bruce Jr., treas. Mr. Hofheinz also owns 25% of Houston's KTHT; KTHT ownership interlocks with radio KRYS Corpus Christi, Tex. and KLFY, Lafayette, La.

**Began Operation:** Nov. 20, 1954.

**Represented (sales)** by George P. Hollingbery Co.

**Personnel:**

John T. Jones Jr., *president.*
Willard E. Walbridge, *exec. v.p. & general manager.*
William F. Bennett, *commercial manager.*
John E. Hill, *program manager.*
William T. Wagner, *production director*
John G. Chapman, *promotion manager.*
Tom Hiner, *chief engineer.*
Gene Heard, *merchandising director.*

**DIGEST OF RATE CARD NO. 4**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $310.00 | $300.00 | $267.00 | $220.00 | $132.00 |
| Class A—6:30-7 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 310.00 | 280.00 | 225.00 | 176.00 | 105.60 |
| Class B—5:30-6:30 p.m., 10 p.m.-sign-off, daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 200.00 | 160.00 | 120.00 | 72.00 |
| Class C—4-5:30 p.m., daily. | | | | | | |
| 333.00 | 200.00 | 133.00 | 110.00 | 90.00 | 73.00 | 44.00 |
| Class D—Sign-on-4 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 90.00 | 75.00 | 60.00 | 36.00 |

Subject to frequency discounts.

## KUHT
### Houston
**(Ch. 8)**

**Non-Commercial Educational Station**

**Licensee:** University of Houston, 3801 Cullen Blvd., and Houston Independent School District.

**Studio:** Ezekiel W. Cullen Bldg. **Transmitter:** Cullen Blvd. at Blodgett Ave.

**Telephone:** Capitol 4-0141.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 640-ft. above av. terrain, 658-ft. above ground, 707-ft. above sea level, lat. 29° 42′ 52″, long. 95° 20′ 52″.

**AM Affiliate:** None. **FM Affiliate:** KUHF, 9.3-kw, 91.3 mc (No. 217), 320-ft. antenna height.

**Ownership:** University of Houston. Mrs. Frank Dyer, pres.

**Began Operation:** May 12, 1953.

**Represented (legal)** by Reagan Cartwright, Houston.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**

John W. Meaney, *radio-TV-film center director.*
Roy Barthold, *program director.*
Patrick Welch, *chairman, TV-radio dept.*
Jim Bauer, *film operations director.*
Ray Yelkin, *TV operations director.*
George Collins, *art director.*

## KHAD-TV
### Laredo
**(Ch. 8)**

**Grantee (STA):** Vidicon Industries of America, Box 1378.

**Studio & Transmitter:** Convent & Houston Sts.

**Telephone:** 3-3674.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 2.14-kw visual, 1.07-kw aural. Antenna: 150-ft. above av. terrain, 233-ft. above ground, 649-ft. above sea level, lat 27° 30′ 23″, long. 99° 30′ 30″.

**Network Service:** CBS, NBC, ABC.

**Ownership:** H. C. Avery Jr., 50%; David H. Cole, 50%.

**Began Operation.** Jan. 5, 1956.

**Represented (sales)** by John E. Pearson Co.

**Represented (legal)** by Ross K. Prescott.

**Represented (engineering)** by Guy C. Hutcheson.

**Personnel:**

Amalia Samuels, *asst. manager in charge.*
W. Irven Simpson, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(April 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-9:30 p.m., daily. | | | | | | |
| $187.50 | $112.50 | $75.00 | $65.63 | $56.25 | $37.50 | $18.75 |
| Class A—6-7:30 p.m., 9:30-10:30 p.m., daily. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 54.00 | 36.00 | 18.00 |
| Class B—Sign-on-6 p.m., 10:30 p.m.-sign-off, daily. | | | | | | |
| 135.00 | 81.00 | 54.00 | 47.28 | 40.50 | 27.00 | 13.50 |

## KLTV
### Longview
(See Tyler, Tex.)

## KCBD-TV
### Lubbock
**(Ch. 11)**

**Licensee:** Bryant Radio & Television Inc., Box 1507.

**Studio and Transmitter:** 5600 Ave. A.

**Telephone:** Sherwood 4-1414. **TWX No.:** LU 8093.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 760-ft. above av. terrain, 788-ft. above ground, 3988-ft. above sea level, lat. 33° 32′ 28″, long. 101° 50′ 15″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KCBD, 1-kw, 1590 kc (NBC).

**Ownership:** Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; Maple Wilson, 5%; C. E. Davis estate, 5%; Hub K. Jones, 2.5% Marvin Jones, 2.5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bcstg. Co.).

**Began Operation:** May 10, 1953.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Welch, Mott & Morgan.

**Represented (engineering)** by L. H. Carr & Associates.

**Personnel:**

Joe H. Bryant, *president.*
Robert L. Snyder, *secretary-treasurer.*
George L. Tarter, *v.p. for sales.*
Ray Poindexter, *national sales.*
Frank Lee, *chief engineer.*
Bill Taylor, *program director.*
Joe Gilbert, *news director.*

**DIGEST OF RATE CARD NO. 4A—(July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| Class A—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $60.00 | $30.00 |
| Class B—5-6:30 p.m., daily; 10:30-11 p.m., 1-6:30 p.m., Sun. | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.90 | 65.65 | 45.00 | 22.50 |
| Class C—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 43.75 | 30.00 | 15.00 |
| Class D—6 a.m.-1 p.m., daily. | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.75 | 26.25 | 18.00 | 9.00 |

* Class AA (7-10 p.m., daily): Min. $70; 10 Sec. $35.
Subject to frequency discounts.

# Texas

## KDUB-TV
### Lubbock
(Ch. 13)

(Also operates affiliated KPAR-TV, Sweetwater-Abilene, and KEDY-TV, Big Spring, Texas)

**Licensee:** Texas Telecasting Inc., 74th & College Ave.

**Studio and Transmitter:** 74th & College Ave.

**Telephone:** Sherwood 4-2345.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 833-ft. above av. terrain, 852-ft. above ground, 4067-ft. above sea level, lat. 33° 31′ 35″, long. 101° 52′ 12″.

**Network Service:** CBS.

**AM Affiliate:** KDUB, .25-kw, 1340 kc.

**Ownership:** W. D. Rogers Jr., pres., 35.40%; Vernice Ford, v.p., 25.22%; W. W. Conley, secy.-treas., 5.03%; W. H. Shipley, v.p., 3.81%; A. L. Lott Sr., 3.64%; 19 others, none owns more than 2.8%. Same interests also own KPAR-TV, Sweetwater, Tex. Note: Also operates KEDY-TV, Big Spring, under lease arrangement which includes option to buy 50% of stock and program and sales control.

**Began Operation:** Nov. 13, 1952.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
W. D. (Dub) Rogers Jr., *president.*
Vernice Ford, *vice president.*
W. H. Shipley, *vice president.*
W. W. Conley, *secretary-treasurer.*
E. A. (Buzz) Hassett Jr., *national sales manager.*
Jimmie Isaacs, *v.p. & local sales manager.*
Ray Trent, *program & film director.*
Ray Huffer, *promotion manager.*
Doug Sewell, *production manager.*
James Phillips, *controller & office manager.*
Rudy Starnes, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $60.00 | $30.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun. | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.90 | 65.65 | 45.00 | 22.50 |
| **Class C**—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 43.75 | 30.00 | 15.00 |
| **Class D**—6 a.m.-1 p.m., daily. | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.75 | 26.25 | 18.00 | 9.00 |

**Combination Rate Card No. 1-C** (Feb. 1, 1957)—KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene; KEDY-TV, Big Spring. Note: Also has separate rate for KPAR-TV and KEDY-TV.

| | | | | | | |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $630.00 | $378.00 | $252.00 | $220.50 | $164.25 | $108.00 | $54.00 |
| **Class B**—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun. | | | | | | |
| 472.50 | 283.50 | 189.00 | 165.40 | 123.25 | 81.00 | 40.50 |
| **Class C**—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | |
| 315.00 | 189.00 | 126.00 | 110.30 | 82.15 | 54.00 | 27.00 |
| **Class D**—6 a.m.-1 p.m., daily. | | | | | | |
| 189.00 | 113.40 | 75.60 | 66.15 | 49.30 | 38.80 | 19.40 |

* **Class AA** (7-10 p.m., daily) Min. or 20 Sec. $70, 10 Sec. $35.

"TARGET"

Ziv's dynamic new impact series with Adolphe Menjou, host.

ZIV Television


## KTRE-TV
### Lufkin
(Ch. 9)

(Operates in affiliation with KPRC-TV, Houston)

**Licensee:** Forest Capital Bcstg. Co., Box 701.

**Studio and Transmitter:** 1.4 mi. NW. of Clawson.

**Telephone:** Neptune 4-7771.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level, lat. 31° 25′ 09″, long. 94° 48′ 02″.

**Network Service:** NBC.

**AM Affiliate:** KTRE, 1-kw, 1420 kc (MBS).

**Ownership:** R. W. Wortham Jr., pres., 32%; E. L. Kurth Sr., v.p., 16.8%; Henry B. Clay, 11%; Richman Lewin, v.p., 2.5%; remainder held by 13 others, none owns more than 10%. Mr. Clay also is exec. v.p. of KTHV, Little Rock, Ark. and of *Shreveport Times'* radio KWKH.

**Began Operation:** Aug. 17, 1955.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**
Richman Lewin, *v.p. & general manager.*
Murphy Martin, *commercial manager.*
Boyd Porter Jr., *program director.*
Robbie Sloan, *traffic manager.*
Hank Huggins, *news director.*
Fred Hill, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun. | | | | | | |
| $225.00 | $140.00 | $90.00 | $65.00 | $52.50 | $45.00 | $22.00 |
| **Class B**—4-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 1-5 p.m., 10:30-11 p.m., Sat. & Sun. | | | | | | |
| 140.00 | 100.00 | 68.00 | 50.00 | 40.00 | 35.00 | 16.50 |
| **Class C**—Sign-on-4 p.m., 10:30 p.m.-sign-off, Mon.-Fri.; sign-on-1 p.m., Sat. & Sun. | | | | | | |
| 100.00 | 80.00 | 45.00 | 36.00 | 25.00 | 20.00 | 9.00 |

Subject to frequency discounts.

## KMID-TV
### Midland
(Ch. 2)

**Licensee:** Midessa Television Co. Inc., Box 2758, Midland.

**Studio:** Midland-Odessa Air Terminal.

**Transmitter:** Tower Rd., 1-mi. S. of Midland.

**Telephone:** Mutual 2-7321, Midland; Federal 2-7321, Odessa.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 547-ft. above ground, 3349-ft. above sea level, lat. 31° 57′ 33″, long. 102° 06′ 15″.

**Network Service:** NBC, ABC.

**Ownership:** J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas. 5.2%; R. H. Drewry, director, 29%; Ted R. Warkentin, director, 18.4%; Paul Davis, director, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. Messrs. Drewry and Warkentin are principals in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla.

**Began Operation:** Dec. 18, 1953.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (Southwest).

**Represented (legal)** by Lyon, Wilner & Bergson.

**Personnel:**
Ray Herndon, *general manager.*
Don Dickerson, *commercial manager.*
Jerry Blair, *program director.*

**DIGEST OF RATE CARD NO. 3**
**(Aug. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $30.00 |
| **Class B**—5-6:30 p.m., 10:30-11 p.m., daily; 3-6:30 p.m., Sun. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 25.00 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 20.00 |

Subject to frequency discounts.

# KOSA-TV
## Odessa
(Ch. 7)

**Licensee:** Odessa Television Co., 1211 N. Whitaker.

**Studio:** 1211 N. Whitaker. **Transmitter:** Farm Rd. #866, 11 mi. W. of Odessa.

**Telephone:** Federal 7-8301. **TWX No.:** ODESSA 8051.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 752-ft. above av. terrain, 726-ft above ground, 3856-ft. above sea level, lat. 31° 51′ 50.5″, long. 102° 34′ 41″.

**Network Service:** CBS.

**AM Affiliate:** KOSA, .25-kw, 1230 kc (CBS).

**Ownership:** C. L. Trigg, pres., 40%; William B. Stowe, 5%; Brooks L. Harman, 5%; Jack C. Vaughn, 25%; Grady H. Vaughn Jr., 25%.

**Began Operation:** Jan. 1, 1956.

**Represented (sales)** by The Bolling Co. Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Ed. Talbott, El Paso, Tex.

**Personnel:**
Cecil Trigg, *president & general manager.*
John Vacca, *station manager.*
Ed Costello, *sales manager.*
Ross Newby, *national sales manager.*
Stuart Klein, *production manager.*
Wm. R. Schock, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Nov. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or Less | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6:30-10 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $35.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; 10 p.m.-sign-off, daily; 3-6:30 p.m., Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.00 | 45.00 | 25.00 |
| Class C—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 20.00 |

Subject to frequency discounts.

# KPAC-TV
## Port Arthur-Beaumont
(Ch. 4)

**Licensee:** Texas Goldcoast TV Inc., P.O. Box 1059, Port Arthur, Texas.

**Studio:** 17th & Woodworth Blvd., Port Arthur. **Transmitter:** Hwy. 1132, 2.5-mi. NE of Vidor, Tex.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 702-ft. above av. terrain, 767-ft. above ground, 787-ft. above sea level, lat. 30° 08′ 59″, long. 93° 58′ 54″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KPAC, 5-kw (1-kw night), 1250 kc (MBS).

**Ownership:** Port Arthur College, 50%; Jefferson Amusement Co., 50%. Texas Goldcoast officers are: Julius M. Gordon, pres. (Jefferson Amusement Co.); Carl D. Levy, secy. (Jefferson Amusement); O. W. Collins, v.p. (Port Arthur College); Earl R. Moxon, treas. (Port Arthur College). Sale to Texas Goldcoast approved June 27, 1957 (*Television Digest*, Vol. 13:22, 26).

**Began Operation:** Oct. 22, 1957.

**Represented (sales)** by Paul Raymer Co. Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
Julius M. Gordon, *president & general manager.*
Mack Newberry, *sales manager.*
Doug Thompson, *program manager.*
John Stegall, *production manager.*
Glenn Boatright, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Sept. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | ..... | ..... | $80.00* | $48.00 |
| Class A—6:30-7 p.m., 9:30-10 p.m., daily. | | | | | | |
| 325.00 | 195.00 | 130.00 | ..... | ..... | 75.00 | 45.00 |
| Class B—5:30-6:30 p.m., 10-11 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | $87.50 | $62.50 | 55.00 | 33.00 |
| Class C—11 a.m.-5:30 p.m., 11 p.m.-sign-off, daily. | | | | | | |
| 137.50 | 82.50 | 55.00 | 48.00 | 35.00 | 27.50 | 16.50 |
| Class D—Sign-on-11 a.m., daily. | | | | | | |
| 122.50 | 73.50 | 49.00 | 42.90 | 30.65 | 20.00 | 12.00 |

* 20 Sec. only.
Subject to frequency discounts.

# KFDM-TV
## Port Arthur
(See Beaumont, Tex.)

# KCTV
## San Angelo
(Ch. 8)

**Licensee:** Westex Television Co., 1015 E. 28th St.

**Studio and Transmitter:** 1015 E. 28th St.

**Telephone:** 7183. **TWX No.:** 8585.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 25:1-kw visual, 12.6-kw aural. Antenna: 420-ft., above av. terrain, 443-ft. above ground, 2331-ft. above sea level, lat. 31° 29′ 29″, long. 100° 26′ 03″.

**Network Service:** CBS, ABC, NBC.

**Ownership:** Angelo Broadcasting & Telecasting Co. (KGKL, Lewis O. Seibert, owner), 49%; B. P. Bludworth, 25%; Roy H. Simmons, 25%; Houston H. Hearte, 1%. Seibert also holds 10% of KEDY-TV, Big Spring (Ch. 4), operated under lease arrangement by KDUB-TV, Lubbock; he also owns 20% of radio KBST, Big Spring; 45% of KPLT, Paris, Tex.

**Began Operation:** June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 (*Television Digest*, Vol. 13:2, 11).

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

**Personnel:**
J. Harley Hubbard, *general manager.*
Dan C. Guthrie, *commercial manager.*
Charles Cathey, *production manager.*
Al Cobb, *program director.*
Ed Tolson, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | | |
| $200.00 | $132.00 | $88.00 | $75.00 | $55.00 | $34.00 | $19.00 |
| Class B—4-6 p.m., daily. | | | | | | |
| 150.00 | 105.00 | 66.00 | 56.50 | 42.00 | 28.00 | 11.50 |
| Class C—Sign-on-4 p.m., 10:30 p.m.-sign-off, daily. | | | | | | |
| 120.00 | 79.00 | 53.00 | 45.00 | 33.00 | 20.50 | 11.50 |

Subject to frequency discounts.

# KCOR-TV
## San Antonio
(Ch. 41)

**Licensee:** KCOR Inc., 111 Martinez St.

**Studio & Transmitter:** 111 Martinez St. **Telephone:** Capitol 5-2751.

**Technical Facilities:** Channel No. 41 (632-638 mc). Authorized power: 11-kw visual, 6-kw aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level, lat. 29° 25′ 03″, long. 98° 29′ 26″.

**AM Affiliate:** KCOR, 5-kw (1-kw night), 1350 kc.

**Ownership:** R. A. Cortez, pres.-treas., 62%; R. A. Cortez Jr., v.p. 7%; Wm. P. Smith, v.p., 9%; Robert L. Bobbitt Jr., v.p., 1.7%; Ruth Burleson, secy., .03%; Nathan Safir, 2.29%; Wm. R. Sinkin, 2.63%; Amado Cavazos, 2.29%; June Yuck Wong, 2.29%; Victor Rogers, 1.63%; N. J. Rogers, 1.63%; S. J. Rogers, 1.63%; Ben Rogers, 1.63%; remainder in treasury stock. Rogers brothers also own 51% of radio KJET, Beaumont, applicant for Ch. 12.

**Began Operation:** June 2, 1955.

**Represented (sales)** by Richard O'Connell Inc.; Dora-Clayton Agency Inc. (South); Tracy Moore & Assoc. (West Coast).

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Raoul A. Cortez Sr., *president.*
Nathan Safir, *v.p. & general manager.*
R. A. Cortez Jr., *v.p. & commercial manager.*
Emilio Nicolas, *program manager.*
Marvin L. Fiedler, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(June 1, 1955)

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | |
| $200.00 | $125.00 | $80.00 | $50.00 | $35.00 | $22.50 |

Subject to frequency discounts.

# Texas

## KENS-TV
### San Antonio
(Ch. 5)

**Licensee:** Express Publishing Co., Ave. E & Fourth St.

**Studio:** Ave. E. & Fourth St. **Transmitter:** Transit Tower Bldg.

**Telephone:** Capital 5-7411. **TWX No.:** SA 100.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.2-kw aural. Antenna: 450-ft. above av. terrain, 555-ft. above ground, 1187-ft. above sea level, lat. 29° 25′ 20″, long. 98° 29′ 22″. Holds CP for 50-kw aural, 1392-ft. above av. terrain, 1526-ft. above ground, 2044-ft. above sea level, lat. 29° 16′ 6.85″, long. 98° 15′ 55.37″; transmitter to 4-mi. NE of Elmendorf, Tex.

**Network Service:** CBS.

**AM Affiliate:** KENS, 50-kw (10-kw night), 680 kc (CBS).

**Ownership:** Same as *San Antonio Express* and *News*. Frank G. Huntress estate, 6.73%; Frank G. Huntress Jr., pres., 18.1%; Mrs. Carrie S. Frost, 1st v.p., 11.43%; Mrs. W. Dorsey Brown, 2nd v.p., .6%; Geo. B. Brackenridge estate, 33.33% (Frank Huntress, Frank Huntress Jr., Leroy G. Denman Jr. & John B. McDaniel Jr., trustees); Mrs. Mildred Wood Hazzard, 14%; Mrs. Catherine P. Hart, 11.4%; 4 others, none owns over 2.1%.

**Began Operation:** Feb. 15, 1950. Sale to present owners by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954. (*Television Digest*, Vol. 7:30, 41; 10:15, 22, 26, 44).

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Personnel:**
Frank G. Huntress Jr., *president.*
Albert D. Johnson, *general manager.*
Wayne Kearl, *general sales manager.*
Dick Dickerson, *local sales manager.*
Ken James, *program director.*
Albert Dullnig, *production manager.*
Paul Tarradaychik, *acting chief engineer.*
Lucille Peters, *office manager.*
Lynn Tisdale, *film director.*
Bill Shomette, *farm director.*
Bob Miller, *promotion manager.*

**DIGEST OF RATE CARD NO. 9—(May 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | |
| $700.00 | $420.00 | $280.00 | $210.00 | $175.00* | $90.00 |
| **Class A**—10-10:30 p.m., daily.; 6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun. | | | | | |
| 600.00 | 360.00 | 240.00 | 180.00 | 120.00 | 60.00 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun. | | | | | |
| 450.00 | 270.00 | 180.00 | 135.00 | 90.00 | 45.00 |
| **Class C**—Noon-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; noon-1 p.m., Sun. | | | | | |
| 325.00 | 195.00 | 130.00 | 97.50 | 65.00 | 32.50 |
| **Class D**—Sign-on-noon, daily. | | | | | |
| 200.00 | 120.00 | 80.00 | 60.00 | 40.00 | 20.00 |

* 20 Sec. only.

## KONO-TV
### San Antonio
(Ch. 12)

**Licensee:** Mission Telecasting Corp., 1408 N. St. Mary's St.

**Studio & Transmitter:** 1408 N. St. Mary's St.

**Telephone:** Capitol 6-7611. **TWX No.:** SA 122.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 485-ft. above av. terrain, 573-ft. above ground, 1223-ft. above sea level, lat. 29° 26′ 20″, long. 98° 29′ 03″.

**Network Service:** ABC.

**AM Affiliate:** KONO, 5-kw D, 1-kw N, 860 kc. **FM Affiliate:** KONO-FM, 3.8-kw, 92.9 mc (No. 225), 410-ft. antenna height.

**Ownership:** Mission Broadcasting Co., 50%; Eugene J. Roth, pres.; James M. Brown, v.p.; Bob A. Roth, secy.; Jack Roth, treas.; Joe R. Straus, 13%; James Calvert, 10%; Lafayette Ward, 7.5%; Leslie D. Flowers, 7.5%; Sylvan Lang, 5%; L. A. Douglas, 5%; Jesse H. Oppenheimer, 2%. Mission Bcstg. is licensee of KONO. Eugene J. Roth owns 94% of KONO; James M. Brown, Bob A. Roth & Jack Roth, 2% each.

**Began Operation:** Jan. 21, 1957.

**Represented (sales)** by H-R Television Inc.; Clarke Brown Co. (South).

**Represented (legal)** by Welch, Mott & Morgan.

**Personnel:**
Eugene J. Roth, *president.*
James M. Brown, *v.p. & general manager.*
Bob A. Roth, *commercial manager.*
George W. Ing, *engineering director.*

**DIGEST OF RATE CARD NO. 1**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | |
| $560.00 | $336.00 | $224.00 | $168.00 | $140.00 | $84.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | |
| 480.00 | 288.00 | 192.00 | 144.00 | 96.00 | 48.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | |
| 360.00 | 216.00 | 144.00 | 108.00 | 72.00 | 36.00 |
| **Class C**—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | |
| 240.00 | 144.00 | 96.00 | 72.00 | 48.00 | 24.00 |
| **Class D**—Sign-on-noon, daily. | | | | | |
| 150.00 | 90.00 | 60.00 | 45.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## WOAI-TV
### San Antonio
(Ch. 4)

**Licensee:** Southland Industries Inc., 1031 Navarro St.

**Studio and Transmitter:** 1031 Navarro St.

**Telephone:** Capitol 7-4221. **TWX No.:** SA 37.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 480-ft. above av. terrain, 569-ft. above ground, 1219-ft. above sea level, lat. 29° 25′ 50″, long. 98° 29′ 25″. Holds CP for, 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level, lat. 29° 16′ 6.85″, long. 98° 15′ 55.37″; transmitter to 3-mi. E on Laverina Rd.

**Network Service:** NBC.

**AM Affiliate:** WOAI, 50-kw, 1200 kc (NBC).

**Ownership:** Hugh Halff Jr., chairman, 40%; estate of Hugh A. L. Halff, 12%; G. A. C. Halff Foundation, 24%; National Jewish Hospital at Denver, 24%.

**Began Operation:** Dec. 11, 1949.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Hugh Halff Jr., *chairman of the board.*
James M. Gaines, *president & general manager.*
George C. Beaury, *v.p. & treasurer.*
Edward V. Cheviot, *commercial manager.*
Imogene Stanley, *publicity director.*
Robert Reed, *program manager.*
French Ferguson Jr., *production manager.*
Bill N. Yancy, *promotion manager.*
Bill McReynolds, *farm director.*
Faye Leavitt, *film manager.*
Charles L. Jeffers, *v.p. & director of engineering.*

**DIGEST OF RATE CARD NO. 15**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. | | | | | | |
| $700.00 | $420.00 | $280.00 | $245.00 | $210.00 | $175.00 | $105.00 |
| **Class A**—6:30-7 p.m., Mon.-Sat.; 10-10:15 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 120.00 | 60.00 |
| **Class B**—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:15-11 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 135.00 | 90.00 | 45.00 |
| **Class C**—1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| **Class D**—All other times. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 54.00 | 36.00 | 18.00 |

Subject to frequency discounts.
Color—Same rates as monochrome. For facility charges, consult supplement card No. 1 available from station.


*Extra copies of this*

**Television Factbook No. 26**

available at $5.00 each

# KPAR-TV

## Sweetwater-Abilene

(Ch. 12)

(Affiliated with KDUB-TV, Lubbock)

**Grantee (STA):** Texas Telecasting Inc., 7400 College Ave., Lubbock.

**Studio & Transmitter:** 1 mi. E of Sweetwater on U.S. 80.

**Abilene Studios:** 5th & Pine Sts

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 91.2-kw visual, 45.7-kw aural. Antenna: 581-ft. above av. terrain, 689-ft. above ground, 2754-ft. above sea level, lat. 32° 29′ 03″, long. 100° 22′ 03″. Requests 145-kw visual.

**Network Service:** CBS.

**Ownership:** See KDUB-TV, Lubbock.

**Began Operation:** Jan. 30, 1956.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

W. D. (Dub) Rogers, *president.*
E. A. (Buzz) Hassett, *national sales manager.*
W. H. Shipley, *v.p.*
Ray Huffer, *promotion manager.*
(For additional personnel see KDUB-TV, Lubbock).

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10:30 p.m., daily.** | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $50.00 | $30.00 | $15.00 |
| **Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 22.50 | 11.25 |
| **Class C—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.** | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 15.00 | 7.50 |
| **Class D—6 a.m.-1 p.m., daily.** | | | | | | |
| 60.00 | 36.00 | 24.00 | 21.00 | 15.00 | 12.00 | 6.00 |

Note: This is local rate card; see KDUB-TV, Lubbock, for combination rate.

# KCEN-TV

## Temple

(Ch. 6)

**Licensee:** Bell Publishing Co., Box 188, Temple.

**Business Office:** 17 S. Third St.

**Waco Office:** 506 Prof Bldg. Telephone: Plaza 6-0332.

**Studio & Transmitter:** Hwy. 81, Eddy, Tex., 14-mi. N. of Temple.

**Telephone:** Prospect 3-6868, Temple; Plaza 3-1846, Waco. **TWX No.:** Eddy Tex 8486.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power 100-kw visual, 50.1-kw aural. Antenna: 830-ft. above av. terrain 833-ft. above ground, 1549-ft. above sea level, lat. 31° 17′ 06″ long. 97° 15′ 34″.

**Network Service:** NBC.

**Ownership:** Bell Publishing Co. publishes *Temple Daily Telegram.* Frank W. Mayborn, pres. & 95% owner, is also 92% stockholder & pres. of Bell Broadcasting Co. (licensee of KTEM. Temple); Red River Valley Publishing *(Sherman Democrat)* & Realty Companies, Sherman; Killeen Publishing Co., (*Killeen Herald*); partner in Temple Sales Circular Co., Temple.

**Began Operation:** Nov. 1, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd

**Represented (engineering)** by A. Earl Cullum Jr

**Personnel:**

Frank W. Mayborn, *president.*
Burton Bishop, *general manager.*
Curtis Casey, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.** | | | | | | |
| $$350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-10:30 p.m., daily.** | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.75 | 65.75 | 52.50 | 26.25 |
| **Class C—Noon-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.** | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 43.75 | 35.00 | 17.50 |
| **Class D—7 a.m.-noon, Mon.-Fri.; 9 a.m.-noon, Sat.** | | | | | | |
| 105.00 | 63.00 | 42.00 | 36.75 | 26.25 | 18.00 | 9.00 |

Subject to frequency discounts.

# KCMC-TV

## Texarkana

(Ch. 6)

**Licensee:** KCMC Inc., Summerhill Rd.

**Studio & Transmitter:** Summerhill Rd. **Telephone:** 33-1133. **TWX No.:** TEX 260.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power 100-kw visual, 50-kw aural. Antenna. 380-ft. above av. terrain 391-ft. above ground, 729-ft. above sea level, lat. 33° 26′ 56″ long. 94° 04′ 04″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KCMC, .25-kw, 1230 kc (ABN). **FM Affiliate:** KCMC-FM, 1.4-kw, 98.1 mc (No. 251), 275-ft. antenna height.

**Ownership:** Camden News Publishing Co., publisher of *Camden* (Ark.) *News* 50%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); C. E. Palmer estate, 37%; Bettie M. Palmer, director, 5.5%; Walter E. Hussman, pres.; Alden P. Mooney, 3.5%; J. Q. Mahaffey, secy-treas., 4%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include *Texarkana Gazette* and *News; Hot Springs* (Ark.) *New Era-Sentinel Record; El Dorado* (Ark.) *News-Times; Magnolia* (Ark.) *Banner-News;* plus interest in *Hope* (Ark.) *Star* and *Jacksonville* (Tex.) *Progress.*

**Began Operation:** Aug 16, 1953.

**Represented (sales)** by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest); James S. Ayers Co. (Southeast).

**Represented (legal)** by Eugene L. Burke

**Represented (engineering)** by Commercial Radio Equipment Co

**Personnel:**

Walter E. Hussman, *president.*
Walter M. Windsor, *general manager.*
Les Eugene, *program director.*
Richard M. Peters, *commercial manager.*
Edward Covington, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class A—6:29-10 p.m., Mon.-Fri.; 5:59-10:30 p.m., Sat. & Sun.** | | | | | | |
| $260.00 | $156.00 | $104.00 | $84.00 | $70.00 | $60.00 | $30.00 |
| **Class B—4:59-6:29 p.m., 10-10:30 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10:30-11 p.m., Sat. & Sun.** | | | | | | |
| 180.00 | 108.00 | 72.00 | 58.00 | 50.00 | 42.00 | 21.00 |
| **Class C—12:59-4:59 p.m., 10:30-midnight, Mon.-Fri.; 12:59-2:59 p.m., 11-midnight, Sat. & Sun.** | | | | | | |
| 130.00 | 78.00 | 52.00 | 42.00 | 35.00 | 30.00 | 15.00 |
| **Class D—Midnight-12:59 p.m., daily.** | | | | | | |
| 100.00 | 60.00 | 40.00 | 32.00 | 27.00 | 23.00 | 11.50 |

# KLTV

## Tyler-Longview

(Ch. 7)

**Licensee:** The Channel 7 Co., P.O. Box 957, Tyler.

**Studio & Transmitter:** Kilgore Hwy. East.

**Telephone:** 2-3875. **TWX No.:** TY 8672.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 214-kw aural. Antenna: 520-ft. above av. terrain, 495-ft. above ground, 1050-ft. above sea level, lat. 32° 21′ 06″, long. 95° 16′ 00″.

**Network Service:** NBC, ABC, CBS.

**Ownership:** Lucille Ross Buford, 40%; Gerald Hall Lansing, 40%; Marshall Pengra, 20%.

**Began Operation:** Oct. 14, 1954.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

Marshall H. Pengra, *general manager.*
Bonnie Lenox, *program director.*
Ralph Coleman, *news director.*
Hudson Collins, *chief engineer.*
John Lenox, *sales manager.*
Kip Kippenbrock, *production director.*

**DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA—7:30-9:30 p.m., daily.** | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $60.00 | $35.00 |
| **Class A—6:30-7:30 p.m., 9:30-10 p.m., daily.** | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 30.00 |
| **Class B—4:30-6:30 p.m., 10-10:30 p.m., daily; noon-6:30 p.m., Sat. & Sun.** | | | | | |
| 200.00 | 120.00 | 80.00 | 50.00 | 40.00 | 20.00 |
| **Class C—All other times.** | | | | | |
| 150.00 | 90.00 | 60.00 | 37.50 | 30.00 | 15.00 |

# Texas

## KWTX-TV
### Waco
**(Ch. 10)**

**(Affiliated with KBTX-TV, Bryan, Texas)**

**Licensee:** KWTX Broadcasting Co., Box 3128.

**Studio & Transmitter:** 4520 Bosque Blvd. **Telephone:** 3-7331.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 107-kw visual, 53.7-kw aural. Antenna: 520-ft. above av. terrain, 461-ft. above ground, 1049-ft. above sea level, lat. 31° 32′ 10″, long. 97° 11′ 03″.

**Network Service:** CBS, ABC.

**AM Affiliate:** KWTX, .25-kw, 1230 kc (MBS).

**Ownership:** W. W. Naman, pres., 19.38%; M. N. Bostick, v.p., 12.82%; Robert E. Levy, treas., 12.16%; Thos. D. Stribling, secy., 8.82%; Ross M. Sams, 13.79%; Hilton E. Howell, 14.27%; W. W. Callan, 13.79%; Ellender S. Chase, 4.97%; LBJ Co., operator of KTBC-TV, Austin, Tex., 29%. KWTX Bcstg. owns 50% of semi-satellite KBTX-TV, Bryan, Tex.; M. N. Bostick, 10%.

**Began Operation:** April 3, 1955.

**Represented (sales)** by Paul Raymer Co. Inc.

**Personnel:**
M. N. (Buddy) Bostick, *v.p. & general manager.*
Charles Boland, *national & regional sales manager.*
Curt Matties, *program director.*
Reid Collins, *news director.*
John Watkins, *farm & garden editor.*
Marvel Russell, *woman's editor.*

**DIGEST OF RATE CARD NO. 2—(Feb. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—4-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; sign-on-noon, Sun.; 10:30-11:30 p.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.00 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 37.00 | 30.00 | 15.00 |

Subject to frequency discounts. There is a 10% discount when both KWTX-TV & KBTX-TV, Bryan are ordered.

## KRGV-TV
### Weslaco
**(Ch. 5)**

**Licensee:** KRGV Television Inc., Box 626, Weslaco.

**Studio:** 311 Missouri St. **Transmitter:** La Feria, Tex.

**Telepone:** Wo 8-3131. **TWX No.:** 072.

**Technical Facilities:** Channel No 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level, lat 26° 09′ 54″, long. 97° 48′ 45″.

**Network Service:** NBC.

**AM Affiliate:** KRGV, 5-kw, 1290 kc (NBC).

**Ownership:** O. L. Taylor, 50%; LBJ Co., 50%. For other interests of LBJ Co., see KTBC-TV, Austin, Tex.

**Began Operation:** April 10, 1954.

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
O. L. (Ted) Taylor, *president & general manager.*
Bill Rucker, *asst. general manager.*
Dallas Wales, *program director.*
Burt Johnson, *promotion & merchandising director.*
Jacque Elliott, *production director.*
John W. Scott, *news director.*
Charlie Rankin, *farm director.*
Hank Page, *continuity chief.*
Sallye Jones, *traffic.*
Lewis Hartwig, *chief engineer*

**DIGEST OF RATE CARD NO. 3—(Nov. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|
| **Class AA**—7-9:29 p.m., daily. | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $60.00 | $50.00 | $30.00 |
| **Class A**—6-6:59 p.m., Mon.-Fri.; 9:30-10:15 p.m., daily; 1-6:59 p.m., Sat. & Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 50.00 | 40.00 | 25.00 |
| **Class B**—4:30-5:59 p.m., Mon.-Fri. | | | | | | |
| 187.50 | 112.50 | 75.00 | 56.25 | 40.50 | 33.75 | 17.00 |
| **Class C**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 37.50 | 27.00 | 22.50 | 12.50 |

## KGBT-TV
### Weslaco
**(See Harlingen, Tex.)**

## KFDX-TV
### Wichita Falls
**(Ch. 3)**

**Licensee:** Wichtex Radio & Television Co., Box 2040

**Studio and Transmitter:** New Seymour Rd.

**Telephone:** 2-8668. **TWX No.:** WF 8363.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 56.2-kw aural. Antenna: 500-ft. above av. terrain, 550-ft. above ground, 1550-ft. above sea level. lat 33° 53′ 22″, long. 98° 33′ 26″.

**Network Service:** NBC, ABC.

**Ownership:** Darrold A. Cannan, pres., 59.35%; Mayme Kahfuss, secy.-treas., .78%; Howard H. Fry, v.p., 13.1%; Darrold A. Cannan Jr., 13.1%; 8 others, none holding as much as 3.33%. D. A. Cannan owns 20.8% of KFDM-TV, Beaumont, Tex.

**Began Operation: March 29, 1953.**

**Represented (sales)** by Paul H. Raymer Co. Inc.

**Represented (engineering)** by George C. Davis.

**Personnel:**
Darrold A. Cannan, *president.*
D. A. Cannan Jr., *v.p.*
Howard H. Fry, *v.p. & general manager.*
Warren Silver, *program director.*
John Adams, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:59-10:01 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $80.00 | $48.00 |
| **Class B**—5:45-6:59 p.m., 10:01-10:31 p.m., Mon.-Sat.; 1-6:59 p.m., Sun. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 30.00 |
| **Class C**—All other times. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 24.00 |

## KSYD-TV
### Wichita Falls
**(Ch. 6)**

**Licensee:** KSYD Television Co. Inc., Box 2130.

**Studio and Transmitter:** Seymour St., 2.5-mi. W of center of Wichita Falls. **Telephone:** 2-6957. **TWX No.:** WF 8388.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 450-ft. above av. terrain, 494-ft. above ground, 1475-ft. above sea level, lat. 33° 54′ 00″, long. 98° 32′ 25″.

**Network Service:** CBS.

**Am Affiliate:** KSYD, 10-kw (1-kw night), 990 kc (MBS, ABN).

**Ownership:** Sidney A. Grayson, pres., 5%; Nat Levine, secy.-treas., 25%; Irving L. Gold, v.p., 12½%; Murray Gold, 12½%; Ben Aaron, v.p., 6.67%; Roy Aaron, 6.67%; Leon Aaron, 6.67%; Theodore Shanbaum, 25%.

**Began Operation:** March 1, 1953 as KWFT-TV. Sale to present owners by E. H. Rowley theater chain family and ⅓ owner Kenyon Brown approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:46, 48 & 12:2).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Lyon, Wilner & Bergson.

**Represented (engineering)** A. Earl Cullum Jr.

**Personnel:**
Sidney A. Grayson, *president & general manager.*
Lambert Cain, *commercial manager.*
Thomas R. Sugars, *traffic manager.*
Herbert Wiley, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(Feb. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-9:30 p.m., Mon.-Sat.; 6:30-9:30 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $80.00 | $48.00 |
| **Class B**—6-7 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 9:30-10:30 p.m., daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 30.00 |
| **Class C**—Sign-on-6 p.m., Mon.-Sat.; sign-on-noon, Sun.; 10:30 p.m.-sign-off, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 24.00 |

# UTAH

## KSL-TV
### Salt Lake City
(Ch. 5)

**Licensee:** Radio Service Corp. of Utah, 10 S. Main St.

**Studio:** 145 Social Hall Ave. **Transmitter:** Coon Peak, Oquirrh Range.

**Telephone:** Elgin 5-4641. **TWX No.:** SU 373.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 33.1-kw visual, 18.2-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level, lat. 40° 39′ 25″, long. 112° 12′ 05″.

**Network Service:** CBS.

**AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM,** 6.1-kw, 100.3 mc (No. 262), 3660-ft. antenna height.

**Ownership:** Subsidiary of Church of Jesus Christ of Latter Day Saints (Mormon), 64%. Also owns 23.3% interest in KID-TV, Idaho Falls, Ida. (KID) and 12.5% of KBOI-TV, Boise, Ida. (KBOI).

**Began Operation: June 1, 1949.**

**Represented (sales)** by CBS Television Spot Sales.

**Represented (legal)** by Wilkinson, Cragun, Barker & Hawkins.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
J. W. Wright, *executive v.p.*
Ivor Sharp, *v.p. for corporate developments.*
D. Lennox Murdoch, *v.p. & manager.*
Ted Kimball, *sales manager.*
Wayne F. Richards, *program director.*
Robert G. Murdock, *promotion manager.*
Harry G. Fletcher, *merchandising director.*
Scott R. Clawson, *production manager.*
Daniel A. Keeler, *production services.*
Richard V. Thiriot, *film director.*
Vincent E. Clayton, *chief engineer.*

**DIGEST OF RATE CARD NO. 7**
**(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | ..... | ..... | $115.00* | $57.50* |
| **Class B**—6-7 p.m., 10:30-11 p.m., daily. | | | | | | |
| 430.00 | 258.00 | 172.00 | 143.33 | 129.00 | 85.00 | 42.50 |
| **Class C**—1-6 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 66.67 | 60.00 | 40.00 | 20.00 |
| **Class D**—Sign-on-1 p.m., midnight-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 45.00 | 30.00 | 15.00 |

* **Class A** (6:59-7:29 p.m., 9:30-10:30 p.m., daily). Also has **Class AA** (7:29-9:30 p.m., daily): 20 Sec. $150; 10 Sec. $75.

## KUED
### Salt Lake City
(Ch. 7)
**Non-Commercial Educational Station**

**Licensee:** University of Utah, Salt Lake City 12.

**Studio:** University campus. **Transmitter:** Oquirrh Mts., 17 mi. SSW of Salt Lake City.

**Telephone:** Davis 2-4761, ext. 625.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 25.7-kw visual, 15.1-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level, lat. 40° 36′ 29.5″, long. 112° 09′ 36″.

**Ownership:** University of Utah: A. Ray Olpin, pres.

**Began Operation:** Jan. 20, 1958.

**Personnel:**
C. Richard Evans, *manager.*
Keith M. Engar, *program director.*
Herbert W. Holtshouser, *chief engineer.*


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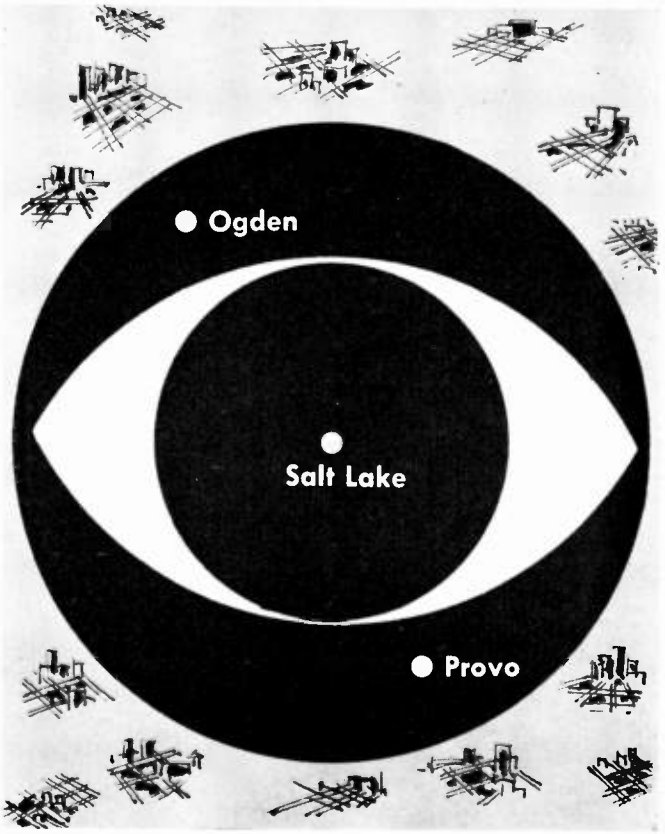


## KTVT
### Salt Lake City
**(Ch. 4)**

**Licensee:** Intermountain Broadcasting & Television Corp., 130 Social Hall Ave.

**Studio:** 130 Social Hall Ave. **Transmitter:** Mt. Vision.

**Telephone:** Davis 2-5681. **TWX No.:** SU 71.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 26.9-kw visual, 14.4-kw aural. Antenna: 3080-ft. above av. terrain, 182-ft. above ground, 8684-ft. above sea level, lat. 40° 36′ 20″, long. 112° 09′, 58″.

**Network Service:** NBC.

**AM Affiliate:** KDYL, 5-kw, 1320 kc (NBC). **FM Affiliate:** KDYL-FM, 1.2-kw, 98.7 mc (No. 254), 2970-ft. antenna height.

**Ownership:** Intermountain Broadcasting Corp. (TLF Bcstrs. Inc., 80%; G. Bennett Larson, 20%). TLF is wholly owned by Time Inc. For other broadcasting interests of Time Inc., see listing under Group Ownership.

**Began Operation:** July 1, 1948. Sale to present owners by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (see *Television Digest*, Vol. 9:14, 26).

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
G. Bennett Larson, *president.*
Hack Woolley, *sales manager.*
Jay Lloyd, *local sales manager.*
Tim Monroe, *promotion manager.*
Dan Rainger, *program director & film supervisor.*
Allen L. Gunderson, *director of engineering.*
Jack Goodman, *news, farm & special events director.*
Kenneth J. Hanni, *business manager.*

**DIGEST OF RATE CARD NO. 12—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|
| **Class A**—6-10:30 p.m., daily. | | | | | | |
| $700.00 | $420.00 | $310.00 | $270.00 | $210.00 | $140.00 | $70.00 |
| **Class B**—5:30-6 p.m., 10:30-11 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 154.00 | 133.00 | 105.00 | 85.00 | 42.50 |
| **Class C**—1-5:30 p.m., daily. | | | | | | |
| 235.00 | 140.00 | 105.00 | 90.00 | 70.00 | 50.00 | 25.00 |
| **Class D**—9 a.m.-1 p.m., 11 p.m.,-sign-off, daily. | | | | | | |
| 165.00 | 98.00 | 72.00 | 63.00 | 49.00 | 35.00 | 17.50 |
| **Class E**—Sign-on-9 a.m., daily. | | | | | | |
| 95.00 | 56.00 | 42.00 | 36.00 | 30.00 | 25.00 | 12.50 |

* Class A (5:59-6:29 p.m., 9:31-10:29 p.m., daily). Also has Class AA (6:29-9:30 p.m., daily) Min. or 20 Sec. $180, 10 Sec. $90.

## KUTV
### Salt Lake City
**(Ch. 2)**

**Licensee:** Utah Bcstg. & Television Corp., Social Hall Ave.

**Studio:** 179 Social Hall Ave. **Transmitter:** Pix Peak.

**Telephone:** Davis 2-2505.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 45.7-kw visual, 24.05-kw aural. Antenna: 3060-ft. above av. terrain, 229-ft. above ground, 8709-ft. above sea level, lat. 40° 36′ 23″, long. 112° 09′ 47″.

**Network Service:** ABC.

**Ownership:** *Ogden Standard Examiner*, 51%; Kearns Tribune Corp., 35%; George C. & Jean Hatch, 14%. A. L. Glasmann, pres.; George C. Hatch, v.p.; Jack Gallivan, treas.; John Brophy, secy. *Ogden Standard Examiner* is owned by A. L. Glasmann family, which also operates KLIX-TV, Twin Falls, Ida., with KLIX, and controls radio stations KLO, Ogden, Utah; KIMN, Denver; KGEM, Boise, Ida.; 39.8% of KMON, Great Falls, Mont. Mr. & Mrs. Hatch also operate KALL, Salt Lake City and control KOPR, Butte, Mont. and CP for KOPR-TV.

**Began Operation:** Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp. approved March 7, 1956 (*Television Digest*, Vol. 11:31, 38 & 12:10).

**Represented (sales)** by Avery-Knodel, Inc.

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**
Brent Kirk, *station manager & gen. sales manager.*
Robert B. Smith, *national sales manager.*
Keith Nicholson, *promotion manager & public relations director.*
Duane Hill, *operations director.*
Lamar Smith, *production manager.*
Sid Cohen, *film buyer.*

**DIGEST OF RATE CARD NO. 3**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—7-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | ..... | ..... | $115.00*† | $50.00* |
| **Class B**—6-7 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | $133.00 | $120.00 | 90.00† | 37.50 |
| **Class C**—4-6 p.m., daily. | | | | | | |
| 325.00 | 195.00 | 130.00 | 108.00 | 97.00 | 60.00 | 30.00 |
| **Class D**—1-4 p.m., daily. | | | | | | |
| 145.00 | 87.00 | 58.00 | 48.00 | 43.50 | 30.00 | 15.00 |
| **Class E**—Sign-on-1 p.m., daily. | | | | | | |
| 100.00 | 60.00 | 40.00 | 33.00 | 30.00 | 20.00 | 10.00 |

* Class AA (7:29-9:30 p.m., daily) Min. $135, 20 Sec. $120, 10 Sec. $60.
† 20 Sec.: Class A $100, Class B $75.
Subject to frequency discounts.

# VERMONT

## WCAX-TV
### Burlington
**(Ch. 3)**

**Licensee:** Mt. Mansfield Television Inc., 135 Main St., Burlington, Vt.

**Studios:** 50 Barrett St., Burlington, Vt.

**Transmitter:** Atop Mt. Mansfield.

**Telephone:** Burlington 2-5761.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 18.2-kw visual, 9.55-kw aural. Antenna: 2730-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level, lat. 44° 31′ 36″, long. 72° 48′ 57″.

**Network Service:** CBS.

**AM Affiliate:** WCAX, Burlington, 5-kw, 620 kc (CBS).

**Ownership:** C. P. Hasbrook, chairman, 53.8%; S. T. Martin, pres., 16%; Marcia B. Hasbrook, v.p., .1%; A. Pearley Feen, director, .1%; John Dobson, 10%; John H. Patrick, 5%; Robert Patrick, 5%; Floyd Moore, director, 5%; I. Munn Boardman, 2.5%; Hickock & Boardman Inc., 2.5%.

**Began Operation:** Sept. 3, 1954.

**Represented (sales)** by Weed Television Corp.; Radio Time Sales, Ltd. (Canada).

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
C. P. Hasbrook, *chairman.*
Stuart T. Martin, *president & general manager.*
John A. Dobson, *sales manager.*
Stuart Hall, *production manager.*
John A. Sullivan, *news editor.*
A. S. Rutter, *film manager.*
James W. Tierney, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $450.00 | $280.00 | $180.00 | $167.50 | $112.50 | $90.00 | $45.00 |
| **Class A**—6:30-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 360.00 | 216.00 | 144.00 | 126.00 | 90.00 | 72.00 | 36.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun. | | | | | | |
| 270.00 | 162.00 | 108.00 | 94.50 | 67.50 | 54.00 | 27.00 |
| **Class C**—All other times. | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 45.00 | 36.00 | 18.00 |

Subject to frequency discounts.

## WRLP
### Brattleboro
**(See Greenfield, Mass.)**

# VIRGINIA

## WCYB-TV
### Bristol
**(Ch. 5)**

**Licensee:** Appalachian Bcstg. Corp., Cumberland & Front Sts.

**Sales Office:** General Shelby Hotel.

**Studio:** 516 Cumberland St. **Transmitter:** Rye Patch Knob, Cherokee National Forest.

**Telephone:** North 3560. **TWX No.:** BRIS VA 91.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 85.1-kw visual, 42.7-kw aural. Antenna: 2220-ft. above av. terrain, 125.5-ft. above ground, 4360-ft. above sea level, lat. 36° 26′ 57″, long. 82° 06′ 31″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WCYB, 10-kw, 690 kc (ABN).

**Ownership:** Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy. 16⅔%; Harry M. Daniel, v.p., 16⅔%; Frank W. DeFriece Jr., treas., 16⅔%.

**Began Operation:** Aug. 13, 1956.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Robert H. Smith, *president & general manager.*
J. Fey Rogers, *v.p. & sales manager.*
Labe B. Mell, *TV operations manager.*
Frank Spaulding, *program & promotion supervisor.*
Don Green, *news editor.*
Russell Robinson, *chief engineer.*
Dug Ford, *farm director.*

**DIGEST OF RATE CARD NO. 1—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min or 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $100.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun. | | | | | | |
| 225.00 | 135.00 | 90.00 | 75.00 | 56.25 | 45.00 | 22.50 |
| **Class C**—10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 150.00 | 90.00 | 60.00 | 50.00 | 37.50 | 30.00 | 15.00 |
| **Class D**—Sign-on-10:30 a.m., daily. | | | | | | |
| 90.00 | 54.00 | 36.00 | 30.00 | 22.50 | 18.00 | 9.00 |

## WVEC-TV
### Hampton-Norfolk
**(Ch. 15)**

**Grantee (STA):** Peninsula Bcstg. Corp., Box 481, Hampton.

**Offices:** 812 W. 21st St., Norfolk; 1930 Pembroke Blvd., Hampton.

**Studios:** 1930 Pembroke Blvd., Hampton; 812 W. 21st St., Norfolk.

**Transmitter:** 1930 Pembroke Blvd.

**Telephone:** Madison 7-7774, Norfolk; 6332, Hampton. **TWX No.:** 45.

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 110-kw aural. Antenna: 500-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat 37° 02′ 20″, long. 76° 18′ 30″. Request change to Ch. 13, 316-kw visual, 158-kw aural, 496-ft. above av. terrain, 526-ft. above ground, 446-ft. above sea level, lat. 36° 51′ 21″, long. 76° 18′ 11″; transmitter to Third & Woodis Sts.

**Network Service:** NBC.

**AM Affiliate:** WVEC, 250-kw, 1490 kc (NBC).

**Ownership:** Thomas P. Chisman, pres., 15.23%; Harrol A. Brauer Jr., v.p., 8.6%; James E. Swafford, v.p., 13.96%; J. W. Chisman, secy.-treas., 13.96%; J. L. Tysinger Sr., 5.1%; Clyde Smith, 4.06%; Felton Forrest, 3.8%; 25 other stockholders, none owning more than 2.5%.

**Began Operation:** Aug. 15, 1953.

**Represented (sales)** by Avery-Knodel Inc

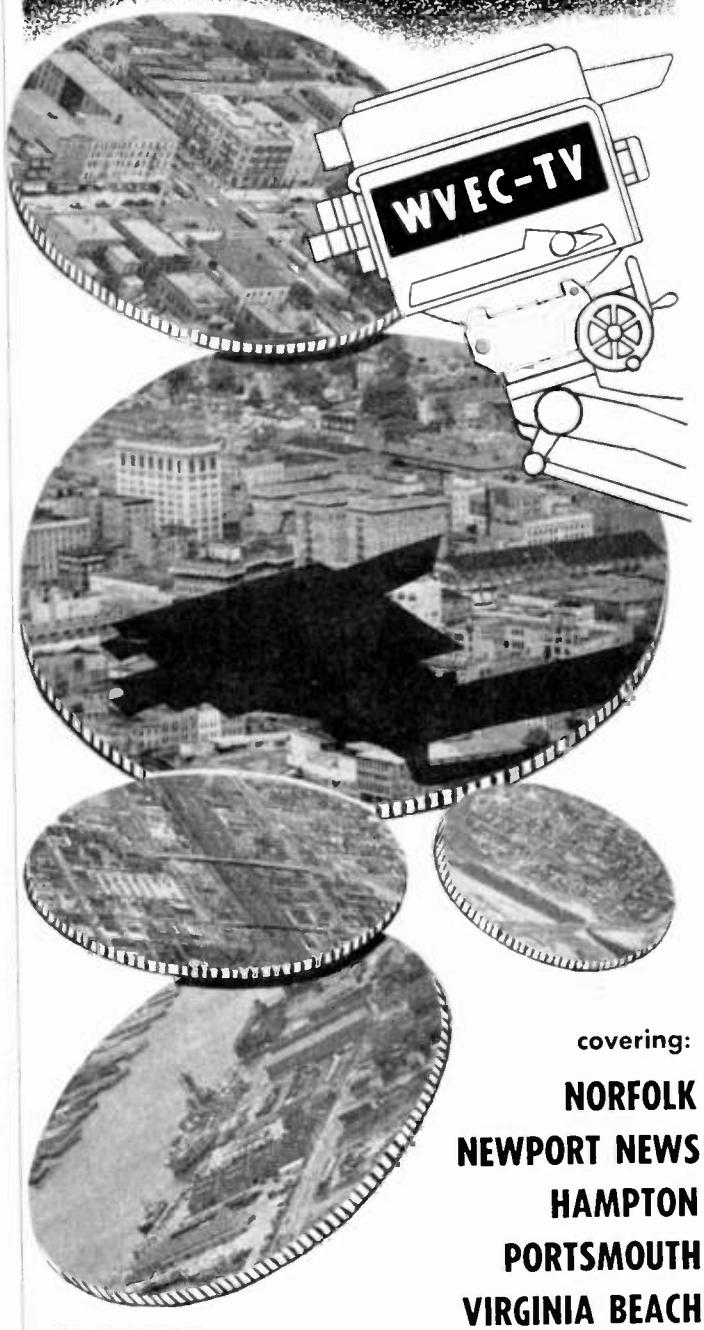
**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**
Thomas P. Chisman, *president and general manager.*
Harrol A. Brauer Jr., *v.p. and director of sales.*
Evelyn Warner, *traffic manager.*
Jerry Sandford, *film coordinator.*
Blair McKenzie, *program director, Norfolk.*
Harry Doggette, *program director, Hampton.*
L. W. (Duff) Kliewer, *operations manager*
William C. King Jr., *chief engineer.*

**(Continued on next page)**


WVEC-TV
covers the *RICH*
Tidewater Market




covering:
NORFOLK
NEWPORT NEWS
HAMPTON
PORTSMOUTH
VIRGINIA BEACH

NBC WVEC-TV
CHANNEL 15

REPRESENTED BY AVERY KNODEL

HAMPTON-NORFOLK: WVEC-TV—(Continued)

DIGEST OF RATE CARD NO. 3-A
(June 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7-10 p.m., daily. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $70.00 | $35.00 |
| **Class A**—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-7 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 104.00 | 75.50 | 60.00 | 30.00 |
| **Class BB**—6-6:30 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 2-5 p.m., Sun. | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.00 | 66.00 | 52.50 | 26.25 |
| **Class B**—11-11:30 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 69.50 | 50.50 | 40.00 | 20.00 |
| **Class C**—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-2 p.m., Sun. | | | | | | |
| 175.00 | 105.00 | 69.00 | 61.25 | 44.00 | 35.00 | 17.50 |
| **Class D**—11:30 p.m.-10 a.m., daily. | | | | | | |
| 122.50 | 73.00 | 48.50 | 36.50 | 29.00 | 23.50 | 10.50 |

Subject to frequency discounts.

## WSVA-TV
### Harrisonburg
(Ch. 3)

**Licensee:** Shenandoah Valley Bcstg. Inc., Rawley Pike.

**Studio:** Rawley Pike.

**Transmitter:** Big Mt., Endless Caverns, New Market, Va.

**Telephone:** 4-4431. **TWX No.:** 85.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural. Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level, lat 38° 36′ 05″, long. 78° 37′ 57″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** WSVA, 5-kw, 550 kc (NBC). **FM Affiliate:** WSVA-FM 7.2-kw, 100.7 mc (No. 264), 350-ft. antenna height.

**Ownership:** Equally owned by Hamilton Shea and Transcontinent TV Corp., latter also owns WROC-TV, Rochester, N.Y. and WGR-TV & WGR, Buffalo. Officers: Hamilton Shea, pres.; David C. Moore, v.p. (also pres. of Transcontinent); Felix Piech, secy.; H. A. Wright, asst. secy. & asst. treas. Note: Transcontinent also is buying 60% of WNEP-TV, Wilkes-Barre-Scranton.

**Began Operation:** Oct. 9, 1953. Sale to present owners by Frederick L. Allman approved May 29, 1956 by FCC (*Television Digest*, Vol. 12:15, 22).

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Hamilton Shea, *president & general manager.*
Richard H. (Dick) Johnson, *general sales manager.*
Lee Dechert, *local sales manager.*
N. L. Royster, *merchandising & public relations manager.*
A. L. McCaskey, *advertising & promotion manager.*
Robert E. Lee, *program director.*
Homer Quann, *farm director.*
Tom Jones, *manager of engineering.*

DIGEST OF RATE CARD NO. 5
(Dec. 17, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | |
| $250.00 | $150.00 | $100.00 | $75.00 | $62.50 | $50.00 | $25.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. | | | | | | |
| 187.50 | 112.50 | 75.00 | 60.00 | 50.00 | 35.00 | 17.50 |
| **Class C**—All other times. | | | | | | |
| 125.00 | 75.00 | 50.00 | 40.00 | 31.00 | 25.00 | 12.50 |

Subject to frequency discounts.

## WSLS-TV
### Lynchburg
(See Roanoke, Va.)

## WLVA-TV
### Lynchburg
(Ch. 13)

**Licensee:** Lynchburg Broadcasting Corp., 2320 Langhorne Rd.

**Studio:** 2320 Langhorne Rd. **Transmitter:** Johnson Mt.

**Telephone:** 2-1242. **TWX No.:** LY 80.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1095-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level, lat 37° 11′ 50″, long. 79° 21′ 07″.

**Network Service:** ABC.

**AM Affiliate:** WLVA, 1-kw, 590 kc (ABN).

**Ownership:** Edward A. Allen, estate, 25.56%; Philip P. Allen, pres., 25.56%; John P. Read Jr., vice-pres. & secy.-treas. 4.21%; Norfolk Broadcasting Corp., licensee of WNOR, 21.39% (voted by Louis H. Peterson, pres.). Over 50 other stockholders, none owns as much as 2.5%.

**Began Operation:** Feb. 8, 1953.

**Represented (sales)** George P. Hollingbery Co.

**Represented (legal)** by McConnaughey, Sutton & L'Heureux.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Philip P. Allen, *president.*
J. P. Read Jr., *v.p., secy.-treas.*
John T. Orth, *chief engineer.*
Tom Turner, *commercial manager.*
Warren Uttal, *program director.*

DIGEST OF RATE CARD NO. 2
(April 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:29-11:01 p.m., Mon.-Fri.; 2-11:01 p.m., Sun.; 5:59-11:01 p.m., Sat. | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $75.00 | $60.00 | $30.00 |
| **Class B**—5-6:29 p.m., Mon.-Fri.; 2-5:59 p.m., Sat. | | | | | | |
| 225.00 | 135.00 | 90.00 | 79.00 | 56.00 | 45.00 | 22.50 |
| **Class C**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.00 | 37.00 | 30.00 | 15.00 |

## WTOV-TV
### Norfolk
(Ch. 27)

**Grantee (STA):** Tim Brite Inc., 1318 Spratley St., Portsmouth, Va.

**Studio & Transmitter:** 1318 Spratley St.

**Telephone:** Export 9-7583.

**Technical Facilities:** Channel No. 27 (548-554 mc). Authorized power: 19.6-kw visual, 11.7-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level, lat. 36° 49′ 44″, long. 76° 19′ 25″. Holds CP for 166-kw visual, 89.1-kw aural, lat. 36° 50′ 40″, long. 76° 18′ 57″; transmitter to Armstrong & Spratley Sts. Requests change to Ch. 13, 316-kw visual, 158.5-kw aural, 386-ft. above av. terrain, 441-ft. above ground, 436-ft. above sea level, lat. 36° 50′ 40″, long. 71° 18′ 55″; transmitter to Spratley St.

**Ownership:** Temus R. Bright, 50%; Norfolk Bcstg. Corp., 50%. Louis H. Peterson owns Norfolk Bcstg., licensee of WNOR, Norfolk, also 21% of WLVA-TV & WLVA, Lynchburg, Va. Peterson owns 94% of WSSV, Petersburg, Va .

**Began Operation:** Oct. 22, 1953, but quit air Oct. 3, 1954; sale by E. L. Scott group to Temus R. Bright was approved by FCC March 9, 1955; station resumed operation May 25, 1955 and July 10, 1957 FCC approved final stock transfer which gave Norfolk Bcstg. Corp. 50% ownership (*Television Digest*, Vol. 10:40; 13:29).

**Represented (sales)** by Joseph Hershey McGillvra Inc.

**Personnel:**
Temus R. Bright, *president & station manager.*
Winston Bright, *v.p.*
Anna C. Bright, *secretary-treasurer.*
Louis H. Peterson, *general manager.*
Tovey Lee, *asst. station manager & program director.*
Charles Adams, *commercial manager.*
Dorothy Kehs, *production manager.*
Madeline Shockley, *women's director.*

DIGEST OF RATE CARD NO. 3
(Feb. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—7-10 p.m., daily. | | | | | | | |
| $124.65 | $74.66 | $50.00 | $37.50 | $24.66 | $17.00 | $11.33 | $8.75 |
| **Class B**—5-7 p.m., 10-11 p.m., daily. | | | | | | | |
| 93.77 | 56.24 | 37.50 | 28.12 | 18.74 | 11.33 | 8.75 | 5.50 |
| **Class C**—9:15 a.m.-5 p.m., 11 p.m.-1 a.m., daily. | | | | | | | |
| 83.33 | 50.00 | 33.33 | 24.66 | 16.67 | 5.50 | 3.80 | 2.87 |

# Symbol of service

WSVA-TV, Channel 3, Harrisonburg, Virginia, is the major source of TV programming for 200,000 families in the important Shenandoah Valley market. As such, it must serve the "old timers" plus the thousands of "newcomers" who are streaming in to work in the new plants of ASR Products, Westinghouse, General Electric, Du Pont and Reynolds Metal.

The residents of Staunton, Waynesboro, Charlottesville and Harrisonburg receive on Channel 3 a well-diversified selection of local programs, both live and film—as well as top network shows from the CBS, ABC and NBC networks.

WSVA-TV's rapidly growing list of sponsors is proof of the vital service it is providing advertisers in covering this vital portion of the Greater Virginia Area.

If you buy Richmond, Washington and Roanoke, then WSVA-TV, symbol of service in the Shenandoah Valley, is a "must" buy. Ask for details from Peters, Griffin and Woodward.

Symbol of Service

**A TRANSCONTINENT STATION**

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

# WSVA-TV

**CBS-NBC-ABC Channel 3**
**Harrisonburg, Va.**

# Virginia

## WAVY-TV
### Portsmouth-Norfolk
**(Ch. 10)**

**Grantee (STA):** Tidewater Teleradio Inc., 801 Middle St., Portsmouth; 709 Boush St., Norfolk, Va.

**Studios:** 801 Middle St. **Transmitter:** Kings Hwy., Drivers, Va.

**Telephone:** Madison 7-2345, Norfolk; Export 3-7331, Portsmouth.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level, lat. 36° 49′ 14″, long. 76° 30′ 41″.

**Network Service:** ABC.

**AM Affiliate:** WAVY, 5-kw, 1350 kc (NBC).

**Ownership:** Following are voting trustees for 61 stockholders, none owning as much as 10%: J. C. Aspinwall Jr.; Carl J. Burkland; Wm. M. Camp; R. D. Cooke; E. T. Gresham; Porter R. Hardy Jr.; Henry C. Hofheimer II; C. K. Hutchens; J. W. Luter; George T. McLean; Hunter C. Phelan. Officers are: Hunter C. Phelan, pres.; Carl J. Burkland, exec. v.p.-gen. mgr.; George T. McLean, v.p.; Henry C. Hofheimer II, secy.-treas.

**Began Operation:** Sept. 1, 1957.

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Arnold, Fortas & Porter.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
Hunter C. Phelan, *president.*
Carl J. Burkland, *exec. v.p.-general manager.*
Gene Gaudette, *general sales manager.*
Richard Fraser, *program & production manager.*
Mike Schaffer, *promotion-publicity director.*
William M. Manrov, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., daily. | | | | | | |
| $700.00 | $420.00 | $280.00 | $230.00 | $175.00 | $140.00 | $70.00 |
| **Class A**—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 215.00 | 162.50 | 130.00 | 65.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 490.00 | 295.00 | 195.00 | 162.50 | 122.50 | 100.00 | 50.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun. | | | | | | |
| 280.00 | 170.00 | 112.00 | 92.50 | 70.00 | 56.00 | 28.00 |
| **Class D**—Sign-on-9 a.m., 11:30 p.m.-sign-off, daily. | | | | | | |
| 210.00 | 125.00 | 85.00 | 70.00 | 52.50 | 42.00 | 21.00 |

Subject to frequency discounts.

## WTAR-TV
### Norfolk
**(Ch. 3)**

**Licensee:** WTAR Radio Corp., 720 Boush St.

**Studio:** 720 Boush St.

**Transmitter:** Old Suffolk Rd. near Drivers, Va.

**Telephone:** Madison 5-6711. **TWX No.:** NF 91.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 48′ 56″, long. 76° 28′ 00″.

**Network Service:** CBS.

**AM Affiliate:** WTAR, 5-kw, 790 kc (CBS).

**Ownership:** Same as *Norfolk Virginia-Pilot* and *Ledger-Dispatch*, also *Portsmouth Star*. S. L. Slover, chairman; Campbell Arnoux, pres. of WTAR and board member of Norfolk Newspapers Inc.

**Began Operation:** April 2, 1950.

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Eliot C Lovett.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Campbell Arnoux, *president & general manager.*
John Peffer, *v.p. for operations.*
Robert Lambe, *v.p. for sales.*
Karl Nelson, *director of sales development.*
William Gietz, *local sales manager.*
Harold Soldinger, *general program manager.*
Joel Carlson, *public service director.*
Hal Powell, *promotion director.*
Patrick Arnoux, *production manager.*
Richard Lindell, *chief engineer.*
Gilbert McLeod, *news director.*
Harry Nicholas, *film director.*

**DIGEST OF RATE CARD NO. 14**
**(March 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10 p.m., daily. | | | | | | |
| $875.00 | $555.00 | $370.00 | $277.50 | $231.25 | $200.00 | $100.00 |
| **Class A**—6:30-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 5-7:30 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 850.00 | 510.00 | 340.00 | 255.00 | 212.50 | 170.00 | 85.00 |
| **Class B**—11-11:30 p.m., daily. | | | | | | |
| ..... | 300.00 | 200.00 | 150.00 | 135.00 | 125.00 | 62.50 |
| **Class C**—10 a.m.-6 p.m., Mon.-Sat.; 10 a.m.-5 p.m., Sun. | | | | | | |
| 340.00 | 204.00 | 136.00 | 102.00 | 85.00 | 68.00 | 34.00 |
| **Class D**—11:30 p.m.-10 a.m., daily. | | | | | | |
| 272.00 | 163.20 | 108.80 | 81.60 | 68.00 | 54.40 | 27.20 |

Subject to frequency discounts.

## WVEC-TV
### Norfolk
(See Hampton, Va.)

## WXEX-TV
### Petersburg-Richmond
**(Ch. 8)**

**Licensee:** Petersburg Television Corp., Box 8765, Richmond, Va.

**Business Offices:** 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond.

**Studio:** 124 W. Tabb St., Petersburg.

**Transmitter:** Hundred Rd., 12 mi. S of Richmond.

**Telephone:** Regent 3-7876, Petersburg.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av terrain, 979-ft. above ground, 1049-ft. above sea level, lat. 37 20′ 33″, long. 77° 18′ 17″.

**Network Service:** NBC.

**AM Affiliate:** WLEE, Richmond, 5-kw, 1480 kc (NBC). **FM Affiliate:** WLEE-FM, 21.5-kw, 102.9 mc (No. 275), 300-ft. antenna height

**Ownership:** Thomas G. Tinsley Jr., pres., 43.5% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 6.51%; H. Carter Myers Jr., v.p., 2%; Alexander Hamilton Jr., secy., 1.1%; Benjamin T. Kinsey, treas., 2%; James L. Dodd Jr., asst. secy. .22%; over 40 other stockholders, none owns more than 3% Tinsley also owns WITH, Baltimore, which has CP for WITH-TV

**Began Operation:** Aug. 15, 1955.

**Represented (sales)** by Select Station Representatives Inc. (New York, Philadelphia); Simmons Assoc. Inc. (Chicago, New England); Clarke Brown Co. (Atlanta, New Orleans); McGavren-Quinn (Los Angeles, San Francisco).

**Represented** (legal) by Berge, Fox & Arent.

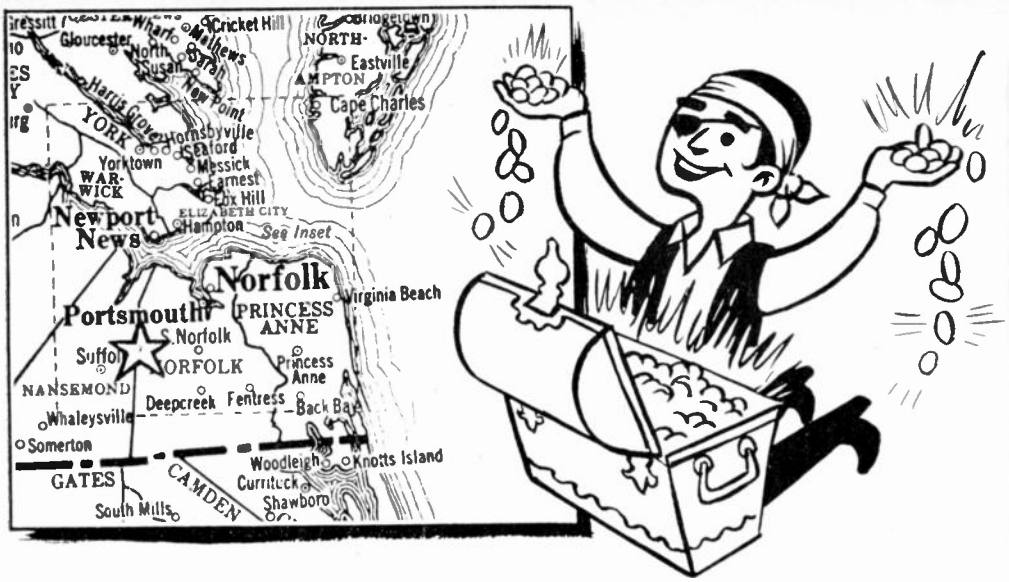
**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Thomas G. Tinsley Jr., *president.*
Irvin G. Abeloff, *v.p., managing director & national sales mgr.*
Lawrence Slon, *local sales manager.*
Robert C. Currie Jr., *operations manager.*
George McGuigan, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Oct. 27, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | | |
| $750.00 | $450.00 | $300.00 | $260.00 | $225.00 | $140.00 | $140.00 | $70.00 |
| **Class A**—7-7:30 p.m., daily. | | | | | | | |
| 700.00 | 420.00 | 280.00 | 210.00 | 180.00 | 110.00 | 100.00 | 50.00 |
| **Class B**—6:30-7 p.m., Sat. & Sun.; 10:31-11:01 p.m., daily. | | | | | | | |
| 550.00 | 330.00 | 220.00 | 165.00 | 120.00 | 90.00 | 80.00 | 40.00 |
| **Class C**—11:01 p.m.-12:01 a.m., daily. | | | | | | | |
| 300.00 | 180.00 | 130.00 | 100.00 | 75.00 | 60.00 | 50.00 | 25.00 |
| **Class D**—6:59 a.m.-6:59 p.m., Mon.-Fri.; 6:59 a.m.-6:29 p.m., Sun. & Sat. | | | | | | | |
| 200.00 | 140.00 | 120.00 | 80.00 | 60.00 | 50.00 | 40.00 | 20.00 |

* **Class E** (12:01-6:59 a.m., daily) Min. $50. 20 Sec. $40. 10 Sec. $20.
Subject to frequency discounts.

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**WAVY-TV** 10

*Hunter C. Phelan, Pres.*
*Carl J. Burkland, Ex. Vice Pres. & Gen. Mgr.*

abc CHANNEL 10

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709 BOUSH ST., NORFOLK, VA. Tel. MA 7-2345

*316,000 Watts*
*1,050 Ft. Tower*

*1958 Spring-Summer Edition*

# Virginia

## WRVA-TV
### Richmond
**(Ch. 12)**

**Licensee:** Richmond Television Corp., 5221 Midlothian Pike, P.O. Box 2370.

**Studio, Transmitter and Offices:** 5221 Midlothian Pike, P.O. Box 2370.

**Telephone:** Belmont 3-5461. **TWX No.:** RH 338.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power:: 316-kw visual, 158-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level, lat. 37° 30′ 22.5″, long. 77° 30′ 11.95″.

**AM Affiliate:** WRVA, 50-kw, 1140 kc (CBS). **FM Affiliate:** WRVA-FM, 25-kw, 94.5 mc (No. 233), 460-ft. antenna height.

**Network Service:** CBS.

**Ownership:** Larus & Brother Co. Inc., 60%; Neighborhood Theatres Inc. (Thalhimer), 16.06%; 44 other stockholders, none with more than 2%. Officers: C. T. Lucy, pres.; Wm. T. Reed Jr., v.p.; Barron Howard, v.p.; Morton G. Thalhimer, v.p.; Robert T. Barton Jr., secy.; Claud R. Davenport, treas.

**Began Operation:** April 26, 1956.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd and Cohn & Marks.

**Represented (engineering)** by Paul Godley Co.

**Personnel:**
C. T. Lucy, *president.*
Barron Howard, *v.p. & general manager.*
James D. Clark Jr., *sales manager.*
Tom Fraioli, *local sales manager.*
Samuel S. Carey, *program director.*
Jack Stone, *promotion manager.*
Jerome Chamberlain, *production manager.*
George Passage, *news director.*
Robert Pie, *film manager.*
Elizabeth Hayter, *traffic manager.*
S. T. Terry Jr., *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $700.00 | $350.00 | $280.00 | $210.00 | $175.00 | $140.00 | $70.00 |
| **Class A**—6:30-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 400.00 | 200.00 | 160.00 | 120.00 | 80.00 | 77.50 | 50.00 |
| **Class B**—9 a.m.-6 p.m., daily. | | | | | | |
| 325.00 | 162.50 | 130.00 | 97.50 | 65.00 | 50.00 | 20.00 |
| **Class C**—11 p.m.-9 a.m., daily. | | | | | | |
| 225.00 | 135.00 | 90.00 | 70.00 | 60.00 | 45.00 | 12.50 |

Flat rates, no frequency discounts.

## WTVR
### Richmond
**(Ch. 6)**

**Licensee:** Havens & Martin Inc., 3301 W. Broad St. (P.O. Box 5229).

**Studio and Transmitter:** 3301 W. Broad St.

**Telephone:** Elgin 5-8611. **TWX No.:** RH 87.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level, lat. 37° 34′ 00″, long. 77° 28′ 36″.

**Network Service:** ABC.

**AM Affiliate:** WMBG, 5-kw, 1380-kc (ABN). **FM Affiliate:** WCOD, 34-kw, 98.1 mc (No. 251), 430-ft. antenna height.

**Ownership:** Wilbur M. Havens, pres., 100%; Thelma M. Havens, v.p.; Katherine H. Germain, secy.; Walter A. Bowry Jr., treas.; James W. Kyle, director.

**Began Operation:** April 15, 1948.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by John H. Midlen.

**Represented (engineering)** by James C. McNary.

**Personnel:**
Wilbur M. Havens, *general manager.*
W. A. Bowry Jr., *asst. mgr.*
John V. Shand, *program director.*
John Macklin, *asst. program director & production manager.*
James W. Kyle, *chief engineer.*
John Kellogg, *director of continuity.*
Roy Roman, *news editor.*
Jim Gray, *sports director.*

**DIGEST OF RATE CARD M**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or Less | ID |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $875.00 | $525.00 | $350.00 | $291.66 | $218.75 | $140.00 | $70.00 |
| **Class A**—6-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 650.00 | 390.00 | 260.00 | 216.00 | 162.50 | 120.00 | 60.00 |
| **Class B**—5-6 p.m., daily. | | | | | | |
| 480.00 | 288.00 | 192.00 | 160.00 | 120.00 | 50.00* | 25.00 |
| **Class C**—Sign-on-5 p.m., 11 p.m.,-sign-off, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 100.00 | 75.00 | 45.00* | 22.50 |

*20 Sec. only. Subject to frequency discounts.

## WLVA-TV
### Roanoke
(See Lynchburg, Va.)

## WDBJ-TV
### Roanoke
**(Ch. 7)**

**Licensee:** Times-World Corp., 201 W. Campbell Ave., Box 150.

**Studio:** Times Bldg., 201 W. Campbell Ave. **Transmitter:** On Poor Mt., 13-mi. SW of city. **Telephone:** Diamond 3-8031.

**Technical Facilities:** Channel No. 7 (174-180 mc). Power: 316-kw visual, 158-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level, lat. 37° 11′ 42″, long. 80° 09′ 22″.

**Network Service:** CBS.

**AM Affiliate:** WDBJ, 5-kw, 960 kc (CBS). **FM Affiliate:** WDBJ-FM, 14.35-kw, 94.9 mc (No. 235), 2000-ft. antenna height.

**Ownership:** Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (49%) & J. B. Fishburn (40%) now held in fiduciary capacity as Trustee by The First National Exchange Bank of Roanoke; 8 other stockholders (all in Fishburn family) own 11%. Times-World Corp. publishes *Roanoke Times* and *World News.*

**Began Operation:** Oct. 3, 1955.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by McConnaughey, Sutton & L'Heureux.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Ray P. Jordan, *v.p. for broadcasting.*
John W. Harkrader, *asst. v.p. & com. mgr. for broadcasting.*
Blake H. Brown, *sales manager.*
Paul E. Reynolds, *program director.*
Charles A. Ballou, *program manager.*
Harry D. Wiseman, *production manager.*
Leslie Esgate, *traffic director.*
Don Murray, *news director.*
Boone Boggs, *promotion director.*
J. Edward Newman, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—8-10:30 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $140.00 | $60.00 |
| **Class A**—6-8 p.m., 10:30-11 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 100.00* | 50.00* |
| **Class B**—5-6 p.m., daily. | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 80.00 | 40.00 |
| **Class C**—All other times. | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 68.75 | 55.00 | 27.50 |

* **Class A**—(5:59-7:59 p.m., 10:31-11:01 p.m., daily). Subject to frequency discounts.

The Dominant Newsfilm Service

Around the World

UNITED PRESS MOVIETONE NEWS

## WSLS-TV
### Roanoke
**(Ch. 10)**

**Licensee:** Shenandoah Life Stations Inc., Church Ave. at 3d St.

**Studio:** Church Ave. at 3d St.

**Telephone:** Diamond 4-9226. **TWX No.:** RV 25.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual. 158-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level, lat. 37° 11′ 51″, long. 80° 09′ 10″. CP for 316-kw visual, 158-kw aural, 1970-ft. above av. terrain, lat. 37° 11′ 50″, long. 80° 09′ 11″; transmitter to U. S. 221 on Poor Mt.

**Network Service:** NBC, ABC.

**AM Affiliate:** WSLS, 1-kw, 610 kc (NBC). **FM Affiliate:** WSLS-FM, 10.5-kw, 99.1 mc (No. 256), 1910-ft. antenna height.

**Ownership:** Shenandoah Life Insurance Co. Inc., 100%; Blake Newton, pres.

**Began Operation:** Dec. 11, 1952.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Eliot C. Lovett.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
James H. Moore, *executive v. p.*
Horace Fitzpatrick, *assistant & commercial manager.*
George Chernault, *program director.*
C. R. Garrison, *sales promotion & merchandising director.*
Gus Trevilian, *local sales manager.*
Fred Corstaphney, *promotion & publicity director.*
Glenwood Howell, *farm director.*
J. P. Briggs, *chief engineer.*

**DIGEST OF RATE CARD NO. 7—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| **Class AA—8-10:30 p.m., daily.** | | | | | | |
| $675.00 | $405.00 | $270.00 | $236.25 | $168.75 | $135.00 | $67.50 |
| **Class A—6-8 p.m., 10:30-11 p.m., daily; noon-6 p.m., Sun.** | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| **Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.** | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class C—All other times.** | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 68.75 | 55.00 | 27.50 |

# WASHINGTON

## KVOS-TV
### Bellingham
**(Ch. 12)**

**Grantee (STA):** KVOS Inc., 1151 Ellis St.

**Studio:** 1151 Ellis St. **Transmitter:** Mt. Constitution, Orcas Island, Wash.

**Telephone:** 790. **TWX No.:** BX 01.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 224-kw visual, 112-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level lat. 48° 40′ 40″, long. 122° 49′ 48″. Holds CP for 216-kw visual, 107-kw aural, 2870-ft. above av. terrain.

**Network Service:** CBS.

**AM Affiliate: KVOS, 1-kw, 790 kc (ABC).**

**Ownership:** Rogan Jones, pres., 88%; C. W. Jones, secy.-treas.; David Mintz, 8%; Ernest E. Harper, 4%. Rogan Jones is board chairman of KPQ, Wenatchee, Wash.

**Began Operation: May 22, 1953.**

**Represented (sales)** by Forjoe-TV Inc.; Stovin-Boyles Ltd. (Canada); Art Moore & Assoc. (Northwest).

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Personnel:**
Rogan Jones, *president.*
David Mintz, *manager.*
Ernest E. Harper, *chief engineer.*
Fred Elsethagen, *sales manager.*

**DIGEST OF RATE CARD NO. 7**
**(April 1, 1958)**

| Hour | 30 Min. | 15 Min | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA—5:59-11 p.m., Mon.-Sat.; 4:59-11 p.m., Sun.** | | | | | | | |
| $650.00 | $390.00 | $260.00 | $240.50 | $195.00 | $162.50 | $130.00 | $65.00 |
| **Class A—4:59-5:59 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-4:59 p.m., Sun.** | | | | | | | |
| 360.00 | 216.00 | 144.00 | 133.00 | 108.00 | 90.00 | 72.00 | 36.00 |
| **Class B—All other times.** | | | | | | | |
| 220.00 | 132.00 | 88.00 | 81.00 | 66.00 | 55.00 | 44.00 | 22.00 |


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VIRGINIA'S LARGEST TV MARKET!

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- A 58 county coverage . . . merged into a one-station market by the maximum power and the "best looking" programming offered by WSLS-TV to *The Greater Roanoke Market.* (population 2,224,000 . . . SRDS Consumer Markets Data 11-57)

REPRESENTED BY AVERY-KNODEL, INC.

# Washington

## KBAS-TV
### Ephrata
**(Ch. 43)**
**(Satellite of KIMA-TV, Yakima)**

**Grantee (STA):** Basin TV Co., c/o KIMA-TV, Box 702, Yakima, Wash.

**Studio & Transmitter:** 1-mi. W of Ephrata.

**Telephone:** Glencourt 29-111, Yakima.

**Technical Facilities:** Channel No. 43 (644-650 mc). Authorized power: 16.75-kw max. and 13.5-kw horizontal visual, 8.37-kw max. and 6.76-kw horizontal aural. Antenna: 860-ft. above av. terrain, 339-ft. above ground, 2439-ft. above sea level, lat. 47° 18′ 45″, long. 119° 35′ 00″. Holds CP for Ch. 16, 17.4-kw visual, 8.7-kw aural, 860-ft. above av. terrain, 352-ft. above ground, 2451-ft. above sea level.

**Network Service:** Same as KIMA-TV.

**Ownership:** Basin TV Co. is subsidiary of Cascade Bcstg. Co., owner of KIMA-TV. For other interests, see KIMA-TV.

**Began Operation:** Feb. 15, 1957.

**Represented (sales)** by Weed Television Corp.

**Personnel:**
James Schroeder, *manager.*
Howard Hammond, *chief engineer.*

**Rates:** Sold only in combination with KIMA-TV, Yakima, Wash.

## KTRX
### Kennewick-Pasco
**(Ch. 31)**

**Grantee:** Columbia River Television Co., Black Angus Motel, Kennewick.

**Studio & Transmitter:** Black Angus Motel. **Telephone:** Justice 2-3101.

**Technical Facilities:** Channel No. 31 (572-578 mc). Authorized power: 8.22-kw visual, 4.9-kw aural. Antenna: 0-ft. above av. terrain, 185-ft. above ground, 665-ft. above sea level, lat. 46° 12′ 38.47″, long. 119° 09′ 15.8″.

**Ownership:** Stuart Nathanson, pres., 25%; B. K. Phillips, v.p., 18.75%; Stuart T. Mullen, v.p., 12.5%; C. N. Hostkoetter, v.p., 18.75%; Jack Brands, secy., 6.25%; Albert I. Milberg, 12.5%; O. S. Baille, 6.25%.

**Began Operation:** Jan. 28, 1958.

**Represented (sales)** by Forjoe TV Inc.

**Represented (legal)** by Saul Robert Levine.

**Represented (engineering)** by Ron Oakley.

**Personnel:**
Stuart Nathanson, *president & general manager.*
Clyde Olsen, *sales manager.*
Eugene Normoyle, *production manager.*
Bernard Baille, *chief engineer.*

**DIGEST OF RATE CARD NO. 1—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. | ID |
|---|---|---|---|---|---|---|---|---|
| Class A—All time segments. | | | | | | | | |
| $240.00 | $120.00 | $60.00 | $47.50 | $41.25 | $35.00 | $20.00 | $15.00 | $5.00 |


For Top Ratings! For Top Results!

"TARGET"

with ADOLPHE MENJOU, host!

TV's PROPELLING NEW FORCE. . .

Ziv's Dynamic New IMPACT Series!

ZIV Television


## KEPR-TV
### Pasco
**(Ch. 19)**
**(Satellite of KIMA-TV, Yakima)**

**Licensee:** Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash.

**Studio:** Kennewick Highlands, Kennewick. **Transmitter:** Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

**Telephone:** Glencourt 29-111, Yakima.

**Technical Facilities:** Channel No. 19 (500-506 mc). Authorized power: 143.6-kw maximum and 105-kw horizontal visual, 71.3-kw maximum and 52.5-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level, lat. 46° 05′ 48″, long. 119° 11′ 36″.

**Network Service:** Same as KIMA-TV, Yakima.

**AM Affiliate:** KEPR, 5-kw, 610 kc (CBS).

**Ownership:** See KIMA-TV.

**Began Operation:** Dec. 28, 1954.

**Represented (sales)** by Weed Television Corp.

**Represented (legal)** by Prince, Taylor & Crampton.

**Personnel:**
Monte Strohl, *manager.*
William G. Moody, *program director.*
Bob Anderson, *production manager.*
Dean Mitchell, *news director.*
Mike Rastovich, *chief engineer.*

**Rates:** Sold only in combination with KIMA-TV, Yakima.

## KTRX
### Richland
**(See Kennewick-Pasco, Wash.)**

## KIRO-TV
### Seattle
**(Ch. 7)**

**Grantee:** Queen City Broadcasting Co., 1530 Queen Anne Ave.

**Studio & Transmitter:** 1530 Queen Anne Ave.

**Telephone:** Atwater 3-9800.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1007-ft. above sea level, lat. 47° 38′ 01″, long. 122° 21′ 20″.

**Network Service:** CBS.

**Ownership:** Saul Haas, pres., 62.05%; Lincoln W. Miller, v.p., .098%; John L. King, secy.-treas., .307%; Robert M. Hagen, 2.41%; Sen. Warren G. Magnuson, 4.01%; U. N. Banks, 5.12% (as trustee for Ruth Cooper Lear); U. N. Banks, 4.12% (as trustee for Nancy Lear Thompson); 49 other stockholders, none owning over 2%.

**Began Operation:** Feb. 8, 1958.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Arnold, Fortas & Porter.

**Personnel:**
Saul Haas, *president & general manager.*
Lincoln W. Miller, *v.p.*
Miller C. Robertson, *station manager.*
Fred Kaufman, *program manager.*

**Base hourly rate:** $1100; min. or 20 sec. $230; 10 sec. $115.

**DIGEST OF RATE CARD NO. 1**
**(Feb. 8, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or Less | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-10:30 p.m., daily. | | | | | | |
| $1100.00 | $660.00 | $440.00 | $352.00 | $275.00 | $230.00 | $115.00 |
| Class A—6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 900.00 | 540.00 | 360.00 | 288.00 | 225.00 | 190.00 | 95.00 |
| Class B—6-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun. | | | | | | |
| 700.00 | 420.00 | 280.00 | 224.00 | 175.00 | 140.00 | 70.00 |
| Class C—5-6 p.m., Mon.-Sat.; 11-11:30 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 192.00 | 150.00 | 120.00 | 60.00 |
| Class D—Noon-5 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11:30 p.m.-sign-off, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 160.00 | 125.00 | 100.00 | 50.00 |
| Class E—Sign-on-noon, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 128.00 | 100.00 | 80.00 | 40.00 |

Subject to frequency discounts, except Class AA announcements.

## KING-TV
### Seattle
**(Ch. 5)**

**Licensee:** King Broadcasting Co., 320 Aurora Ave.

**Studio:** Television Center, 320 Aurora Ave.

**Transmitter:** 301 Galer St.

**Telephone:** Mutual 2-3555. **TWX No.:** SE 458.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 822-ft. above av. terrain, 570-ft above ground, 1000-ft. above sea level, lat. 47° 37′ 55″, long. 122° 20′ 59″.

**Network Service:** ABC

**AM Affiliate:** KING, 50-kw, 1090 kc (ABN). **FM Affiliate:** KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height

**Ownership:** Dorothy S. Bullitt, pres., majority owner; other officers: Henry B. Owen, exec. v.p. & treas.; Stimson Bullitt, v.p. & secy.; Otto P. Brandt, v.p. King Broadcasting Co. owns KGW-TV & KGW, Portland, Ore. and is majority owner of KREM-TV, KREM & KREM-FM, Spokane, Wash.

**Began Operation:** Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (see *Television Digest*, Vol. 5:20, 23, 30).

**Represented (sales) by** Blair-TV.

**Represented (legal) by** Haley, Wollenberg & Kenehan.

**Personnel:**
Otto P. Brandt, *v.p., general manager of stations.*
Henry B. Owen, *exec. v.p., personnel & business manager.*
A. P. Hunter, *commercial manager.*
James Neidigh, *national sales manager.*
Charles Herring, *news director*
Bill O'Mara, *sports director.*
Lee Schulman, *program director.*
Robert F. Prins, *program operations manager.*
Kit Spier, *production manager.*
James L. Middlebrooks, *engineering director.*
Robert A. Ferguson, *chief engineer.*
Gloria Chandler, *public service director.*
Mel Anderson, *promotion director.*
G. W. Parker, *merchandising director.*

**DIGEST OF RATE CARD NO. 15**
**(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—6:30-10 p.m., Mon.-Fri. & Sun.; 7-10 p.m., Sat. | | | | | | |
| $1100.00 | $600.00 | $400.00 | $350.00 | $280.00 | $225.00 | $115.00 |
| Class A—6:30-7 p.m., Sat.; 5-6:30 p.m., Sun.; 10-10:30 p.m., daily. | | | | | | |
| 800.00 | 480.00 | 320.00 | 265.00 | 240.00 | 200.00 | 100.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30 p.m.-midnight, daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 263.00 | 188.00 | 150.00 | 75.00 |
| Class C—All other times. | | | | | | |
| 425.00 | 255.00 | 170.00 | 149.00 | 115.00 | 100.00 | 50.00 |

Subject to frequency discounts.
Color—Equipped for color film and slides; accepts local color at regular rates.

## KCTS
### Seattle
**(Ch. 9)**

**Non-Commercial Educational Station**

**Licensee:** University of Washington, Seattle 5.

**Studio:** University of Washington campus.

**Transmitter:** Edison Technical School.

**Telephone:** Lakeside 4-6000.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 28.8-kw visual, 17.4-kw aural. Antenna: 470-ft. above av. terrain, 293-ft. above ground, 608-ft. above sea level, lat. 47° 37′ 02″, long. 122° 19′ 13″.

**FM Affiliate:** KUOW, 3.4-kw, 90.5 mc (No. 213), 100-ft. antenna height.

**Ownership:** University of Washington; Dr. Henry Schmitz, president.

**Began Operation:** Nov 18, 1954.

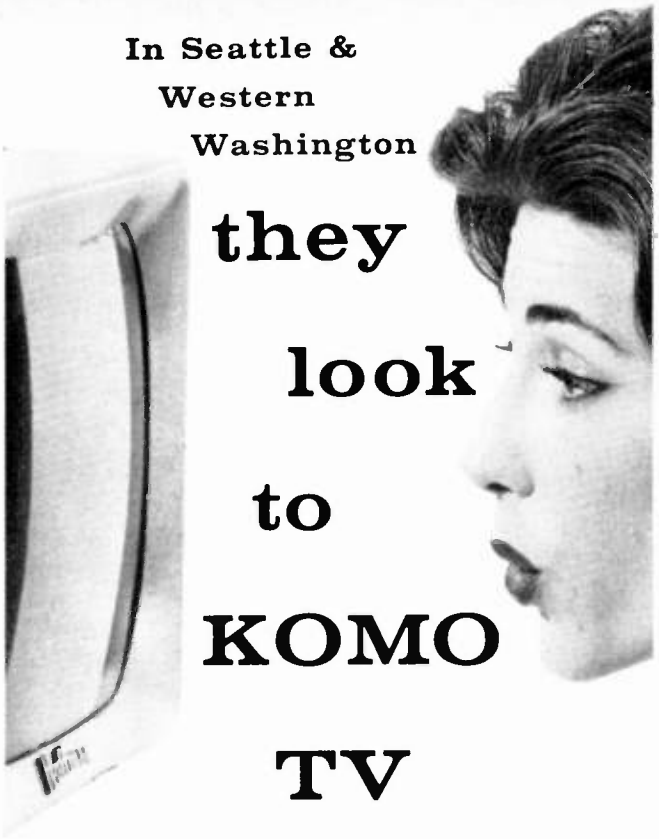
**Personnel:**
Loren B. Stone, *manager.*
John Boor, *engineering director.*
Gordon Tuell, *production manager*
Nick Foster, *transmitter engineer.*
Kenneth Yeend, *program director.*
Norman Jensen, *director, schools programs.*
George W. Mally, *director, college programs.*

# Tops in the Pacific Northwest

*There are three major markets in the bustling, booming Pacific Northwest — the trade territories of Seattle-Tacoma, Portland and Spokane.*

*The three Crown Stations — KING in Seattle, KGW in Portland, KREM in Spokane — cover them all, TV and radio. They're tops in the market.*

THE CROWN STATIONS
OF THE PACIFIC NORTHWEST



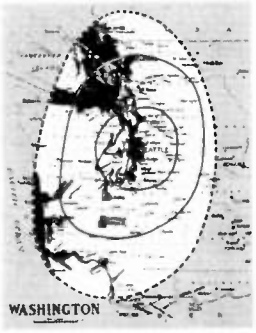
In Seattle & Western Washington

they look to KOMO TV

...for bright programming–and they get it! They're the kind of audience who responds, too. Their average family spendable income of $6433 in King County alone is $700 higher than the U. S. average. An income which accounts for remarkable market statistics within our signal area like these:

SALES 1956

| | |
|---|---|
| Food | $ 487,714,000 |
| Drug | $ 72,022,000 |
| Retail | $ 1,676,352,000 |
| Family buying income | $ 3,350,608,000 |




KOMO-TV
CHANNEL 4
SOLD BY NBC SPOT SALES


## KOMO-TV
### Seattle
**(Ch. 4)**

**Licensee:** Fisher's Television Co., 100 4th Ave. N.

**Studio:** 100 4th Ave. N. **Transmitter:** 157 Galer St.

**Telephone:** Seneca 6000. **TWX No.:** SE 71.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level, lat. 47° 37′ 55″, long. 122° 21′ 09″.

**Network Service:** NBC.

**AM Affiliate:** KOMO, 50-kw, 1000 kc (NBC).

**Ownership:** Fisher's Blend Station Inc., 66.66%; Gamble Enterprises Inc., 30%; C. Howard Lane, 3.33%. For other interests of Gamble and Lane, see KOIN-TV, Portland, Ore.

**Began Operation:** Nov. 17, 1953.

**Represented (sales)** by NBC Spot Sales.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**
O. D. Fisher, *president.*
W. W. Warren, *executive v.p. & general manager.*
William Hubbach, *sales manager.*
J. Reginald (Reg) Miller, *national sales manager.*
Paul Swimelar, *local sales manager.*
F. W. Hagerty, *sales service & merchandising manager.*
Bob Ryan, *sales promotion and development.*
Dave Crockett, *manager of programming.*
Tom Rogstad, *TV program manager.*
Arthur Gerbel, *public relations manager.*
Herb Robinson, *news editor.*
Bill Moshier, *farm director.*
Keith Jackson, *assistant news editor.*
C. E. Miller, *chief engineer.*
Al Stewart, *TV program asst.*

**DIGEST OF RATE CARD NO. 6**
**(Jan. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $1125.00 | $660.00 | $440.00 | $385.00 | $330.00 | $230.00 | $115.00 |
| **Class A**—7-7:30 p.m., 10:30-11 p.m., daily; 5-7 p.m., Sun. | | | | | | |
| 900.00 | 540.00 | 360.00 | 315.00 | 225.00 | 190.00 | 95.00 |
| **Class B**—6:30-7 p.m., Mon.-Sat. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 175.00 | 165.00 | 85.00 |
| **Class C**—5-6:30 p.m., Mon.-Sat.; 11 p.m.-1 a.m., daily; 4-5 p.m., Sun. | | | | | | |
| 550.00 | 330.00 | 220.00 | 192.00 | 138.00 | 120.00 | 60.00 |
| **Class D**—Sign-on-5 p.m., Mon.-Sat.; sign-on-4 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |

Subject to frequency discounts. Color—Live announcements, $5.00 additional; Film or Slide, $1.00 additional.

## KHQ-TV
### Spokane
**(Ch. 6)**

**Licensee:** KHQ Inc., Radio Central Bldg.

**Studio and Transmitter:** 4102 S. Regal.

**Telephone:** Madison 4-5131. **TWX No.:** SP 197.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 941-ft. above av. terrain, 826-ft. above ground, 3143-ft. above sea level, lat. 47° 37′ 00″, long. 117° 22′ 30″.

**Network Service:** NBC.

**AM Affiliate:** KHQ, 5-kw, 590 kc (NBC).

**Ownership:** Spokane Chronicle Co. (*Spokane Chronicle*). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

**Began Operation:** Dec. 20, 1952.

**Represented (sales)** by The Katz Agency Inc.; Art Moore & Associates, Inc. (Seattle, Wash., Portland, Ore.)

**Represented (legal)** by Kirkland, Fleming, Green, Martin & Ellis.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
R. O. Dunning, *president & general manager.*
M. O. Fritsch, *assistant secy. & treasurer.*
J. Birney Blair, *commercial manager.*
Charles E. Lohnes, *operations manager.*
John R. Fahey, *program director.*
Rex R. Gerlach, *promotion manager.*
Tom Templeton, *farm director.*
Dee Waymire, *engineering director.*
Pat Cullen, *news director.*

DIGEST OF RATE CARD NO. 7—(April 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $625.00 | $360.00 | $240.00 | $210.00 | $180.00 | $170.00 | $85.00 |
| Class A—6:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun. | | | | | | |
| 550.00 | 330.00 | 220.00 | 192.50 | 165.00 | 137.50 | 68.75 |
| Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 412.50 | 247.50 | 165.00 | 144.35 | 123.75 | 82.50 | 41.25 |
| Class C—All other times. | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 82.50 | 55.00 | 27.50 |

Subject to frequency discounts.
Color—Rates on request.

## KREM-TV
### Spokane
(Ch. 2)

Licensee: KREM Broadcasting Co., 4103 S. Regal St.

**Studio & Transmitter:** 4103 S. Regal St.

**Telephone:** Keystone 4-0466. TWX No.: SP 08.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 747-ft. above ground, 3072-ft. above sea level, lat. 47° 36′ 56″, long. 117° 22′ 06″.

**Network Service:** ABC.

**AM Affiliate:** KREM, 5-kw (1-kw night), 970 kc. **FM Affiliate:** KREM-FM, 4.8-kw, 92.9 mc (No. 225), 727-ft. antenna height.

**Ownership:** King Broadcasting Co., with majority control, also operates KING-TV, KING & KING-FM, Seattle, Wash. and KGW-TV & KGW, Portland, Ore.

**Began Operation:** Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (*Television Digest*, Vol. 13:28, 39, 51).

**Represented (sales) by Edward Petry & Co. Inc.**

Represented (legal) by Haley, Wollenberg & Kenehan.

**Personnel:**
Louis Wasmer, *president.*
Robert H. Temple, *manager.*
Walter Scharr, *program supervisor.*
Gloria Chandler, *supervisor of public service and education.*
Homer Mead, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(March 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $120.00 | $60.00 |
| Class A—6:30-7 p.m., 10-10:30 p.m., daily. | | | | | | |
| 450.00 | 270.00 | 180.00 | 157.50 | 112.50 | 90.00 | 45.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 10:30-sign-off, daily. | | | | | | |
| 375.00 | 225.00 | 150.00 | 131.25 | 93.75 | 75.00 | 37.50 |
| Class C—All other times. | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 62.50 | 50.00 | 25.00 |

## KXLY-TV
### Spokane
(Ch. 4)

Licensee: KXLY-TV, 315 W. Sprague Ave.

**Studio:** 315 W. Sprague Ave. **Transmitter:** Top of Mount Spokane.

**Telephone:** Madison 4291.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 26.9-kw aural. Antenna: 3060-ft. above av. terrain, 162-ft. above ground, 6030-ft. above sea level, lat. 47° 55′ 18″, long. 117° 06′ 48″.

**Network Service:** CBS.

**AM Affiliate:** KXLY, 5-kw, 920 kc (CBS)

**Ownership:** Joseph Harris, chairman, 45%; Norman E. Alexander, pres., 45%; Richard E. Jones, v.p., 10%. Owners also operate KELP-TV (Ch. 13) and KELP, El Paso, Texas and own Yakima Television Corp., Ch 23 applicant in Yakima, Wash.

**Began Operation:** Jan. 16, 1953. Sale to present owners by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (*Television Digest*, Vol. 9:49; 10:2).

Represented (sales) by Avery-Knodel, Inc.

**Represented (legal) by Wheeler & Wheeler.**

Represented (engineering) by George P. Adair Engineering Co.

**Personnel:**
Richard E. Jones, *v.p. & general manager.*
James Agostino, *sales manager.*
Gene Roth, *operations manager.*
Dave Green, *chief engineer.*

DIGEST OF RATE CARD NO. 8
(June 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-10 p.m., daily. | | | | | | |
| $600.00 | $360.00 | $240.00 | $210.00 | $150.00 | $130.00 | $65.00 |
| Class A—6-7 p.m., 10:10:30 p.m., daily. | | | | | | |
| 525.00 | 315.00 | 210.00 | 183.75 | 131.25 | 105.00 | 52.50 |
| Class B—5-6 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sun. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| Class C—All other times. | | | | | | |
| 200.0 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

## KTNT-TV
### Tacoma
(Ch. 11)

Licensee: Tribune Publishing Co., Tacoma, Wash.

**Studios and Offices:** S. 11th & Grant Sts., Tacoma; 137 Dexter St., Seattle.

Transmitter: 7-m. SW of Seattle.

Telephone: Fulton 3-2561, Tacoma; Mutual 2-0550, Seattle. TWX No.: TA 010.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 157.97-kw aural, 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level, lat. 47° 28′ 43″, long. 122° 32′ 32″.

(Continued on next page)

AIMED TO HOLD AUDIENCES WEEK AFTER WEEK!

"TARGET"

ZIV'S DYNAMIC NEW IMPACT SERIES

ZIV Television

with
ADOLPHE MENJOU
host!

**TACOMA: KTNT-TV—(Continued)**

**Network Service:** CBS.

**AM Affiliate:** KTNT. 25-kw, 1400 kc. **FM Affiliate:** KTNT-FM 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

**Ownership:** Same as *Tacoma News-Tribune*, Frank S. Baker, pres. & publisher. Alton F. Baker, who owns 12.46% of Tribune Publishing Co., also owns *Eugene* (Ore.) *Register-Guard* (KERG) and is Ch. 2 applicant in Portland, Ore.

**Began Operation:** February 22, 1953.

**Represented (sales)** by Weed Television Corp.; H. Quenton Cox (Portland, Ore.).

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Alvin H. Barnard, Portland Ore

**Personnel:**
Larry Carino, *manager & director of sales.*
Max Bice, *asst. manager & chief engineer.*
Robert I. Guy, *program director.*
Robert Boardway, *exec. producer-director.*
Robert Lyte, *promotion director.*
Len Higgins, *director of industry relations.*

**DIGEST OF RATE CARD NO. 4**
**(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—8-10 p.m., daily.** | | | | | | |
| $900.00 | $500.00 | $350.00 | $300.00 | $275.00 | $200.00 | $100.00 |
| **Class A—7-8 p.m., daily.** | | | | | | |
| 700.00 | 400.00 | 280.00 | 240.00 | 200.00 | 180.00 | 90.00 |
| **Class B—6:30-7 p.m., Sun.-Fri., 10-10:30 p.m., daily.** | | | | | | |
| 625.00 | 350.00 | 250.00 | 210.00 | 160.00 | 130.00 | 65.00 |
| **Class C—5-6:30 p.m., 10:30 p.m.-sign-off, daily; 6:30-7 p.m., Sat.** | | | | | | |
| 475.00 | 275.00 | 200.00 | 165.00 | 125.00 | 90.00 | 45.00 |
| **Class D—sign-on-5 p.m., daily.** | | | | | | |
| 325.00 | 200.00 | 140.00 | 110.00 | 80.00 | 50.00 | 25.00 |

Subject to frequency discounts.

## KTVW
### Tacoma
**(Ch. 13)**

**Licensee:** KTVW, 5544 N. 35th St., Tacoma.

**Studios:** 5544 N. 35th St., Tacoma; 230 Eighth Ave. N, Seattle.

**Transmitter:** 5544 N. 35th St.

**Telephone:** Skyline 2-3544, Tacoma; Seneca 3113, Seattle.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level, lat 47° 16′ 41″, long. 122° 30′ 42″. Requests change to 316-kw visual, 158-kw aural, 796-ft. above av. terrain, 541-ft. above ground, 1000-ft. above sea level, lat. 47° 37′ 52″, long. 122° 21′ 09″; transmitter to 152 Lee St.

**Ownership:** J. Elroy McCaw, 100%. Mr. McCaw also owns 25% of KONA, Honolulu, 50% of KTVR, Denver, and operates radio WINS, New York. For other radio interests, see KTVR.

**Began Operation:** Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (*Television Digest*, Vol 10:28, 34, 38).

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Loucks, Zias, Young & Jansky.

**Represented (engineering)** by George P. Adair Engineering Co.

**Personnel:**
J. Elroy McCaw, *president.*
James Hawkins, *general manager.*
Boyd Curtis & Howard Perkins, *asst. program directors.*
Boyd Curtis, *promotion director.*
Bill Greene, *operations director & asst. sales manager.*
Howard Perkin, *film director.*
Charles R. Morris, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7-10:30 p.m., daily.** | | | | | | |
| $425.00 | $255.00 | $170.00 | $148.75 | $127.50 | $85.00 | $42.50 |
| **Class B—5-7 p.m., 10:30 p.m.-midnight, daily.** | | | | | | |
| 318.75 | 191.25 | 127.50 | 111.56 | 95.63 | 63.75 | 31.88 |
| **Class C—All other times.** | | | | | | |
| 212.50 | 127.50 | 85.00 | 74.38 | 63.75 | 42.50 | 21.25 |

## KIMA-TV
### Yakima
**(Ch. 29)**

**(Also operates satellites KEPR-TV, Pasco; KBAS-TV, Ephrata, Wash.; KLEW-TV, Lewiston, Ida.)**

**Licensee:** Cascade Broadcasting Co. Inc., Radio & Television Center, Box 702.

**Studio: Radio & Television Center. Transmitter: Ahtanum Ridge.**

**Telephone:** Glencourt 29-111. **TWX No.:** YA 39.

**Technical Facilities:** Channel No. 29 (560-566 mc). Authorized power: 191-kw maximum and 126-kw horizontal visual, 95.5-kw maximum and 63-kw horizontal aural (now operating) 973-ft. above av. terrain. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level, lat. 46° 31′ 57″, long. 120° 30′ 26″. CP for 155-kw max. and 105-kw horizontal visual, 117-kw max. and 52.5-kw horizontal aural, 970-ft. above av. terrain.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KIMA, 5-kw, 1460 kc (CBS).

**Ownership:** A. W. Talbot, pres., 73.5%; Thomas C. Bostic, v.p., 16.5%; Frank E. Mitchell, treas., .5%; J. D. Rolfe, secy., .5%; Ralph Sundquist, director, 8%; J. Barry Watkinson, director, .5%; Mel Burrill, .5%. Cascade operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); KBAS-TV Ephrata, Wash. (Ch. 43); also owns radio stations KEPR, Kennewick-Pasco, Wash.; KWIQ, Moses Lake, Wash.

**Began Operation:** July 19, 1953.

**Represented (sales)** by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

**Represented (legal)** by Prince, Taylor & Crampton.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Thomas C. Bostic, *v.p. & general manager.*
Herchel Cary, *general sales manager.*
Frank E. Mitchell, *business manager.*
Jim Nolan, *program director.*
Ed. M Morrissey, *public relations & promotion director.*
J Barry Watkinson, *director of engineering.*
Mel Burrill, *TV chief engineer.*
Tom Ewing, *operations manager.*
Joe Ryan, *continuity manager.*

**DIGEST OF RATE CARD NO. 7**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A—7:10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.** | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.** | | | | | | |
| 350.00 | 210.00 | 140.00 | 122.50 | 87.50 | 70.00 | 35.00 |
| **Class C—All other times.** | | | | | | |
| 250.00 | 150.00 | 100.00 | 88.00 | 62.50 | 50.00 | 25.00 |

**Subject to frequency discounts. Sold only in combination with** KEPR-TV, Pasco, Wash., KLEW-TV, Lewiston, Ida., and KBAS-TV, Ephrata, Wash.

# WEST VIRGINIA

## WHIS-TV
### Bluefield
**(Ch. 6)**

**Licensee:** Daily Telegraph Printing Co., Bland St.

**Studio:** Municipal Bldg. **Transmitter:** top of East River Mt.

**Telephone:** Davenport 7-7115. **TWX No.:** BF 30.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 28.8-kw aural. Antenna: 1225-ft. above av. terrain, 185-ft. above ground, 3857-ft. above sea level, lat. 37° 15′ 21.31″, long. 81° 10′ 55.43″.

**Network Service:** NBC, ABC.

**AM Affiliate:** WHIS, 5-kw, 1440 kc (NBC).

**Ownership:** Same as *Bluefield Daily Telegraph* and *Sunset News*. Hugh I. Shott Jr., pres., 52.8% (holds 23.6%, is executor of Hugh I. Shott Sr. estate holding 29.2%); Ned Shott, v.p., .12%; John C. Shott, secy.-treas., .12%; Jim H. Shott estate, 23.5%; Mrs. Lillian S. Brandt, 23.4%; Mrs. B. L. Early, .24%.

**Began Operation:** July 31, 1955.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by John H. Mullaney.

**Personnel:**
Hugh I. Shott Jr., *president and general manager.*
P. T. Flanagan, *admin. & technical director, TV & radio.*
John Shott, *station manager.*

**DIGEST OF RATE CARD NO. 2**
**(April 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. | | | | | | |
| $240.00 | $140.00 | $95.00 | $85.00 | $70.00 | $60.00 | $30.00 |
| Class B—5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily. | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 40.00 | 20.00 |
| Class C—Sign-on-5:30 p.m., Mon. Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 30.00 | 25.00 | 12.50 |

## WCHS-TV
### Charleston
**(Ch. 8)**

**Licensee:** WCHS-TV Inc., 1111 Virginia St. E.

**Studio:** 1111 Virginia St. E. **Transmitter:** Coal Mt., 3.5 mi. W of St. Albans, W. Va.

**Telephone:** Dickens 6-5358. **TWX No.:** CH 90.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 158-kw visual, 93.3-kw aural. Antenna: 1240-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level, lat. 38° 24′ 27″, long. 81° 54′ 12″.

**Network Service:** CBS.

**AM Affiliate:** WCHS, 5-kw, 580 kc (CBS).

**Ownership:** Tierney Co. (WCHS), 100%. WCHS-TV Officers: Hawthorne D. Battle, pres., voting trustee; G. L. Kallam, treas.

**Began Operation:** Aug. 16, 1954.

**Represented (sales)** by The Branham Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis.

**Personnel:**
Hawthorne D. Battle, *president*
John T. Gelder Jr., *v.p. & general manager.*
John L. Sinclair Jr., *sales manager.*
Morton S. Cohn, *program manager.*
Frank Annand, *production manager.*
William Cooke, *promotion & publicity director.*
Ned Martin, *sports director.*
William E. Dixon, *technical director.*
Gene Brick, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily; 6-10:30 p.m., Sun. | | | | | | |
| $650.00 | $390.00 | $290.00 | $250.00 | $190.00 | $175.00 | $87.50 |
| Class A—6:30-7:30 p.m., 10:30-11 p.m., daily; 5-6 p.m., Sun. | | | | | | |
| 600.00 | 330.00 | 215.00 | 195.00 | 150.00 | 125.00 | 62.50 |
| Class B—5-6:30 p.m., 11-11:15 p.m., daily; 2-5 p.m., Sun. | | | | | | |
| 500.00 | 275.00 | 200.00 | 165.00 | 120.00 | 100.00 | 50.00 |
| Class C—All other times. | | | | | | |
| 350.00 | 200.00 | 150.00 | 120.00 | 90.00 | 60.00* | 30.00 |

*20 Sec. $50. Subject to frequency discounts.

## WSAZ-TV
### Charleston
(See Huntington, W. Va.)

## WBOY-TV
### Clarksburg
**(Ch. 12)**

**Grantee (STA):** WSTV Inc., c/o WSTV-TV, Steubenville, O.

**Studio & Transmitter:** Pinnickinnick Mt.

**Telephone:** Main 4-7573.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 255-kw maximum and 120-kw horizontal visual, 66.1-kw horizontal aural. Antenna: directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level, lat. 39° 17′ 05″ long. 80° 19′ 47″.

**Network Service:** NBC, ABC, CBS.

**AM Affiliate:** WBOY, .25-kw, 1400 kc (NBC).

**Ownership:** WSTV Inc., 100%; see WSTV-TV, Steubenville, O.

**Began Operation:** Nov. 17, 1957.

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Vilah G. Brooks.

**Personnel:**
Jack N. Berkman, *president.*
John J. Laux, *executive v.p.*
Fred Weber, *v.p.*
George Clinton, *general and sales manager.*
Rex King, *regional sales manager.*
Ed Gorby, *program & sales traffic director.*
Carl Loose, *promotion & merchandising manager.*
Peter Lyman, *production director.*
Vilah Brooks, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Oct., 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—8-10:30 p.m., daily. | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $62.50 | $50.00 | $25.00 |
| Class A—7-8 p.m., 10:30-11:14 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| Class B—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat. & Sun.; 11:15 p.m.-midnight, daily. | | | | | | |
| 125.00 | 75.00 | 50.00 | 43.75 | 31.25 | 25.00 | 12.50 |
| Class C—All other times. | | | | | | |
| 100.00 | 60.00 | 40.00 | 35.00 | 25.00 | 20.00 | 10.00 |

Subject to frequency discounts.

## WHTN-TV
### Huntington
**(Ch. 13)**

**Licensee:** Cowles Broadcasting Co., 625 Fourth Ave.

**Studio:** 625 Fourth Ave. **Transmitter:** Barkers Ridge Rd.

**Telephone:** Jackson 5-7661.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level, lat. 38° 30′ 21″, long. 82° 12′ 30″.

**Network Service:** CBS, ABC.

**AM Affiliate:** WHTN, 1-kw, 800 kc (ABN). **FM Affiliate:** WHTN-FM, 53-kw, 100.5 mc (No. 263), 560-ft. antenna height.

**Ownership:** Cowles Broadcasting Co., see KRNT-TV, Des Moines, Ia.

**Began Operation:** Oct. 2, 1955. Sale to present owners by S. J. Hyman theatre interests approved June 20, 1956 by FCC (*Television Digest*, Vol. 12:18, 25).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**
Robert R. Tincher, *general manager.*
O. W. Myers, *national sales manager.*
George A. Miller Jr., *commercial manager.*
Norman L. Bacon, *program director.*
Wayne Boyd, *business manager.*
Charles Prohaska, *technical director.*
Audrey Rose, *traffic.*
Chas. Dinkins, *merchandising & promotion director.*
Robert Willis, *publicity director.*
Ray Stewart, *public affairs drector.*
Arthur J. Smith, *news & special events manager.*
Dick Hite, *film director.*

**DIGEST OF RATE CARD NO. 2**
**(May 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., daily. | | | | | | |
| $800.00 | $480.00 | $320.00 | $280.00 | $200.00 | $160.00 | $80.00 |
| Class A—6:30-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 120.00 | 60.00 |
| Class B—5-6:30 p.m., daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00 | 50.00 |
| Class C—9 a.m.-5 p.m., 11-11:30 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |
| Class D—11:30 p.m.-9 a.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 40.00 | 20.00 |

Subject to frequency discounts.

# West Virginia

## WSAZ-TV
### Huntington-Charleston
(Ch. 3)

**Licensee:** WSAZ Inc., WSAZ Bldg., 201 Ninth St., Huntington.

**Studios:** WSAZ Bldg., Huntington; 210 Dickinson St., Charleston. **Transmitter:** Barker's Ridge, W. Va.

**Telephone:** Jackson 9-4126; Charleston, Dickens 3-0150. **TWX No.:** HT 40.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level, lat. 38° 30′ 34″, long. 82° 13′ 09″.

**Network Service:** NBC.

**AM Affiliate:** WSAZ, 5-kw (1-kw night), 930 kc (NBC) and WKAZ, 5-kw (1-kw night), 950 kc (NBC), Charleston.

**Ownership:** Huntington Publishing Co., 89%, publisher of *Huntington Herald-Dispatch* and *Advertiser* (Col. J. H. Long, pres.); Mrs. Eugene Katz, New York, 11% (The Katz Agency Inc.) Ownership interlocks with WKAZ, Charleston, W. Va.

**Began Operation:** Nov. 15, 1949.

**Represented (sales)** by The Katz Agency Inc.

**Represented (legal)** by Cohn & Marks.

**Personnel:**
Lawrence H. Rogers II, *president.*
Leroy E. Kilpatrick, *v.p. & operations manager.*
C. T. Garten, *commercial manager.*
James H. Ferguson, *program director.*
G. A. Greenwood, *promotion manager.*
Nick Basso, *news director.*
William R. Murray, *Charleston regional manager.*
John P. Clay, *chief engineer.*

**DIGEST OF RATE CARD NO. 10**
**(July 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA**—7:30-10:30 p.m., daily. | | | | | | |
| $1000.00 | $500.00 | $320.00 | $280.00 | $200.00 | $180.00 | $90.00 |
| **Class A**—6:30-7:30 p.m., 10:30-11 p.m., daily. | | | | | | |
| 700.00 | 400.00 | 270.00 | 225.00 | 180.00 | 140.00 | 70.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 150.00 | 110.00 | 55.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-2 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 70.00 | 35.00 |
| **Class D**—11:30 p.m.-9 a.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 83.00 | 45.00 | 22.50 |

Subject to frequency discounts.

## WOAY-TV
### Oak Hill
(Ch. 4)

**Licensee:** Robert R. Thomas Jr., Box 251.

**Studio & Transmitter:** U. S. Hwy. 21, .7-mi. S. of Oak Hill.

**Telephone:** Hobart 9-3361. **TWX No.:** Oak Hill 78.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level, lat. 37° 57′ 30″, long. 81° 09′ 03″.

**Network Service:** ABC.

**AM Affiliate:** WOAY, 10-kw, 860 kc. **FM Affiliate:** WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

**Ownership:** Robert R. Thomas Jr., 100%.

**Began Operation:** Dec. 3, 1954.

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Barnes & Neilson.

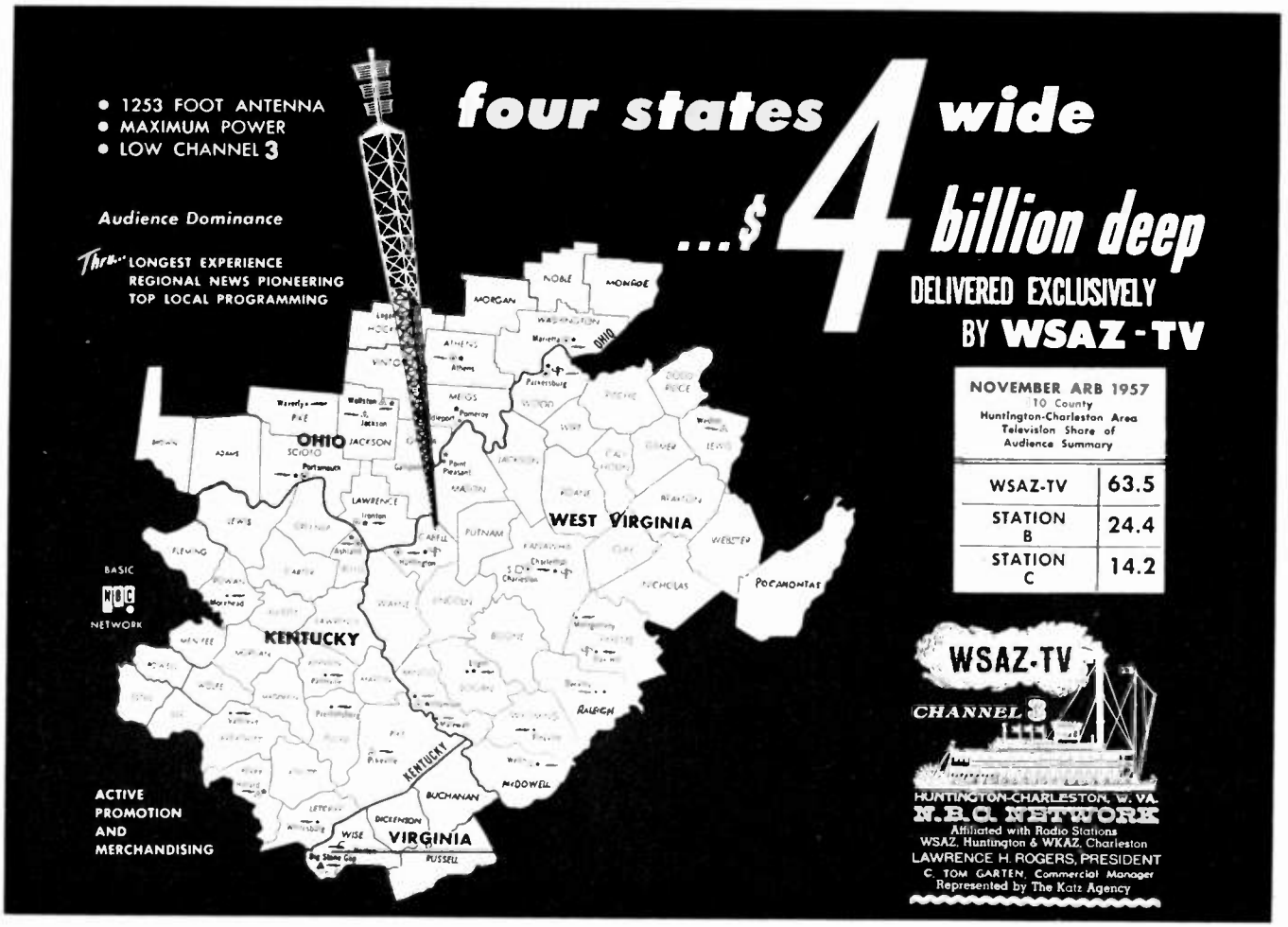
**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Robert R. Thomas Jr., *general manager.*
Robert Brown, *station & commercial manager.*
George Yazelle, *asst. manager.*
Bud Kurtz, *production manager.*
Curtis Horton, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(March 15, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | ID |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10:30 p.m., daily. | | | | | | |
| $200.00 | $120.00 | $80.00 | $64.00 | $48.00 | $40.00 | $20.00 |
| **Class B**—All other times. | | | | | | |
| 150.00 | 90.00 | 60.00 | 48.00 | 36.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## WTAP
### Parkersburg
**(Ch. 15)**

**Licensee:** Zanesville Publishing Co., Zanesville, O.

**Studio:** 121 W. Seventh St. **Transmitter:** Dole's Knob, Constitution, O.

**Telephone:** Hudson 5-4589.

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 10.5-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level, lat. 39° 20′ 50″, long. 81° 33′ 46″.

**Network Service:** NBC, ABC, CBS.

**Ownership:** Zanesville Publishing Co.

**Began Operation:** Oct. 8, 1953. Sale to present owners by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (*Television Digest*, Vol. 11:10, 14).

**Represented (sales)** by John E. Pearson Television Inc.

**Represented (legal)** by Robert F. Jones.

**Personnel:**

Allan Land, *general manager WTAP & WHIZ-TV.*
Milton Komito, *station & sales manager.*
Charles Bloomquist, *program director.*
William A. Hunt Sr., *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Sept. 1953)**

| Hour | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | | |
| $150.00 | $90.00 | $75.00 | $60.00 | $50.00 | $35.00 | $25.00 | $12.50 |
| Class B—5-6 p.m., Mon.-Sat. | | | | | | | |
| 112.50 | 67.50 | 56.25 | 45.00 | 37.50 | 26.25 | 18.75 | 9.40 |
| Class C—All other times. | | | | | | | |
| 75.00 | 45.00 | 37.50 | 30.00 | 25.00 | 17.50 | 12.50 | 6.25 |

## WTRF-TV
### Wheeling
**(Ch. 7)**

**Licensee:** Tri-City Bcstg. Co., Ogden Bldg., 1329 Market St.

**Studio:** Ogden Bldg. Wheeling.

**Transmitter:** R.D. 1, Kirkwood Heights, Bridgeport, O.

**Telephone:** Cedar 2-7777. **TWX No.:** WG 77.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 155-kw aural. Antenna: 590-ft. above av. terrain, 358-ft. above ground, 1643-ft. above sea level, lat. 40° 03′ 41″, long. 80° 45′ 08″.

**Network Service:** NBC, ABC.

**Ownership:** Thomas M. Bloch, pres., 6.7%; Robert W. Ferguson, v.p., 7.1%; Albert V. Dix, 7.5%; Gordon C. Dix, 7.5%; Ray E. Dix, 7.5%; Robert C. Dix, 7.5%; News Publishing Co., 30%; Betty Bloch Harris, 6.7%; Jesse A. Bloch estate, 16.7% (Thomas M. Bloch & Betty Bloch Harris, co-executors). News Publishing Co. publishes *Wheeling News-Register* (evening) and *Wheeling Intelligencer* (morning) and 6 other West Virginia daily newspapers. Dix family publishes *Martins Ferry-Bellaire Times-Leader* and other Ohio-W. Va. newspapers and has interest in WWST, Wooster, O., and WRAD, Radford, Va.

**Began Operation:** Oct. 23, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Barnes & Neilson.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**

Robert W. Ferguson, *exec. v.p. & general manager.*
H. Needham Smith, *sales manager.*
Cyril J. Ackermann, *regional sales manager.*
Gary Vorhees, *program director.*
Greg Van Camp, *promotion manager.*
Edwin Johnston, *production manager.*
Kirk Jackson, *sales service director.*
Irene Kogat, *traffic manager.*
Wesley Manley, *administrative assistant.*
George Diab, *news & sports director.*
Don Murdock, *continuity chief.*
William Ney, *film manager.*
Howard Daubenmeyer, *chief engineer.*
Fred Baker, *assistant chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun. | | | | | | |
| $600.00 | $360.00 | $200.00 | $175.00 | $125.00 | $120.00 | $60.00 |
| Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily. | | | | | | |
| 550.00 | 300.00 | 200.00 | 175.00 | 125.00 | 100.00 | 50.00 |
| Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | |
| 475.00 | 270.00 | 180.00 | 157.50 | 112.50 | 90.00 | 45.00 |
| Class C—Noon-5 p.m., Mon.-Fri.; Noon-1 p.m., Sat. & Sun.; 11:30 p.m.-midnight, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| Class D—Midnight-noon, daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

Subject to frequency discounts.

## WSTV-TV
### Wheeling
(See Steubenville, O.)

# WISCONSIN

## WEAU-TV
### Eau Claire
**(Ch. 13)**

**Licensee:** Central Bcstg. Co., 2415 S. Hastings Way.

**Studio & Transmitter:** 2415 S. Hastings Way.

**Telephone:** Temple 2-3474. **TWX No.:** EU 8811.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 310-kw visual, 155-kw aural. Antenna: 900-ft. abov av. terrain, 958-ft. above ground, 1847-ft. above sea level, lat. 44° 47′ 58″, long. 91° 47′ 59″.

**Network Service:** NBC, ABC, CBS.

**AM Affiliate:** WEAU, 5-kw, 790 kc (NBC). **FM Affiliate:** WEAU-FM, 60-kw, 94.1 mc (No. 231), 360-ft. antenna height.

**Ownership:** Elizabeth B. Murphy, 40%; Eau Claire Press Co., 24 1/3%; W. C. Bridges, pres., 18 2/3%; M. B. Atkinson, v.p., 2/3%; Morgan Murphy, secy.-treas., 14 1/3%; Frances H. Lavine, 2%. Mr. Atkinson is pres. of Eau Claire Press Co., publisher of *Eau Claire Leader-Telegram.* Mr. Murphy is publisher of *Superior* (Wis.) *Telegram* and *Lafayette* (La.) *Advertiser*, 50% owner of radio KVOL, TV applicant. Owns various other newspapers and with Mr. Bridges holds interest in off-air KGTV, Des Moines; also has interests in Madison (WISC) and in WISC-TV. For other interests, see *Superior Telegram* under Newspaper Ownership section.

**Began Operation:** Dec. 17, 1953.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Scharfeld & Baron.

**Personnel:**

W. C. Bridges, *president.*
Leo Howard, *general manager.*
Wayne McNulty, *asst. manager.*
T. O. Jorgenson, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(Dec. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. |
|---|---|---|---|---|---|
| Class A—6-10:30 p.m., daily. | | | | | |
| $300.00 | $200.00 | $150.00 | $140.00 | $100.00 | $60.00 |
| Class B—4-6 p.m., 10:30 p.m.-sign-off, daily. | | | | | |
| 250.00 | 150.00 | 125.00 | 100.00 | 75.00 | 50.00 |
| Class C—All other times. | | | | | |
| 200.00 | 125.00 | 100.00 | 80.00 | 66.00 | 40.00 |

Subject to frequency discounts.


Have you heard
about our new and complete
AM-FM SERVICE?
*See page 140*

# Wisconsin

## WBAY-TV
### Green Bay
**(Ch. 2)**

**Licensee:** Norbertine Fathers, 115 S. Jefferson St.

**Studio:** 115 South Jefferson St. **Transmitter:** Town of DePere, Wis

**Telephone:** Hemlock 2-3331. **TWX No.:** GB 8366.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 915-ft. above av. terrain, 750-ft. above ground, 1650-ft. above sea level, lat. 44° 24′ 38″, long. 80° 00′ 00″.

**Network Service:** CBS.

**AM Affiliate:** WBAY, 5-kw, 1360 kc (CBS).

**Ownership:** Norbertine Fathers (St. Norbert College); Rev. S. M Killeen, pres

**Began Operation:** March 17, 1953.

**Represented (sales)** by Weed Television Corp.; Harry S. Hyett (Minneapolis); W. E. McClenahan (Milwaukee-Madison).

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**
Haydn R. Evans, *general manager.*
Robert C Nelson, *sales manager.*
Don Bergner, *film director.*
Bob Parker, *farm director.*
Robert M. Meister, *promotion manager.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1954)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-9:59 p.m., daily.** | | | | | | |
| $500.00 | $300.00 | $200.00 | $175.00 | $125.00 | $100.00 | $50.00 |
| **Class A—6-7 p.m., Mon.-Sat.; 2-7 p.m., Sun.; 9:59-10:30 p.m., daily.** | | | | | | |
| 400.00 | 240.00 | 160.00 | 140.00 | 100.00 | 80.00 | 40.00 |
| **Class B—Noon-1 p.m., 2-6 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily; noon-2 p.m., Sun.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C—All other times.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |

## WFRV-TV
### Green Bay
**(Ch. 5)**

**Licensee:** Valley Telecasting Co., Mason & Roosevelt Sts.

**Studios:** Mason & Roosevelt Sts., Green Bay.

**Transmitter:** 3 mi. SE of DePere, Hwy. X.

**Telephones:** Hemlock 7-5411, Green Bay. **TWX No.:** GB 8343.

**Technical Facilities:** Channel No. 5 (72-78 mc). Authorized power: 93.3-kw visual, 56.2-kw aural. Antenna: 1165-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level, lat. 44° 24′ 20.7″, long. 88° 00′ 19.2″.

**Network Service:** ABC, CBS.

**Ownership:** Voting Trust (S. N. Pickard, Clayton Ewing, George Bills, trustees) controls 53.857%, representing stock interests of F. J. Lenfestey, S. N. Pickard, Clayton Ewing and George E. Bills. Other owners are Dorothea W. Pickard 2.6%; Manufacturers' Bank, 4.8% (as trustee for S. N. Pickard Charitable trust); George Nau Burridge, 10.9%; Robert Brebner, 4.5%; 10 other stockholders, none with more than 1.5% each. S. N. Pickard owns radio WNAM, Neenah, Wis.

**Began Operation:** May 21, 1955.

**Represented (sales)** by Headley-Reed TV.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**
Soren H. Munkhof, *exec. v.p. & general manager.*
Elden Anspach, *program director.*
Ward Gage, *national sales manager.*
Jack Gennaro, *regional sales manager.*
W. C. Porsow, *promotion manager.*
Harry Hill, *chief engineer*

**DIGEST OF RATE CARD NO. 2—(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10:30 p.m., daily.** | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $80.00 | $40.00 |
| **Class B—4-6 p.m., daily.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class C—Noon-4 p.m., 10:30 p.m.-sign-off, daily.** | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 40.00 | 20.00 |
| **Class D—All other times.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WKBT
### La Crosse
**(Ch. 8)**

**Licensee:** WKBH Television Inc., 409 Main St.

**Studio:** 141 S. 6th St. **Transmitter:** Town Rd. & School Section Rd., 9 mi. S of city.

**Telephone:** 2-4678. **TWX No.:** LC 8718.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 810-ft. above av. terrain, 578-ft. above ground, 1746-ft. above sea level, lat. 43° 41′ 44″, long. 91° 12′ 09″.

**Network Service:** NBC, CBS, ABC.

**AM Affiliate:** WKBH, 5-kw, 1410 kc (NBC).

**Ownership:** *LaCrosse Tribune*, 27.5%; Howard Dahl, 21%; Kenneth Dahl, 9.6%; Catherine Dahl Wood and Dorothy Dahl Martineau, 9.2% each; W. T. Burgess, 10%; following, each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson; following, each owning 1%: Fred Ristow, E. L. Burgess, Ed Keefe; R. L. Bangsberg, .5%.

**Began Operation:** Aug. 1, 1954.

**Represented (sales)** by H-R Television Inc.; Harry S. Hyett Co. (Minneapolis).

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel:**
Howard Dahl, *general manager.*
Raymond O. Skaran, *program manager.*
Al Leeman, *chief engineer.*
Robert Z. Morrison Jr., *sales manager.*

**DIGEST OF RATE CARD NO. 4—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7:30-10 p.m., daily.** | | | | | | |
| $360.00 | $216.00 | $144.00 | $126.00 | $90.00 | $72.00 | $36.00 |
| **Class A—6:30-7:30 p.m., Mon.-Sat.; 1-7:30 p.m., Sun.; 10-10:15 p.m., daily.** | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 60.00 | 30.00 |
| **Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:15-11 p.m., daily.** | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.80 | 56.30 | 45.00 | 22.50 |
| **Class C—All other times.** | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 37.50 | 30.00 | 15.00 |

## WISC-TV
### Madison
**(Ch. 3)**

**Licensee:** Radio Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy.

**Studio:** 4801 W. Beltline Hwy. **Transmitter:** Hwy. PD., 6 mi. WSW of Madison.

**Telephone:** Cedar 3-9791. **TWX No.:** MN 8512.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 913-ft. above ground, 2033-ft. above sea level, lat. 43° 01′ 52″, long. 89° 30′ 18″.

**Network Service:** CBS.

**AM Affiliate:** WISC, 1-kw, 1480-kw (ABN-MBS). **FM Affiliate:** WISC-FM, 1-kw 98.1 mc (No. 251), 205-ft. antenna height.

**Ownership:** Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 20%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Morgan Murphy, 15.2%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes *Superior Evening Telegram*. For other Murphy interests, see WEAU-TV, Eau Claire, Wis.

**Began Operation:** June 24, 1956.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Scharfeld & Baron.

**Personnel:**
Ralph O'Connor, *general manager.*
Richard S. Nickeson, *sales manager.*
Richard P. Kepler, *operations manager.*
Walter Hariu, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(Nov. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $550.00 | $330.00 | $220.00 | $165.00 | $137.50 | $110.00 | $55.00 |
| **Class A—6:30-7 p.m., 10-10:15 p.m., daily.** | | | | | | |
| 425.00 | 255.00 | 170.00 | 127.50 | 106.25 | 85.00 | 42.50 |
| **Class B—6-6:30 p.m., 10:15 p.m.-sign-off, daily.** | | | | | | |
| 375.00 | 225.00 | 150.00 | 112.50 | 93.75 | 75.00 | 37.50 |
| **Class C—Sign-on to 6 p.m., Mon.-Sat.** | | | | | | |
| 250.00 | 150.00 | 100.00 | 75.00 | 62.50 | 50.00 | 25.00 |

# WKOW-TV
## Madison
**(Ch. 27)**

**Grantee (STA):** Monona Bcstg. Co., 215 W. Washington Ave.

**Studio and Transmitter:** Gilbert Rd.

**Telephone:** Alpine 7-2261. **TWX No.:** MN 8537.

**Technical Facilities:** Channel No. 27 (548-554 mc). Authorized power: 200-kw max. and 162-kw horizontal visual, 87.1-kw horizontal aural. Antenna: 690-ft. above av. terrain, 597-ft. above ground, 1677-ft. above sea level electrically tilted .5°, lat. 43° 03′ 09″, long. 89° 28′ 38″.

**Network Service:** ABC.

**AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).**

**Ownership:** Stewart Watson, pres., 12%; E. B. Rundell, v.p. & treas., 8.7%; George W. Icke, v.p., 8%; E. C. Severson, 11%; B. W. Hulskamp, secy., 8%; Otto Sanders, 6.1%; Ben F. Hovel, 8%; and many others, none owning as much as 5%.

**Began Operation:** June 30, 1953.

**Represented (sales)** by Headley-Reed TV; W. E. McClenahan Co. (Milwaukee).

**Represented (engineering) by Walter F. Keane.**

**Personnel:**
Ben F. Hovel, *general manager.*
Cloven Smith, *technical supervisor.*

**DIGEST OF RATE CARD NO. 3**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | ID |
|---|---|---|---|---|---|---|
| Class AA—7-9:30 p.m., daily. | | | | | | |
| $280.00 | $168.00 | $112.00 | $98.00 | $84.00 | $56.00 | $28.00 |
| Class A—6:29-7 p.m., 9:30-10:15 p.m., daily. | | | | | | |
| 224.00 | 134.00 | 89.60 | 78.40 | 67.20 | 44.80 | 22.40 |
| Class B—4:30-6:29 p.m., 10:15-11 p.m., daily. | | | | | | |
| 196.00 | 117.60 | 78.40 | 68.60 | 58.80 | 39.20 | 19.60 |
| Class C—All other times. | | | | | | |
| 84.00 | 50.40 | 33.60 | 29.40 | 25.20 | 16.80 | 8.40 |

Subject to frequency discounts.

# WMTV
## Madison
**(Ch. 33)**

**Licensee:** WTVJ Inc., W. Beltline Hwy.

**Studio & Business Office:** P.O. Box 168. W. Beltline Hwy.

**Telephone: Cedar 3-5381. TWX No.:** MN 8539.

**Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 158-kw visual, 85.1-kw aural. Antenna: 690-ft. above av. terrain, 594-ft. above ground, 1679-ft. above sea level, lat. 43° 03′ 03″, long. 89° 29′ 15″.**

**Network Service:** NBC.

**AM-FM Affiliates: None locally.**

**Ownership:** Mitchell Wolfson, pres., 12.5%; Sidney Meyer, v.p., 12.5%; Lee Ruwitch, secy.-treas., 25%; WTVJ Inc., 25%; radio WMAY, Springfield, Ill. (Gordon Sherman, pres.), 25%. Wolfson is principal owner of WTVJ, Miami; Meyer and Ruwitch are WTVJ executives. For other interests, see WTVJ. WMAY holds 50% of CP for WMAY-TV.

**Began Operation:** July 8, 1953. Sale to present owners by founding Gerald A. Bartell family was approved July 25, 1957 by FCC (*Television Digest,* Vol. 13:26, 30).

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by Sylvia D. Kessler.

**Represented (engineering) by Ralph E. Evans, Milwaukee.**

**Personnel:**
Don Hopke, *operations manager.*
Wanda Montz, *merchandising manager.*
Jerry Harper, *news director.*
Beverly Stark, *women's director.*
Bill Lister, *sports director.*
L. Stanley Sadler, *chief engineer*

**DIGEST OF RATE CARD NO. 3**
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—7-10:15 p.m., daily. | | | | | | |
| $325.00 | $195.00 | $130.00 | $117.00 | $98.00 | $65.00 | $33.00 |
| Class B—6-7 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 108.00 | 90.00 | 60.00 | 30.00 |
| Class C—5-6 p.m., 10:15-11 p.m., daily. | | | | | | |
| 255.00 | 153.00 | 102.00 | 92.00 | 77.00 | 51.00 | 26.00 |
| Class D—All other times. | | | | | | |
| 153.00 | 92.00 | 62.00 | 56.00 | 46.00 | 31.00 | 16.00 |

Subject to frequency discounts.

# WHA-TV
## Madison
**(Ch. 21)**

**Non-Commercial Educational Station**

**Licensee:** University of Wisconsin, Radio Hall.

**Studio:** Radio Hall, 600 N. Park St., U of Wisconsin campus.

**Transmitter & Office:** Radio Hall.

**Telephone: Alpine 5-2988.**

**Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 10.7-kw visual, 5.75-kw aural. Antenna: 230-ft. above av. terrain, 274-ft. above ground, 1174-ft. above sea level, lat. 43° 04′ 34.2″, long. 89° 24′ 06″.**

**AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 22-kw, 88.7 mc (No. 204), 185-ft. antenna height.**

**Began Operation: March 26, 1954.**

**Represented (legal)** by Stewart G. Honeck, Wis. attorney general.

**Represented (engineering)** by Glenn Koehler, Madison, Wis.

**Personnel:**
H. B. McCarty, *executive director.*
William G. Harley, *program director.*
John H. Stiehl, *chief engineer.*
Glenn Koehler, *technical consultant.*

# WMBV-TV
## Marinette-Green Bay
**(Ch. 11)**

**Licensee:** M & M Bcstg. Co. Inc., Radio-TV Park, Marinette.

**Studios: Radio-TV Park, Marinette; Madison & Cherry Sts., Green Bay**

**Transmitter: Bayside Rd., 5 mi. NE of Oconto, Wis.**

**Telephone:** Marinette 5-6631; Hemlock 2-6468 (Green Bay).

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power. 240-kw visual, 135-kw aural. Antenna: 780-ft. above av. terrain, 818-ft. above ground, 1402-ft. above sea level, lat. 44° 56′ 40″, long. 87 49′ 48″.

**Network Service:** NBC.

**AM Affiliate: WMAM, .25-kw (.10-kw night), 570 kc (NBC).**

**Ownership: William E. Walker, pres., 50%; Joseph D. Mackin, secy.-treas., 23.3%; 8 others, none owns over 7%. Ownership interlocks with WBEV, Beaver Dam, Wis.; WRRR, Rockford, Ill.** Walker owns 45.4% of KXGI, Ft. Madison, Ia. and is pres. of AM applicant for Lima, O. Note: Sale of control of M & M Bcstg. by Walker and Mackin to Morgan Murphy interests pends FCC approval (*Television Digest,* Vol. 13:52, 14:2).

**Began Operation: Aug. 9, 1954.**

**Represented (sales) by Venard, Rintoul & McConnell.**

**Represented (legal) by Fisher, Wayland, Duvall & Southmayd.**

**Represented (engineering) by A. D. Ring & Assoc.**

**Personnel:**
Joseph D. Mackin, *general manager.*
Bill Liegeois, *news editor.*
Pat Kehoe, *program director.*
Charles Dietsch, *Green Bay manager.*
Alister Alexander, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(May 1, 1955)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—5:59-10:15 p.m. Mon.-Sat.; 2-10:15 p.m., Sun. | | | | | | |
| $300.00 | $180.00 | $150.00 | $120.00 | $105.00 | $60.00 | $30.00 |
| Class B—4-5:59 p.m., Mon.-Sat.; 10:15-11 p.m., daily. | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 50.00 | 30.00 | 15.00 |
| Class C—7 a.m.-3:59 p.m., Mon.-Sat.; 11 p.m.-midnight, daily. | | | | | | |
| 150.00 | 100.00 | 60.00 | 52.50 | 37.50 | 24.00 | 12.00 |

Subject to frequency discounts.
Color—Schedules network color programs.

Have you heard
about our new and complete
AM-FM SERVICE?
*see page 140*

# Wisconsin

## WISN-TV
### Milwaukee
**(Ch. 12)**

**Licensee:** Hearst Corp., 759 North 19th St.

**Studio:** 19th & Wells Sts. **Transmitter:** 5201 Belle Isle Dr.

**Telephone:** Division 2-3000. **TWX No.:** MI 489.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level, lat. 43° 06′ 41″, long. 87° 55′ 38″.

**Network Service:** ABC.

**AM Affiliate:** WISN, 5-kw, 1150 kc (ABN).

**Ownership:** Hearst Corp. (newspapers & magazines, including *Milwaukee Sentinel*). C. B. McCabe, exec. director. Same interests operate WBAL-TV, Baltimore, and radio stations WISN, Milwaukee, WBAL, Baltimore, and (through affiliation) WCAE, Pittsburgh, which holds 50% of Ch. 4 CP for nearby McKeesport.

**Began Operation:** October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

**Represented (sales)** by Edward Petry & Co. Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

D. L. Provost, *v.p.*
Freeman W. Cardall, *executive assistant.*
John B. Soell, *v.p. & station manager.*
R. E. (Dick) Shireman, *local sales manager.*
Mel Quinn, *public service director.*
Arthur H. Barnes, *promotion-publicity director.*
Carl H. Vogt, *merchandising & marketing director.*
Don O'Connor, *news editor.*
Tony Flynn, *sports director.*
Baylen H. Smith, *program director.*
Patt Barnes, *farm director.*
James Van de Velde, *production director.*
Ann Fitzsimmons, *film director.*
Lionel Wittenberg, *chief engineer.*

**DIGEST OF RATE CARD NO. 5-NA—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6:30-10 p.m., daily. | | | | | | |
| $1000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $240.00 | $100.00 |
| **Class B**—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 700.00 | 420.00 | 280.00 | 245.00 | 210.00 | 150.00 | 60.00 |
| **Class C**—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | |
| 500.00 | 300.00 | 200.00 | 175.00 | 150.00 | 100.00* | 50.00 |
| **Class D**—Midnight-noon, daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 60.00 | 30.00 |

* 20 Sec. $75. Subject to frequency discounts.

## WTMJ-TV
### Milwaukee
**(Ch. 4)**

**Licensee:** The Journal Co., 333 W. State St.

**Studio and Transmitter:** 720 E. Capitol Drive.

**Telephone:** Broadway 1-6000. **TWX No.:** MI 297.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 921-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level, lat. 43° 05′ 27″, long. 87° 54′ 12″.

**Network Service:** NBC.

**AM Affiliate:** WTMJ, 5-kw, 620 kc (NBC).

**Ownership:** The Journal Co. *(Milwaukee Journal).*

**Began Operation:** Dec. 3, 1947.

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Hogan & Hartson.

**Personnel:**

Walter J. Damm, *v.p. & gen. mgr. of TV & radio, The Journal Co.*
George Comte, *manager of TV & radio.*
Robert J. Heiss, *asst. manager of TV & radio.*
L. W. Herzog, *administrative assistant.*
Neale V. Bakke, *sales manager.*
William O. Tulloch, *asst. sales manager.*
Sprague Vonler, *program manager.*
Hugo Birmingham, *production supervisor.*
Jim Fitzgerald, *film editor.*
Jack Krueger, *news editor.*
Wm. Hoeft, *farm director.*
Bruce Wallace, *mgr., public service broadcasts & promotion.*
William McCormack, *continuity manager.*
Phillip B. Laeser, *manager, AM & TV engineering*
Edwin L. Cordes, *TV chief engineer.*
Henry Goeden, *field supervisor.*

**DIGEST OF RATE CARD NO. 21—(Aug. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 20 Sec.* | 10 Sec.* |
|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., daily. | | | | |
| $1450.00 | $870.00 | $580.00 | $275.00 | $138.00 |
| **Class A**—6-6:30 p.m., Sun.; 10-11 p.m., daily. | | | | |
| 1250.00 | 750.00 | 500.00 | 200.00 | 100.00 |
| **Class B**—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat.; noon-6 p.m., Sun. | | | | |
| 937.50 | 562.50 | 375.00 | 150.00 | 75.00 |
| **Class C**—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.; 11 p.m.-midnight, daily. | | | | |
| 625.00 | 375.00 | 250.00 | 100.00 | 50.00 |
| **Class D**—Midnight-9 a.m., daily. | | | | |
| 400.00 | 240.00 | 160.00 | 75.00 | 38.00 |

***Class AA** (6:30-9:30 p.m., daily). **Class A** (9:30-11:30 p.m., daily). **Class B** (5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.).
Rates for 30 Sec. station breaks, when available, are 150% of applicable 20 Sec. rate.
Discounts: 13 times, 7½%; 26 or more 15%. (Announcements not included).

## WXIX
### Milwaukee
**(Ch. 19)**

**Licensee:** Columbia Broadcasting System Inc., 5445 N. 27th St.

**Studio:** 5445 N. 27th St. **Transmitter:** Schroeder Hotel.

**Telephone:** Uptown 3-1919. **TWX No.:** MI 378.

**Technical Facilities:** Channel No. 19 (500-506 mc). Authorized power: 263-kw max. and 257-kw horizontal visual, 143-kw max. and 141-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level, lat. 43° 02′ 20″, long. 87° 55′ 04″.

**Network Service:** CBS.

**Ownership:** See WCBS-TV, New York.

**Began Operation:** Sept. 25, 1953. Acquired by CBS Inc. from Gerald A. Bartell group in transfer deal approved by FCC Jan. 14, 1955 (*Television Digest*, Vol. 10:47 & 11:3).

**Represented (sales)** by CBS Television Spot Sales.

**Personnel:**

Frank Shakespeare Jr., *general manager.*
Richard P. Hogue, *general sales manager.*
Charles Hinds, *program director.*
Robert H. Van Roo, *director of promotion and publicity.*
S. M. Rosenman, *production manager.*
Warren V. Bush, *public affairs director.*
W. A. Wesley, *chief engineer.*
Trudi Johnston, *traffic manager.*
Bob Herzog, *news director.*
J. Lathrop Viemeister, *business manager.*

**DIGEST OF RATE CARD NO. 4—(Jan. 6, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | 20 Sec.* | ID* |
|---|---|---|---|---|---|---|
| **Class AA**—6:30-10 p.m., daily. | | | | | | |
| $800.00 | $480.00 | $320.00 | ..... | ..... | $150.00 | $75.00 |
| **Class A**—6-6:30 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-11 p.m., daily. | | | | | | |
| 600.00 | 360.00 | 240.00 | $200.00 | $180.00 | 125.00 | 62.50 |
| **Class B**—5-6 p.m., Mon.-Sat. | | | | | | |
| 500.00 | 300.00 | 200.00 | 166.67 | 150.00 | 100.00 | 50.00 |
| **Class C**—9 a.m.-5 p.m., 11 p.m.-midnight, daily. | | | | | | |
| 400.00 | 240.00 | 160.00 | 133.33 | 120.00 | 60.00 | 30.00 |
| **Class D**—Sign-on-9 a.m., midnight-sign-off, daily. | | | | | | |
| 250.00 | 150.00 | 100.00 | 83.33 | 75.00 | 40.00 | 20.00 |

* **Class AA** (6:59-9:59 p.m., Mon.-Sat.; 6:29-10 p.m., Sun.). **Class A** (6:29-6:59 p.m., 9:59-10 p.m., Mon.-Sat.; 5:59-6:29 p.m., Sun.). **Class B** (5:59-6:29 p.m., Mon.-Sat.; 4:59-5:59 p.m., Sun.; 10-11 p.m., daily). **Class C** (8:59 a.m.-5:59 p.m., Mon.-Sat.; 8:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily). **Class D** (sign-on-8:59 a.m., midnight-sign-off, daily).

## WMVS-TV
### Milwaukee
**(Ch. 10)**
**Non-Commercial Educational Station**

**Licensee:** Board of Vocational & Adult Education, 1015 N. Sixth St.

**Studio:** 1015 N. Sixth St. **Transmitter:** Port Washington & Donges Bay Rds.

**Telephone:** Broadway 1-1550.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 129-kw visual, 65.7-kw aural. Antenna: 750-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12′ 30″, long. 87° 55′ 19″.

**Ownership:** City Board of Vocational & Adult Education. Officers: Otto A. Jirikowic, pres.: Ralph E. Bowes, v.p.; Harold Story, secy.; Wm. F. Rasche, director.

**Began Operation:** Oct. 28, 1957.

**Personnel:**

H. E. Barg, *asst. executive director.*
Paul K. Taff, *operations manager.*
James C. Wulliman, *chief engineer.*

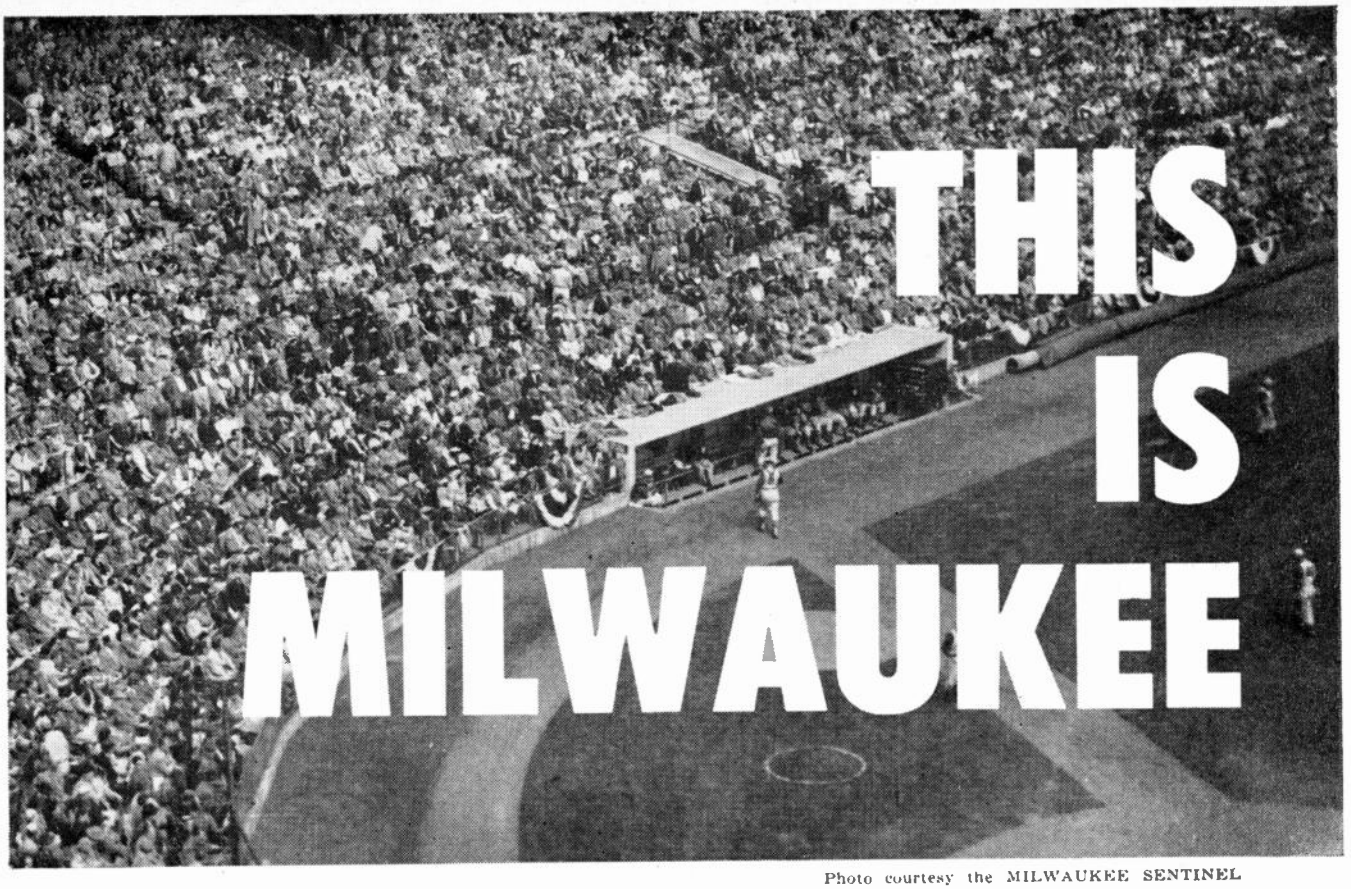



Photo courtesy the MILWAUKEE SENTINEL

# AMERICA'S 14th MARKET

...and the city a certain yankee team mistakenly termed the "bush league"

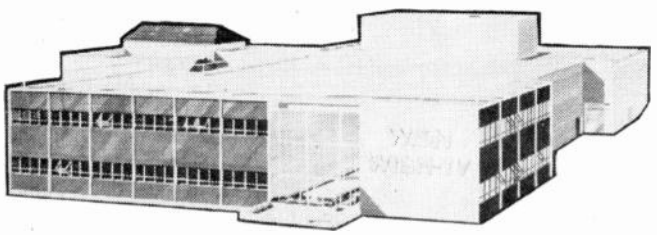
**THIS IS MILWAUKEE** City of **362,400** families

**THIS IS MILWAUKEE** With an effective buying income of **$2,248,671,000**

**THIS IS MILWAUKEE** With a tally of **$1,451,481,000** in total retail sales

**THIS IS MILWAUKEE** . . . **THAT'S SOLD ON WISN-TV** with a plus coverage of 418,000 families beyond the metropolitan area

***THIS IS BUSH LEAGUE?***



CHANNEL **12** MILWAUKEE

**WISN-TV**

John B. Soell, Vice President and Station Manager
Represented by Edward Petry & Co., Inc.
Basic ABC Affiliate

# Wisconsin

## WITI-TV
### Whitefish Bay-Milwaukee
**(Ch. 6)**

**Licensee:** Independent Television Inc., P. O. Box 641.

**Studio and Transmitter:** Pt. Washington Rd. & Donges Bay Rd., Mequon, Wisc.

**Telephone:** Flagstone 2-6600. **TWX No.:** THNVL 36.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 64.6-kw aural. Antenna: 980-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12′ 30″, long. 87° 55′ 19″.

**Ownership:** Sol J. Kahn, pres., 7.31%; Arthur Fleischman, v.p., 12.23%; Robert K. Straus, v.p., 5.22%; Lawrence Fleischman, treas., 12.23%; Wm. A. Roberts, secy., 6.10%. Other board members are: Jack Kahn, 36.43%; Max Osnos, 15.21%; Emanuel Dannett, 5.22%. Max Osnos owns 93% of Woodward Bcstg., which holds CPs for WBID, Detroit and WTOH-TV, Toledo. Lawrence Fleischman owns 15% of weekly newspaper *Livonian* and *Mail*, Plymouth, Mich. Robert Straus also is treas. of Telenews Productions Inc., New York City publisher of trade journals; he and members of his family own 90% of radio KBIS, Bakersfield, Cal.

**Began Operation:** May 21, 1956.

**Represented (sales)** by Blair-TV.

**Represented (legal)** by Roberts & McInnis.

**Personnel:**
Sol J. Kahn *president & general manager.*
Dean McCarthy, *station manager.*
J. Grant Sandison, *general sales manager.*
Lawrence Turet, *asst. program director and promotion director.*
Daniel Gellerup, *technical director.*
Leon Dolnick, *commercial manager.*
Stuart Armstrong, *news and special events director.*
Robert Truscott, *chief engineer.*

**DIGEST OF RATE CARD NO. 4**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A—7-11:30 p.m., daily.** | | | | | | | |
| $600.00 | $360.00 | $225.00 | $195.00 | $165.00 | $110.00 | $100.00 | $55.00 |
| **Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.** | | | | | | | |
| 440.00 | 264.00 | 176.00 | 154.00 | 132.00 | 88.00 | 78.00 | 44.00 |
| **Class C—All other times.** | | | | | | | |
| 220.00 | 132.00 | 88.00 | 77.00 | 66.00 | 44.00 | 34.00 | 22.00 |

**Note:** Base hour for NTA programs is $800.
Subject to frequency discounts.

## WSAU-TV
### Wausau
**(Ch. 7)**

**Licensee:** Wisconsin Valley Television Corp., 714 Fifth St.

**Studio:** 714 Fifth St. **Transmitter:** Rib Mountain.

**Telephone:** 2-1021. **TWX No.:** WS 8869.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 177-kw aural. Antenna: 1349-ft. above av. terrain, 644-ft. above ground, 2549 ft. above sea level, lat. 44° 55′ 10″, long. 89° 41′ 12″.

**Network Services:** CBS, ABC, NBC.

**AM Affiliate:** WSAU, .25-kw, 1400 (NBC).

**Ownership:** Charles Lemke, 25% (formerly owning 49% of radio WSAU); *Wausau Record-Herald*, 23.8%; *Wisconsin Rapids Tribune*, 11.9% (5.95% being held by its radio WFHR); *Marshfield News-Herald*, 11.9%; *Rhinelander News*, 7.90%; *Merrill Herald*, 7.90%; Antigo Bcstg. Co. (WATK), 4%; Artemas F. Berner, 2%; Henry Berner, 1.9%; Wm. F. McCormick, 1.19%; George T. Frechette, 2.38%. WSAU-TV officers: John C. Sturtevant, chairman (*Wausau Record-Herald*); George T. Frechette, pres. (WFHR); Howard Quirt, v.p. (*Marshfield Herald*); A. F. Berner, secy. (*Antigo Journal*); Charles Lemke, treas. **Note:** Plans to dispose of radio WSAU, as purchase of radios WOSA & WILN (FM) has been negotiated (*Television Digest*, Vol. 14:3).

**Began Operation:** Oct. 24, 1954.

**Represented (sales)** by The Meeker Co. Inc.; Harry S. Hyett Co. (Minneapolis); W. E. McClenahan (Milwaukee).

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Walter F. Kean, Riverside, Ill.

**Personnel:**
Richard D. Dudley, *general & commercial manager*
Bart Kellnhauser, *program manager.*
Roland W. Richardt, *chief engineer.*
Dan Ziebel, *film editor.*
Tom Bolger, *promotion manager.*

**DIGEST OF RATE CARD NO. 5**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-10 p.m., daily.** | | | | | | |
| $350.00 | $250.00 | $175.00 | $160.00 | $140.00 | $70.00 | $35.00 |
| **Class A—5:59-7 p.m., 10-10:30 p.m., daily.** | | | | | | |
| 300.00 | 200.00 | 150.00 | 140.00 | 100.00 | 60.00 | 30.00 |
| **Class B—3:59-5:59 p.m., 10:30-11 p.m., daily.** | | | | | | |
| 200.00 | 125.00 | 100.00 | 80.00 | 66.00 | 40.00 | 20.00 |
| **Class C—All other times.** | | | | | | |
| 150.00 | 100.00 | 80.00 | 60.00 | 45.00 | 25.00 | 12.50 |

Subject to frequency discounts.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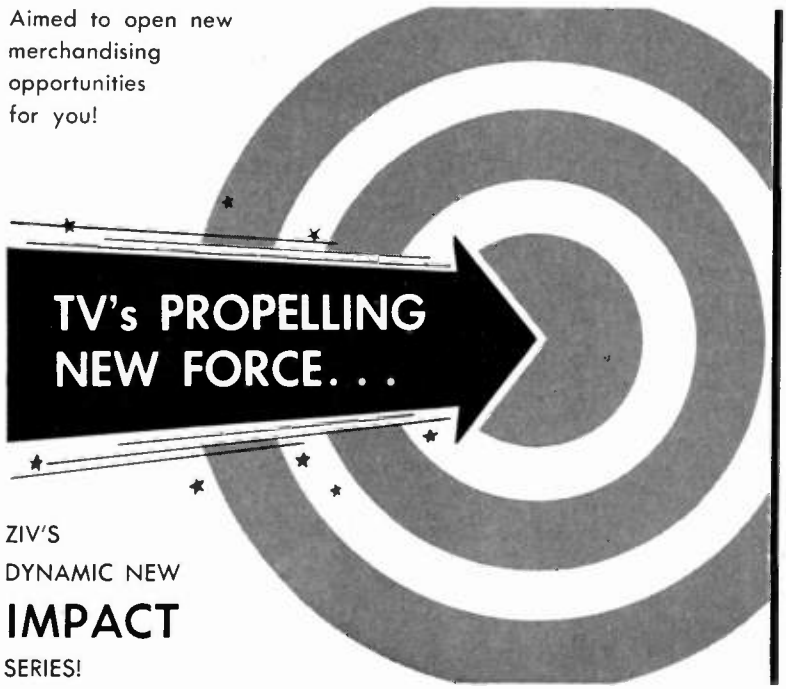


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# WYOMING

## KSPR-TV
### Casper
(Ch. 6)

**Licensee:** Donald Lewis Hathaway, Box 930.

**Studio & Transmitter:** .5 m. E. of Casper.

**Telephone:** 3-5777. **TWX No.:** CP 190X.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 80-ft. above av. terrain, 381-ft. above ground, 5776-ft. above sea level, lat. 42° 51′ 00″, long. 106° 16″ 22′.

**Network Service:** CBS.

**AM Affiliate:** KSPR, 5-kw (1-kw night), 1470 kc (CBS).

**Ownership:** Donald Lewis Hathaway, 100%.

**Began Operation:** Aug. 12, 1957.

**Represented (sales)** by The Walker Representation Co. Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Gautney & Jones.

**Personnel:**
Donald Lewis Hathaway, *owner & general manager.*
Marcus R. Nichols, *national sales manager.*
Richard Frech, *local sales manager.*
John Terrill, *production director.*
Fred Meeks, *news director.*
Jim Thompson, *sports director.*

**DIGEST OF RATE CARD NO. 1**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—All times. | | | | | | | |
| $120.00 | $72.00 | $48.00 | $42.00 | $36.00 | $26.00 | $20.00 | $12.50 |

Subject to frequency discounts.

## KTWO-TV
### Casper
(Ch. 2)

**Grantee (STA):** Rocky Mountain Tele Stations, 355 N. Beverly Dr., Beverly Hills, Cal.

**Studio:** 143 N. Durbin St., Casper. **Transmitter:** Casper Mt.

**Telephone:** 3-3711. **TWX No.:** CP 486.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 28.5-kw visual, 17.1-kw aural. Antenna: 1400-ft. above av. terrain, 85-ft. above ground, 7791-ft. above sea level, lat. 42° 45′ 29″, long. 106° 19′ 25″.

**Network Service:** NBC, ABC.

**Ownership:** Harriscope Inc., 33⅓%; Irving B. Harris, 13⅓%; Donald P. Nathanson, 13⅓%; Benjamin Berger, 40%. Harriscope Inc., producer-packager of film & live shows for TV, has following owners: Burt I. Harris, pres., 40%; Irving B. Harris, 40%; Don Paul Nathanson, 20%. Rocky Mountain Tele Stations also holds CP for CH. 9, Sheridan, Wyo., to be operated as satellite. Benjamin Berger owns theatres in Minneapolis.

**Began Operation:** March 8, 1957.

**Represented (sales)** by The Meeker Co. Inc.; John L. McGuire & Co. (Denver).

**Represented (legal)** by Sher, Oppenheimer & Harris.

**Represented (engineering)** by Robert M. Silliman.

**Personnel:**
Burt I. Harris, *president.*
Lawrence S. Berger, *exec. v.p. & general manager.*
R. Kress, *traffic manager.*
Hanley Cohn, *film director.*
Robert Lebsock, *chief engineer.*
James Baker, *production manager.*
E. Newkirk, *promotion manager.*

**DIGEST OF RATE CARD NO. 1**
**(Feb. 15, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—5-11:30 p.m., daily. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $30.00 | $15.00 |
| Class B—Noon-5 p.m., daily. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 12.00 |

Subject to frequency discounts.

## KFBC-TV
### Cheyenne
(Ch. 5)
**(Also operates satellite KSTF, Scottsbluff, Neb.)**

**Licensee:** Frontier Bcstg. Co., 2923 E. Lincolnway.

**Studio & Transmitter:** Borie, Wyo., 10.2-mi. W.S.W. of Cheyenne.

**Telephone:** 4-4461. **TWX No.:** CY 62.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 522-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level, lat. 41° 06′ 03″, long. 105° 00′ 16″.

**Network Service:** CBS, NBC, ABC.

**AM Affiliate:** KFBC, .25-kw, 1240 kc (ABN).

**Ownership:** Robert S. McCraken, pres.; W. A. Corsan, v.p., 12.8%; O. B. Koerfer, secy., 2.56%; Wm. C. Grove, 13%; A. E. Stoddard, 6.19%; Tracy S. McCraken, 4.42%; Lillian D. McCraken, 4.42%; F. H. Ricketson Jr., 4.45%; Raymond F. List, 3.69%; D. E. Woodson, 3.29%; Cheyenne Newspapers Inc., 38.82%; 7 others, none owns as much as 2%. McCraken family controls Cheyenne Newspapers Inc., publisher of *Wyoming Eagle* and *Wyoming State Tribune.* Mr. McCraken and associates also publish *Laramie Republican-Boomerang* and *Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News;* they also operate satellite KSTF, Scottsbluff, Neb., and operate radio stations KRAL, Rawlins, & KVRS, Rock Springs. Wm. C. Grove owns KSID, Sidney, Neb.

**Began Operation:** March 22, 1954.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Koteen & Burt.

**Personnel:**
Robert S. McCraken, *president.*
William C. Grove, *general manager & chief engineer.*
Charles P. Cahill, *commercial manager.*
Dorothy Collier, *program director.*

**DIGEST OF RATE CARD NO. 3***
**(Nov. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| Class A—5:29-11 p.m., Mon.-Fri.; 4:59-11 p.m., Sat.; 1-11 p.m., Sun. | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $40.00 | $20.00 |
| Class B—3:59-5:29 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 12:59-4:59 p.m., Sat. | | | | | | |
| 160.00 | 90.00 | 64.00 | 55.00 | 48.00 | 32.00 | 16.00 |

* Note: KSTF, Scottsbluff, Neb. (Ch. 10) is sold in combination with KFBC-TV, foregoing rates applying at no additional cost.

## KWRB-TV
### Riverton
(Ch. 10)

**Grantee:** Chief Washakie TV, Box 409 Worland, Wyo.

**Studio:** 500 Broadway, Thermopolis, Wyo. **Transmitter:** Boysen Peak.

**Telephone:** Thermopolis 800.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1630-ft. above av. terrain, 79-ft. above ground, 7498-ft. above sea level, lat. 43° 27′ 26″, long. 108° 12′ 02″.

**Network Service:** CBS.

**AM Affiliate:** KWRL, .25-kw, 1450 kc (MBS).

**Ownership:** Joseph P. and Mildred V. Ernst, 100%. They also own radio stations KWRL, Riverton, KWOR, Worland and KRTR, Thermopolis, all Wyo.

**Began Operation:** Dec. 22, 1957.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Joseph P. Ernst, *general manager & chief engineer.*
Hugh Graham, *sales manager.*
M. V. Ernst, *program manager.*

**DIGEST OF RATE CARD NO. 1**
**(Sept. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | Min. | Min. or 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class A—5-11:30 p.m., Mon.-Fri.; 3-11:30 p.m., Sat.; noon-11:30 p.m., Sun. | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $45.00 | $30.00 | $15.00 |
| Class B—All other times. | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 12.00 |

Subject to frequency discounts.

# ALASKA

## KENI-TV
### Anchorage
**(Ch. 2)**

**Licensee:** Midnight Sun Bcstg. Co., Box 1160.

**Studio & Transmitter:** Lathrop Bldg.

**Telephone:** 5-2201.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level, lat. 61° 13′ 08″, long. 149° 53′ 58″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KENI, 5-kw, 550 kc (ABN, NBC, MBS).

**Ownership:** Lathrop Co. (stock voted by Harry J. Hill, pres.), 73.6%; Richard R. Rollins, 19.09%; 11 other stockholders. Midnight Sun officers; Harry J. Hill, pres.; Miriam Kinsey, v.p.; A. O. Bramstedt, secy.-treas. & gen. mgr. Licensee also operates KFAR-TV, Fairbanks (Ch. 2) and radio stations KENI, Anchorage; KFAR, Fairbanks; KABI, Ketchikan.

**Began Operation:** Oct. 16, 1953. Sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:47 & 11:1).

**Represented (Sales)** Del Day (West Coast); James Fletcher (New York, Chicago).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**

Alvin O. Bramstedt, *general manager.*
William Stewart, *sales manager.*
Gerry Ninchee, *program director.*
James Balog, *production manager.*
Charles Gray, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., daily. | | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $38.00 | $30.00 | $20.00 | $15.00 |
| **Class B**—All other times. | | | | | | | |
| 97.50 | 58.50 | 39.00 | 33.80 | 24.70 | 19.50 | 13.00 | 9.75 |

**Combination Rate:** KENI-TV & KFAR-TV, Fairbanks: Double single station rate less 15%. Subject to frequency discounts.

## KTVA
### Anchorage
**(Ch. 11)**

**Licensee:** Northern Television Inc., Box 2200, Anchorage.

**Studio & Transmitter:** Mt. McKinley Bldg.

**Telephone:** 5-4321, 2-2101.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 3.02-kw visual, 1.51-kw aural. Antenna: 130-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level, lat. 61° 13′ 13″, long. 149° 52′ 33″.

**Network Service:** CBS.

**Ownership:** A. G. Hiebert, pres., 16.3%; Jack M. Walden, v.p., 3.99%; M. B. Kirkpatrick, secy., 4.93%; B. J. Gottstein, treas., 2.465%; Ervin E. Wells, 4.93%; Wm. J. Wagner, v.p., 9.86%; over 35 other stockholders, none owns as much as 3%. Northern also operates KTVF, Fairbanks. Mr. Wagner operates KINY-TV, Juneau; for his other interests see KINY-TV.

**Began Operation:** Nov. 26, 1953.

**Represented (sales)** by Alaska Radio-TV Sales.

**Represented (legal)** by Miller & Schroeder.

**Personnel:**

A. G. Hiebert, *president & general manager.*
Claire O. Banks, *commercial manager.*
Jack Walden, *chief engineer.*
Perry Davis, *news editor.*
Paul West, *program manager.*

**DIGEST OF RATE CARD NO. 2**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—4-10 p.m., Sun.; 6-10 p.m., daily. | | | | | | | |
| $150.00 | $90.00 | $60.00 | $50.00 | $37.50 | $30.00 | $22.50 | $15.00 |
| **Class B**—2-4 p.m., Sun.; 5-6 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | | |
| 112.50 | 67.50 | 45.00 | 37.50 | 28.10 | 22.50 | 16.85 | 11.25 |
| **Class C**—All other times. | | | | | | | |
| 75.00 | 45.00 | 30.00 | 25.00 | 18.00 | 15.00 | 11.25 | 7.50 |

## KFAR-TV
### Fairbanks
**(Ch. 2)**

**Licensee:** Midnight Sun Bcstg. Co., Lathrop Bldg.

**Studio:** First & Lacy Sts. **Transmitter:** 516 Second Ave.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level, lat. 64° 50′ 42″, long. 147° 42′ 42″.

**Network Service:** NBC, ABC.

**AM Affiliate:** KFAR, 10-kw, 660 kc (ABN, MBS, NBC).

**Ownership:** Midnight Sun, Bcstg. Co. For other interests see KENI-TV, Anchorage.

**Began Operation:** March 1, 1955.

**Represented (sales)** by Del Day (West Coast); James Fletcher (New York, Chicago).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Personnel:**

A. O. Bramstedt, *general manager.*
Don Andon, *station manager.*
Jack Barnhart, *sales manager.*
Maury Smith, *news director.*
Donna Modrow, *program director.*
William E. Van Blytterswik, *chief engineer.*

**DIGEST OF RATE CARD NO. 2—(June 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., daily. | | | | | | | |
| $150.00 | $90.00 | $60.00 | $52.00 | $38.00 | $30.00 | $20.00 | $15.00 |
| **Class B**—All other times. | | | | | | | |
| 97.50 | 58.50 | 39.00 | 33.80 | 24.70 | 19.50 | 13.00 | 9.75 |

Subject to frequency discounts.
**Combinate Rate:** KFAR-TV & KENI-TV, Anchorage. Double single station rate less 15%.

## KTVF
### Fairbanks
**(Ch. 11)**

**Grantee (STA):** Northern Television Inc., Box 590, Fairbanks.

**Studio & Transmitter:** 3rd & Lacey Sts., Fairbanks.

**Telephone:** 3636, 2468.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 5.6-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level, lat. 64° 50′ 35.7″, long. 147° 42′ 47.6″.

**Network Service:** CBS.

**Ownership:** Same as KTVA, Anchorage.

**Began Operation:** Feb. 3, 1955.

**Represented (sales)** by Alaska Radio-TV Sales.

**Represented (legal)** by Miller & Schroeder.

**Personnel:**

A. G. Hiebert, *president & general manager.*
Walt Welch, *station manager.*
John Griffin, *commercial manager.*
Garth Anderson, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—4-10 p.m., Sun.; 6-9 p.m., daily. | | | | | | | |
| $135.00 | $81.00 | $54.00 | $45.00 | $33.75 | $27.00 | $20.25 | $13.50 |
| **Class B**—2-4 p.m., Sun.; 5-6 p.m., Mon.-Sat.; 10-10:30 p.m., daily. | | | | | | | |
| 101.25 | 60.75 | 40.50 | 33.75 | 25.30 | 20.25 | 15.15 | 10.10 |
| **Class C**—All other times. | | | | | | | |
| 67.50 | 40.50 | 27.00 | 22.50 | 16.90 | 13.50 | 10.10 | 6.75 |

Subject to frequency discounts.

## KINY-TV
### Juneau
**(Ch. 8)**

**Grantee (STA):** Alaska Broadcasting System Inc., 831 Securities Bldg., Seattle, Wash.

**Studio:** Decker Building, Juneau. **Transmitter:** A. J. Rock Dump, Juneau.

**Telephone:** 197.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: .261-kw visual, .131-kw aural. Antenna: minus 960-ft. above av. terrain, 264-ft. above ground, 304-ft. above sea level, lat. 58° 17′ 21.8″, long. 134° 23′ 38.3″.

**Network Service:** CBS.

**AM Affiliate:** KINY, 5-kw, 800 kc (CBS).

**Ownership:** William J. Wagner, pres., 97.75%; Irene F. Wagner, v.p., 2.245%; Alma Lee Wilson, secy.-treas., .005%. Wagner also owns 6% of KTVA Anchorage and KTVF Fairbanks, and is sole owner of Alaska radio stations KINY, Juneau & KIFW, Sitka. He also owns rep firm Alaska Radio-TV Sales Inc.

**Began Operation:** Feb. 19, 1956.

**Represented (sales)** by Alaska Radio-TV Sales Inc.

**Represented (legal)** by Philip M. Baker.

**Represented (engineering)** by A. D. Ring & Assoc.

**Personnel:**

William J. Wagner, *president & general manager.*
J. W. McKinley, *station manager & chief engineer.*
Richard Peter, *production & program manager.*

**DIGEST OF RATE CARD NO. 1**
**(Feb. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| All times—Sign-on-sign-off, daily. | | | | | | | |
| $60.00 | $36.00 | $24.00 | $21.00 | $18.00 | $12.00 | $9.00 | $7.20 |

# GUAM

## KUAM-TV
### Agana
**(Ch. 8)**

**Licensee:** Radio Guam, 321 S. Beverly Dr., Beverly Hills, Cal.

**Sales Offices:** Bishop Bank Bldg., Honolulu; Box 11, Miibashi P.O., Naha, Okinawa, Phone: 88-2324; Great Chica House, No. 8 and 8-A, Queen's Road, Hong Kong; Natividad Bldg., Escolta, Manila, Phone: 3-8968.

**Studio & Transmitter:** 1.9 mi. SE of Agana.

**Telephone:** Beverly Hills, Crestview 6-4491; Guam, 7961. **Cable Address:** KUAM.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: .434-kw visual, .217-kw aural. Antenna: 136-ft. above av. terrain, 302-ft. above ground, 377-ft. above sea level, lat. 13° 26′ 53″, long. 144° 45′ 21.6″.

**Network Service:** NBC, CBS, ABC.

**AM Affiliate:** KUAM, 1-kw, 610 kc (NBC).

**Ownership:** Harry M. Engel Jr., pres.: 45.5%; Phil Berg, v.p.-treas., 45.5%; Wm. B. Duce, secy., 4%; John P. Hearne, 5%. Hearne also owns ⅓ of KAFY, Bakersfield, Cal. & KFXM, San Bernardino, Cal., and has minority interest in KVEN, Ventura, Cal.

**Began Operation:** Aug. 5, 1956.

**Represented (sales)** by Intercontinental Services Ltd.

**Represented (legal)** by Krieger & Jorgensen.

**Represented (engineering)** by Jay E. Tapp, Long Beach, Cal.

**Personnel:**

Harry M. Engel, *president & general manager.*
John P. Barton, *resident manager.*
Edgar Olsen, *operations director.*
James Long, *technical director.*
S. Rider, *sports director.*
Ron Tompkins, *production chief.*

**DIGEST OF RATE CARD NO. 1—(July 15, 1956)**

| Hour | 30 Min | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| All times. | | | | | | | |
| $120.00 | $72.00 | $48.00 | $42.00 | $36.00 | $24.00 | $18.00 | $12.00 |

Subject to frequency discounts.


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# HAWAII

## KHBC-TV
### Hilo
**(Ch. 9)**

**(Satellite of KGMB-TV, Honolulu)**

**Licensee:** Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

**Studios:** 1534 Kapiolani Blvd., Honolulu.

**Transmitter:** Piihonua Rd.

**Telephones:** 9-2011, Honolulu; 4616, Hilo.

**AM Affiliate:** KHBC, 1-kw, 970 kc (CBS).

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level, lat. 19° 43′ 00″, long. 155° 08′ 13″.

**Network Service:** Same as KGMB-TV, Honolulu.

**Ownership:** See KGMB-TV, Honolulu.

**Began Operation:** May 15, 1955.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Personnel:**

J. Howard Worrall, *president & general manager.*
Melvin B. Wright, *station manager.*
Dan Hunter, *chief engineer.*
Harold Marques, *station supervisor.*

**Rates:** Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KMAU-TV, Wailuku, Maui, with rates applying to simultaneous telecasts on all three stations.

## KGMB-TV
### Honolulu
**(Ch. 9)**

**(Also operates satellites KHBC-TV, Hilo and KMAU-TV, Wailuku)**

**Licensee:** Hawaiian Broadcasting System Ltd., 1534 Kapiolani Blvd.

**Studio and Transmitter:** 1534 Kapiolani Blvd.

**Telephone:** 9-2011. **TWX No.:** AH (RCA) & GK (Mackay).

**Technical Facilities:** Channel 9 (186-192 mc). Authorized power: 132-kw maximum and 77.6-kw horizontal visual, 79.5-kw maximum and 46.8-kw aural. Antenna: minus 150-ft. above av. terrain, mechanically tilted, 338-ft. above ground, 343-ft. above sea level, lat. 21° 17′ 48″, long. 157° 50′ 34″.

**Network Service:** CBS.

**AM Affiliate:** KGMB, 5-kw, 590 kc (CBS).

**Ownership:** Also owns & operates KHBC, Hilo; company is owned 75.45% by Consolidated Amusement Co. (film exhibitors); 24.55% by *Honolulu Star-Bulletin.* Also operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3).

**Began Operation:** Dec. 1, 1952.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Vandivere & Cohen.

**Personnel:**

J. Howard Worrall, *president & general manager.*
Melvin B. Wright, *manager of station operations.*
Charles Crockett, *general sales manager.*
Robert Costa, *local sales manager.*
Dan Hunter, *chief engineer.*
Sheridan (Dar) Reid, *program supervisor.*
Colleen Ng, *promotion director.*
Wayne Collins, *news director.*
Frank Valenti, *sports director.*

**DIGEST OF RATE CARD NO. 5**
**(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun. | | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $100.00 | $87.50 | $75.00 | $42.50 |
| Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sat.; 1-4 p.m., 10:30-11 p.m., Sun. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 65.00 | 55.00 | 32.00 |
| Class C—All other times. | | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 40.00 | 35.00 | 30.00 | 17.50 |

Above rates included satellite operation of KHBC-TV, Hilo, and KMAU-TV, Wailuku.
Subject to frequency discounts.

# Hawaii

## KHVH-TV
### Honolulu
**(Ch. 13)**

**Licensee:** Kaiser Hawaiian Village Television Inc., Box 8089.

**Studio & Transmitter:** 2005 Kalia Rd.

**Telephone:** 991041. **TWX No.** HU-181.

**Technical Facilities:** Channel 13 (210-216 mc). Authorized power: 12.9-kw visual, 7.76-kw aural. Antenna: minus 40-ft. above av. terrain, 364-ft. above ground, 369-ft. above sea level, lat. 21° 17′ 5.8″, long. 157° 50′ 22″.

**AM Affiliate:** KHVH, 5-kw, 1040 kc.

**Ownership:** Subsidiary of Kaiser-Burns Development Corp., operator of Hawaiian Village Hotel. Fritz B. Burns, pres., 43.5%; Henry J. Kaiser Co., 50%.

**Began Operation.** May 5, 1957.

**Represented (sales)** by Roy V. Smith Associates (N.Y.) and Duncan A. Scott Co. (San Francisco).

**Represented (legal)** by Haley, Wollenberg & Kenehan.

**Represented (engineering)** by Jansky & Bailey Inc.

**Personnel**
Robert T. Carson, *general manager.*
Ernest Lindemann, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(May 1, 1957)**
**PARTICIPATIONS**
(MGM & Warner Bros. Special Features)

| Min. | 20 Sec. | 10 Sec. |
|---|---|---|
| **Class AAA**—7-9 p.m., daily. | | |
| $75.00 | $65.00 | $37.50 |
| **Class A**—6-7 p.m., 9 p.m.-midnight, daily. | | |
| 60.00 | 50.00 | 30.00 |
| **Class B**—4:30-6 p.m., daily. | | |
| 45.00 | 37.50 | 22.50 |

Block time rated on request.

## KONA
### Honolulu
**(Ch. 2)**

**(Programs are rebroadcast by separately-owned KMVI-TV, Wailuku)**

**Licensee:** Radio Honolulu Ltd., 1170 Auahi St.

**Studio & Transmitter:** 1170 Auahi St.

**Telephone:** 6-2366.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level, lat. 21° 17′ 45″, long. 157° 51′ 12″. Note: Programs are also rebroadcast by satellite KMVI-TV, Wailuku, Maui (Ch. 12). Requests change to 247-ft. above av. terrain.

**Network Service:** NBC.

**Ownership:** Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser* and licensee of KGU (AM), 50%; John D. Keating & J. Elroy McCaw, 50%. Messrs. Keating & McCaw also operate WINS, New York City, KYA, San Francisco and own 50% of KTVR, Denver. Mr. McCaw also owns KTVW, Tacoma, Wash.; for McCaw's other radio interests, see KTVR.

**Began Operation:** Dec. 15, 1952. Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (See Television Digest, Vol. 9:26.)

**Represented (sales) by NBC Spot Sales.**

**Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.**

**Personnel:**
Lorrin P. Thurston, *chairman.*
John D. Keating, *president and general manager.*
J. Elroy McCaw, *v.p.*
Paul H. Anderson, *v.p.*
Allen McGuire, *secretary-treasurer.*
Martin F. Rohde, *general sales manager.*
James Spencer, *national sales manager.*
Mary Stasack, *promotion-publicity manager.*
Clarence Chun, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(July 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-10 p.m., Mon.-Sat.; 4-10 p.m., Sun. | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.50 | $87.50 | $75.00 | $37.50 |
| **Class B**—5-6 p.m., 10-11 p.m., Mon.-Sat. | | | | | | |
| 262.50 | 157.50 | 105.00 | 91.75 | 65.50 | 56.25 | 28.00 |
| **Class C**—All other times. | | | | | | |
| 140.00 | 84.00 | 56.00 | 49.00 | 35.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## KULA-TV
### Honolulu
**(Ch. 4)**

**Licensee:** Television Corp. of America Ltd., 1290 Ala Moana Blvd.

**Studio & Transmitter:** 1290 Ala Moana Blvd. **Telephone:** 6-3666.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level, lat. 21° 17′ 44″, long. 157° 51′ 06″.

**Network Service:** ABC.

**AM Affiliate:** KULA, 10-kw 690 kc.

**Ownership:** Richard C. Simonton, pres., 25%; Jack A. Burnett, exec. v.p., 25%; Arthur B. Hogan, secy.-treas., 25%; Albert Zugsmith, 25%. Albert Zugsmith and Arthur Hogan are co-owners of Albert Zugsmith Corp. Zugsmith owns 25%; Hogan 10% of WREX-TV, Rockford, Ill. For Zugsmith-Hogan radio interests, see Albert Zugsmith listing under Group Ownerships. Television Corp. of America also is applicant for Ch. 8 satellite in Maui.

**Began Operation:** April 16, 1954. Sale to present owners by American Broadcasting Stations Inc. (WMT Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph-Pettey Bcstg. Co. was approved Jan. 11, 1956 (*Television Digest*, Vol. 11:46 & 12:2).

**Represented (sales)** by Young Television Corp.

**Personnel:**
Jack Burnett, *exec. v.p. & general manager.*
Arthur P. Sprinkle, *station manager.*
Daniel Kawakami, *production manager.*
Ronald T. Miyahira, *chief engineer.*
Paul Yamamoto, *promotion manager*

**DIGEST OF RATE CARD NO. 5—(Jan. 15, 1958)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—4-11 p.m., daily. | | | | | | |
| $300.00 | $180.00 | $120.00 | $90.00 | $65.00 | $55.00 | $32.50 |
| **Class B**—All other times. | | | | | | |
| 165.00 | 99.00 | 66.00 | 49.50 | 35.00 | 29.00 | 17.50 |

## KMAU-TV
### Wailuku
**(Ch. 3)**

**(Satellite of KGMB-TV, Honolulu)**

**Licensee:** Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

**Studios:** 1534 Kapiolani Blvd., **Telephone:** 9-2011, Honolulu.

**Transmitter:** Kolekole Hill, Haleakala, Maui.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 6-kw visual, 3-kw aural, 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level, lat. 20° 42′ 41″, long. 156° 15′ 35″.

**Network Service:** Same as KGMB-TV, Honolulu.

**Ownership:** See KGMB-TV, Honolulu.

**Began Operation:** April 24, 1955.

**Represented (sales)** by Peters, Griffin, Woodward Inc.

**Personnel:**
J. Howard Worrall, *president & general manager.*
Melvin B. Wright, *manager of station operations.*
Dan Hunter, *chief engineer.*

**Rates:** Sold only in combination with KGMB-TV, Honolulu.

## KMVI-TV
### Wailuku
**(Ch. 12)**

**(Semi-satellite of KONA, Honolulu)**

**Grantee (STA):** Maui Publishing Co. Ltd., Box 374.

**Studio:** 1170 Auahi St., Honolulu. **Transmitter:** Haleakala Crater.

**Telephone:** 33-981.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 5910-ft. above av. terrain, 100-ft. above ground, 10,030-ft. above sea level, lat. 20° 42′ 43″, long. 156° 15′ 26″.

**Network Service:** Same as KONA, Honolulu.

**AM Affiliate:** KMVI, 1-kw, 550-kc (NBC).

**Ownership:** J. Walter Cameron, pres., 84.233%; Kahului Railroad Co., 8.4%; H. P. Baldwin Ltd., 3.7%; 8 other stockholders, none owns as much as 1%.

**Began Operation:** Dec. 4, 1955.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**
Ezra J. Crane, *general manager.*
Richard E. Mawson, *manager.*
Frank Kovacic, *sales manager.*
Neil F. Arveschoug, *chief engineer.*

**DIGEST OF RATE CARD NO. 1 *—(Oct. 1, 1955)**

**Class A**—(5-10 p.m., daily): Min., $27; 20 Sec., $18; 10 Sec., $13.50.

**Class B**—(All other times): Min., $18; 20 Sec., $12; 10 Sec., $9.00.

* Sold in combination with KONA, Honolulu, or singly. KMVI-TV will originate only slide and motion picture commercials.

# PUERTO RICO

## WORA-TV
### Mayaguez
**(Ch. 5)**

**Grantee (STA)** Supreme Broadcasting Co., Inc. of Puerto Rico, Box 43.

**Studio:** Darlington Bldg. **Transmitter:** 2.2 mi. S. of Maricao on Insular Rd. No. 81.

**Telephone:** 1151.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 1.48-kw visual, .891-kw aural. Antenna: 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level, lat. 18° 09′ 02″, long. 66° 59′ 20″. CP for 29.5-kw visual, 17.8-kw aural.

**Network Services:** CBS, ABC, NBC.

**AM Affiliate:** WORA, 1-kw, 1150 kc, **FM Affiliate:** WORA-FM, .25-kw, 97.5 mc (No. 248), 1930-ft. antenna height.

**Ownership:** Radio Americas Corp. (WORA), 69%; Supreme Bcstg. Co. Inc. of Louisiana (WJMR-TV & WJMR, New Orleans), 28%. Officers: Alfredo R. de Arellano, pres., .5% (also controls WORA); Chester F. Owens, v.p., 1% (also controls WJMR-TV); George A. Mayoral, exec. v.p., 1% (v.p.-managing director & 5% of WJMR-TV; pres. & 33⅓% of WRIK-TV, Ponce, P. R.); Reinaldo M. DuPont, secy., .1%; Esther V. R. de Arellano, treas., .4%. For other interests of Owens and Mayoral, see WJMR-TV.

**Began Operations:** Oct. 1, 1955.

**Represented (sales)** by Inter-American Publications Inc.

**Personnel:**
Alfredo R. de Arellano Jr., *president & general manager.*
George Mayoral, *executive v.p.*
Reinaldo M. DuPont, *asst. & commercial manager.*
Rafael Lopez Sosa, *program director.*
Jesus M. Aviles, *chief engineer.*

**DIGEST OF RATE CARD NO. 3—(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 30 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10 p.m., daily.** | | | | | | |
| $150.00 | $90.00 | $60.00 | $38.00 | $29.00 | $18.00 | $13.00 |
| **Class B—All other times.** | | | | | | |
| 88.00 | 55.00 | 40.00 | 20.00 | 18.00 | 12.00 | 8.00 |

## WRIK-TV
### Ponce
**(Ch. 7)**

**Grantee:** Ponce TV Partnership. Darlington Bldg.

**Studio:** Darlington Bldg. **Transmitter:** El Vigia Mt.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 1.41-kw visual, .708-kw aural. Antenna: minus 110-ft. above av. terrain, 71-ft. above ground, 401-ft. above sea level, lat. 18° 01′ 20″, long. 66° 37′ 36″.

**Network Service:** CBS, ABC.

**Ownership:** George A. Mayoral, pres., 33.33%; William Cortada, gen. mgr., 33.33%; Luis A. Ferre, 33.33%. Mayoral is exec. v.p. & 5% owner of WJMR-TV, New Orleans (WJMR) and 1% of WORA-TV, Mayaguez (WORA). Ferre owns 38% of WPRP, Ponce, also is part owner of *Ponce El Dia.*

**Began Operation:** Feb. 2, 1958.

**Represented (sales)** by Inter-American Publications Inc.

**Personnel:**
George A. Mayoral, *president & chief engineer.*
William Cortada, *general & sales manager.*
Frances Berry, *program manager.*

**DIGEST OF RATE CARD NO. 1—(Jan. 15, 1958)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min.* | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A—6-10 p.m., daily.** | | | | | | |
| $150.00 | $90.00 | $60.00 | $38.00 | $29.00 | $15.00 | $13.00 |
| **Class B—All other times.** | | | | | | |
| 88.00 | 55.00 | 40.00 | 20.00 | 18.00 | 10.00 | 8.00 |

* Also has 40 and 30 Sec. rates. Subject to frequency discounts.

## WSUR-TV
### Ponce
**(Ch. 9)**

**(Affiliated with WAPA-TV, San Juan)**

**Grantee:** American Colonial Bcstg. Corp., Box 4189, San Juan.

**Studio:** La Rambla, Ponce. **Transmitter:** Maravilla Mt., Villalba.

**Sales Office:** 1000 Ponce de Leon Ave., San Juan.

**Telephone:** 2-1278, San Juan.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: .83-kw visual, .42-kw aural. Antenna: 2520-ft. above av. terrain, 237-ft. above ground, 4107-ft. above sea level, lat. 18° 09′ 19″, long. 66° 33′ 22″. Requests change to 2.74-kw visual.

**Ownership:** Ralph Perez Perry, 100%, also owner of radio WKVM, San Juan. American Colonial also holds CP for Ch. 11, Caguas.

**Began Operation:** Feb. 20, 1958.

**Represented (legal)** by Frank Stollenwerck.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**
Ralph Perez Perry, *president & chief engineer.*
Mariano Angelet Escudero, *general manager.*
Jose Enrique Viguie, *operations manager.*
Gladys Boscio, *administrative manager.*
Antolin Jimenez, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Oct. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class AA—7-9 p.m., daily.** | | | | | | |
| $150.00 | $90.00 | $60.00 | $38.00 | $26.00 | $13.00 | $10.00 |
| **Class A—6-7 p.m., 9-10 p.m., daily.** | | | | | | |
| 120.00 | 75.00 | 50.00 | 25.00 | 22.50 | 11.00 | 8.00 |
| **Class B—10 a.m.-1:30 p.m., 3-6 p.m., 10 p.m.-sign-off, daily.** | | | | | | |
| 80.00 | 50.00 | 36.00 | 18.00 | 15.00 | 8.00 | 6.00 |

## WAPA-TV
### San Juan
**(Ch. 4)**

**Licensee:** Ponce de Leon Bcstg. Co. Inc. of P. R., 357 Ponce de Leon Ave., San Juan, P. R.

**Studio & Transmitter:** 357 Ponce de Leon Ave.

**Telephone:** 3-3006.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 56.39-kw visual, 33.9-kw aural. Antenna: 220-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level, lat. 18° 28′ 02″, long. 66° 05′ 48″.

**Network Service:** NBC, ABC.

**Ownership:** Winston-Salem Bcstg. Corp., 80% (owns off-air WTOB-TV, Winston-Salem); Goar Mestre, 6.66%; Abel Mestre, 6.66%; Luis Augusto Mestre, 6.66%. Goar and Abel Mestre hold controlling interest in CMQ-Radio network, Havana.

**Began Operation:** March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC *(Television Digest,* Vol. 13:13, 14, 18).

**Represented (sales)** by Caribbean Networks Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**
John G. Johnson, *president.*
Carlos Rivera Gonzalez, *general manager.*
Helena Martinez Schettini, *sales service manager.*
Carlos Rivera Gonzalez, *general sales manager.*
Luis Dominguez, *program production manager.*
Rafael Cruz Rivera, *chief engineer.*

**DIGEST OF RATE CARD NO. 4—(Jan. 1, 1958)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA—7-9 p.m., daily.** | | | | | | | |
| $325.00 | $190.00 | $125.00 | $97.00 | $81.00 | $70.00 | $40.00 | $28.00 |
| **Class A—6-7 p.m., 9-10 p.m., daily.** | | | | | | | |
| 265.00 | 160.00 | 110.00 | 82.00 | 68.00 | 55.00 | 33.00 | 23.00 |
| **Class B—All other times.** | | | | | | | |
| 185.00 | 125.00 | 85.00 | 75.00 | 60.00 | 45.00 | 24.00 | 15.00 |

## WIPR-TV
### San Juan
**(Ch. 6)**

**Non-commercial Educational Station**

**Grantee:** Department of Education of Puero Rico. Hato Rey, San Juan.

**Studio:** Hostos Ave., Hato Rey. **Transmitter:** Aguas Buenas.

**Telephone:** 6-5701.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 924-ft. above av. terrain, 285-ft. above ground, 1663-ft. above sea level, lat. 18° 16′ 00″, long. 66° 05′ 05″.

**AM Affiliate:** WIPR, 10-kw, 940 kc.

**Began Operation:** Jan. 6, 1958.

**Represented (legal)** by Arnold, Fortas & Porter.

**Represented (engineering)** by A. Earl Cullum.

**Personnel:**
R. Delgado Marquez, *general manager.*
Leo S. Lavandero, *program manager.*
Valentin Torres, *production manager.*
Hector de Jesus, *administrative officer.*
Rafael Rodriquez, *chief engineer.*

# Puerto Rico

## WKAQ-TV
### San Juan
(Ch. 2)

**Grantee (STA):** El Mundo Inc., Box 1072, San Juan, P. R.

**Studio:** Stop 8, Fernandez Juncos. **Transmitter:** Marquessa Mt.

**Telephone:** 3-3800

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1280-ft. above av. terrain, 300-ft. above ground, 1973-ft. above sea level, lat. 18° 16′ 53″, long. 68° 06′ 46″.

**Network Service:** CBS.

**AM Affiliate:** WKAQ, Santurce, 5-kw, 580 kc (CBS).

**Ownership:** Angel Ramos, pres., 99.9%; publisher of *El Mundo*.

**Began Operation:** March 28, 1954.

**Represented (sales) by** Inter-American Publications Inc.

**Represented (legal)** by Paul M. Segal.

**Represented (engineering)** by George C. Davis.

**Personnel:**

Jose Oviedo, *acting general manager.*
Eleuterio Vega, *assistant manager.*
Oscar Reinosa, *sales manager.*
Jorge Rivero, *commercial manager.*
R. A. Jeu Devine, *acting chief engineer.*

**DIGEST OF RATE CARD NO 3—(Oct. 15, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| Class AA—7-9 p.m., daily. | | | | | | |
| $375.00 | $225.00 | $150.00 | $130.00 | $95.00 | $80.00 | $32.00 |
| Class A—6-7 p.m., 9-10 p.m., daily. | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 75.00 | 65.00 | 25.00 |
| Class B—All other times. | | | | | | |
| 200.00 | 150.00 | 100.00 | 87.00 | 67.50 | 50.00 | 15.00 |

**Note:** Also has Class C spot rates (2:30-4 p.m., Mon.-Fri.): Min. $40, 10 Sec. $10.

# Experimental TV Stations

**With Applications Pending: Status as of Feb. 15, 1958.**
**Powers are Peak Transmitter Outputs**
**Unless Otherwise Noted**

**CONNECTICUT**

**WATERBURY**—KC2XFF, licensed to Adler Communications Laboratories, 1 LeFevre Lane, New Rochelle, N. Y., Channel 53 (704-710 mc), 10-w, for tests of booster for WATR-TV.

**ILLINOIS**

**CHICAGO**—KS2XBR, licensed to Zenith Radio Corp., 135 S. La Salle St., Ch. 38 (614-620 mc), 1-kw, for color and subscription TV tests.

**LOUISIANA**

**NEW ORLEANS**—KK2XFW, Supreme Bcstg. Co. Inc., 1500 Canal St. CP for Channel 12 (204-210 mc), 10 kw visual, 5 kw aural, for comparison of simultaneous uhf-vhf operation.

**NEVADA**

**RENO**—KO2XEQ, licensed to Radio Supply Co. of Nevada, 690 Tahoe St., Channel 70 (806-812 mc), 10 watts, to demonstrate translator equipment and make site tests.

**NEW JERSEY**

**CAMDEN**—KE2XNY, licensed to Radio Corp. of America, Front & Cooper Sts., Channels 2-6 (100 kw ERP), 7-13 (316 kw), 14-83 (1000 kw).

**NEW YORK**

**NEW ROCHELLE**—KE2XPS, licensed to Adler Communications Laboratories, 1 LeFevre Lane, Channel 25 (536-542 mc), 10-w, for tests of UHF booster. Also holds license for KE2XTI, Ch. 70-83 (806-890 mc), 15-w, to test translators.

**NEW YORK**—KE2XKC, Special Temporary Authorization to RKO Teleradio Pictures Inc., 1440 Broadway, to use commercial station WOR-TV (Channel 9) for tests of Subscriber-Vision (Skiatron) system of subscription TV.

**SYRACUSE**—KE2XHX, licensed to General Electric Co., Electronics Park, Channels 2-83, 50 kw visual, 50 kw aural.

**PENNSYLVANIA**

**EMPORIUM**—KG2XDU, licensed to Sylvania Electric Products Inc., Emporium, 509-529 mc, & 870-890 mc, 300 watts visual, 100 watts aural. Also licensed for KG2XEL, 878-884 mc, 30 watts visual, 10 watts aural, to test satellite operation, and for KG2XFZ, 518-524 mc, 3-w, KG2XEJ, 1990-2008 mc, 2-w and KG2XEK, 2042-2059 mc, 2-w, boosters for KG2XDU.

**LANCASTER**—KG2XDI, licensed to Conestoga Television Assn., New Holland & Fountain Aves., 596-608 mc, 5 kw visual, 2.5 kw aural.

**TEXAS**

**SAN ANTONIO**—KK2XGG, licensed to Richard R. Hayes, 151 North St., Channel 70 (806-812 mc), 10-w, for translator use.

**WASHINGTON**

**MANSON**—KO2XBX, licensed to Manson Community TV Co., c/o Marion McFadden, Manson, Channel 14 (470-476 mc), with 200-w ERP, to test UHF translator. Also licensed for KO2XDV, Chelan, 26.11 mc, 40-w, for use with KO2XBX.

# TV Stations with Satellite Operations

**(For executives, see station listings)**

**WTEN, Albany, N.Y. (Ch. 10)**—Operates satellite WCDC, Adams-Pittsfield, Mass. (Ch. 19).

**KFYR-TV, Bismarck, N.D. (Ch. 5)**—Operates satellites KUMV-TV, Williston, N.D. (Ch. 8) and KMOT, Minot, N.D. (Ch. 10).

**KXLF-TV, Butte, Mont. (Ch. 4)**—Operates satellite KXLJ-TV, Helena, Mont. (Ch. 12).

**KFBC-TV, Cheyenne, Wyo. (Ch. 5)**—Operates satellite KSTF, Scottsbluff, Neb. (Ch. 10).

**KVAL-TV, Eugene, Ore. (Ch. 13)**—Operates satellite KPIC, Roseburg, Ore. (Ch. 4), in which it has 50% interest.

**KREX-TV, Grand Junction, Colo. (Ch. 5)**—Operates satellite KFXJ-TV, Montrose, Colo. (Ch. 10).

**KGMB-TV, Honolulu, Hawaii (Ch. 9)**—Operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3).

**KONA, Honolulu, Hawaii (Ch. 2)**—Special affiliation with separately-owned semi-satellite KMVI-TV, Wailuku (Ch. 12).

**KPRC-TV, Houston, Tex. (Ch. 2)**—Special affiliation with separately-owned KTRE-TV, Lufkin, Tex. (Ch. 9).

**KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13)**—Operates satellite KHPL-TV, Hayes Center, Neb. (Ch. 6).

**KDUB-TV, Lubbock, Tex. (Ch. 13)**—Owns KPAR-TV, Sweetwater-Abilene, Tex. (Ch. 12), which operates in affiliation with KDUB-TV. Also operates KBST-TV, Big Spring, Tex. (Ch. 4), under lease arrangement, as an affiliated station.

**KOTA-TV, Rapid City, S.D. (Ch. 3)**—Operates satellite KDUH-TV, Hay Springs, Neb. (Ch. 4).

**WEEK-TV, Peoria, Ill. (Ch. 43)**—Owns WEEQ-TV, La Salle, Ill. (Ch. 35) operated in affiliation with WEEK-TV.

**KSBW-TV, Salinas-Monterey, Cal. (Ch. 8)**—Owns KSBY-TV, San Luis Obispo, Cal. (Ch.6), operated in affiliation with KSBW-TV.

**KELO-TV, Sioux Falls, S.D. (Ch. 11)**—Operates satellites KDLO-TV, Florence, S.D. (Ch. 3) and KPLO-TV, Reliance, S.D. (Ch. 6).

**WWLP, Springfield, Mass. (Ch. 22)**—Operates satellite WRLP, Greenfield, Mass. (Ch. 32).

**WSYR-TV, Syracuse, N.Y. (Ch. 3)**—Operates satellite WSYE-TV, Elmira, N.Y. (Ch. 18).

**KXJB-TV, Valley City, N.D. (Ch. 4)**—Same ownership as KBMB-TV, Bismarck, N.D. (Ch. 12), which operates in affiliation with KXJB-TV. Holds CP for KXAB-TV, Aberdeen S.D. to be operated in affiliation with KXJB-TV. Also owns KCJB-TV, Minot, N.D. (Ch. 13).

**KWTX-TV, Waco Tex. (Ch. 10)**—KWTX Bcstg Co. owns 50% & gen. mgr. M. N. Bostick 10% of KBTX-TV, Bryan, Tex. (Ch. 3) operating as semi-satellite.

**KAKE-TV, Wichita, Kan. (Ch. 10)**—Special affiliation with separately-owned KTVC, Ensign, Kan. (Ch. 6).

**KIMA-TV, Yakima, Wash. (Ch. 29)**—Operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); KBAS-TV, Ephrata, Wash. (Ch. 43).

**WAPA-TV, San Juan, P.R. (Ch. 4)**—Special Affiliation with separately-owned WSUR-TV, Ponce (Ch. 9).

**CANADA**

**CHBC-TV, Kelowna, B.C. (Ch. 2)**—Operates satellites CHBC-TV-1, Penticton (Ch. 13) & CHBC-TV-2, Vernon (Ch. 7), both B.C.

**CJON-TV, St. John's, Newfoundland (Ch. 6)**—Operates satellite CJOX-TV, Argentia, Nfld. (Ch. 10).

**CKSO-TV, Sudbury, Ont. (Ch. 5)**—Operates satellite CKSO-TV-1, Elliot Lake, Ont. (Ch. 3).

**CFCL-TV, Timmins, Ont. (Ch. 6)**—Operates satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3).


U.P. pictures tell the story

UNITED U.P. PRESS

# UHF Translator Stations Authorized

By FCC as of February 15, 1958

**Stations authorized to repeat programs of commercial TV outlets under FCC rules.**

**For Translator applications, see Blue Section. Dagger (†) denotes station on air.**

Note: Armed Forces translator stations are listed with Armed Forces TV Stations.

### ARIZONA

† **BULLHEAD CITY (Ch. 77)**—K77AG, Mohave County Board of Supervisors, Box 390, Kingman, Ariz. Input Ch. 2 (KLRJ-TV, Henderson-Las Vegas).

**FLAGSTAFF (Ch. 71)**—K71AD, Coconino Television Inc, Box 1677. Input Ch. 3 (KTVK, Phoenix).

**FLAGSTAFF (Ch. 74)**—K74AI. Same as K71AD above, except input Ch. 10 (KOOL-TV, Phoenix).

**GAS CITY**—See Needles, Cal.

† **GLOBE-MIAMI (Ch. 77)**—K77AD, Community Television Project, Route 1, Box 40-C, Globe. Input Ch. 10 (KOOL-TV, Phoenix).

† **GLOBE-MIAMI (Ch. 80)**—K80AE. Same as K77AD above, except input Ch. 3 (KTVK, Phoenix).

† **GLOBE-MIAMI (Ch. 83)**—K83AC. Same as K77AD above, except input Ch. 12 (KVAR, Phoenix).

† **KINGMAN (Ch. 70)**—K70AC, Mohave County, Office of the Board of Supervisors, Box 390. Input Ch. 2 (KLRJ-TV, Henderson, Nev.).

† **KINGMAN (Ch. 78)**—K78AC. Same as K70AC above, except input Ch. 3 (KTVK, Phoenix).

† **KINGMAN (Ch. 82)**—K82AA. Same as K70AC above, except input Ch. 10 (KOOL-TV, Phoenix).

† **PARKER (Ch. 70)**—K70AH. Parker Chamber of Commerce, Box 1898, Parker, Ariz. Input Ch. 3 (KTVK, Phoenix).

† **SHOW LOW (Ch. 80)**—K80AG, Show Low TV Inc., Box 325. Input Ch. 9 (KDWI-TV, Tucson).

### CALIFORNIA

† **ALTURAS (Ch. 72)**—K72AD, Alturas T.V. Club Inc., Box 478. Input Ch. 7 (KVIP, Redding, Cal.).

**ALTURAS (Ch. 74)**—K74AH, Henderson Chevrolet Inc., 1259 Main St. Input Ch. 2 (KOTI, Klamath Falls, Ore.).

† **BISHOP (Ch. 70)**—K70AA, James R. Oliver, Box 757. Input Ch. 2 (KNXT, Los Angeles).

† **BISHOP (Ch. 73)**—K73AA. Same as K70AA above, except input Ch. 4 (KRCA, Los Angeles).

† **BLYTHE (Ch. 71)**—K71AB, Palo Verde Valley TV Club, Box 874, Blythe, Cal. Input Ch. 3 (KTVK, Phoenix, Ariz.).

† **BLYTHE (Ch. 75)**—K75AD. Same as K71AB above except input Ch. 10 (KOOL-TV, Phoenix).

† **BLYTHE (Ch. 79)**—K79AA. Same as K71AB above, except input Ch. 12 (KVAR-TV, Phoenix).

† **CEDARVILLE (Ch. 71)**—K71AF, Surprise Valley TV Club, Box 205. Input Ch. 8 (KOLO-TV, Reno). Also serves Fort Bidwell, Lake City & Eagleville, Cal.

**EAGLEVILLE**—See Cedarville, Cal.

**FORT BIDWELL**—See Cedarville, Cal.

† **GREENVILLE (Ch. 70)**—K70AP, Indian Valley TV Co., c/o Raymond F. Linn, Greenville. Input Ch. 3 (KCRA-TV, Sacramento).

**INDIO (Ch. 75)**—K75AH, Coachella Valley Television Club Inc., 82-524 Miles Ave. Input Ch. 4 (KRCA, Los Angeles).

**LAKE CITY**—See Cedarville, Cal.

† **LIKELY (Ch. 70)**—K70AQ, Likely T.V. Club, Likely. Input Ch. 8 (KOLO-TV, Reno, Nev.).

† **LONE PINE (Ch. 80)**—K80AD, Lone Pine Television Inc., Box 134. Input Ch. 4 (KRCA, Los Angeles).

† **NEEDLES (Ch. 72)**—K72AE, Needles Community Television Club Inc., c/o Paul C. Griswold, Box 617. Input Ch. 2 (KLRJ-TV, Henderson-Las Vegas, Nev.). Also serves Gas City, Ariz.

**PALM SPRINGS (Ch. 70)**—K70AL, Palm Springs Translator Station Inc., 360 N. Palm Canyon Drive. Input Ch. 2 (KNXT, Los Angeles). [Note: Delayed by hearing concerning request for increased power and changes in antenna system.]

**PALM SPRINGS (Ch. 73)**—K73AD. Same as K70AL above, except input Ch. 4 (KRCA, Los Angeles).

† **SUSANVILLE (Ch. 72)**—K72AJ, Honey Lake Community T-V Corp., 2210 Main St. Input Ch. 3 (KCRA-TV, Sacramento).

**TWENTYNINE PALMS (Ch. 70)**—K70BC, Morongo Basin TV Club Inc. c/o Mildred R. Ronde, Box 732. Input Ch. 4 (KRCA, Los Angeles).

† **UKIAH (Ch. 74)**—K74AK. Television Improvement Assn., c/o Timothy W. O'Brien, Box 704. Input Ch. 10 (KBET-TV, Sacramento).

† **UKIAH (Ch. 78)**—K78AD. Same as K74AK above, except input Ch. 3 (KCRA-TV, Sacramento).

† **YOSEMITE NATIONAL PARK (Ch. 72)**—K72AK, Yosemite Park & Curry Co. Input Ch. 8 (KSBW-TV, Salinas).

### COLORADO

† **BAYFIELD (Ch. 74)**—K74AC, La Plata Electric Association Inc., 171 Seventh St., Durango, Colo. Input Ch. 4 (KOB-TV, Albuquerque, N.M.). Also operates translator in Pagosa Springs, Colo.

† **BAYFIELD (Ch. 77)**—K77AA. Same as K74AC above, except input Ch. 7 (KOAT-TV, Albuquerque).

† **CENTER-SARGENT (Ch. 80)**—K80AA, Central Television Assn., Center. Input Ch. 5 (KCSJ-TV, Pueblo).

† **CORTEZ-MANCOS (Ch. 70)**—K70AF, T. V. Inc., Box 12, Cortez. Input Ch. 4 (KOB-TV, Albuquerque).

**DOYLEVILLE (Ch. 70)**—K70AD, L. H. Faast, Faast TV, 2009 S. Corona, Colorado Springs, Colo. Input Ch. 5 (KCSJ-TV, Pueblo, Colo.).

† **DURANGO (Ch. 72)**—K72AN, Durango Television Translator, c/o Jr. Chamber of Commerce, Box 701. Input Ch. 4 (KOB-TV, Albuquerque).

**LA JARA**—See Romeo, Colo.

† **LEADVILLE (Ch. 78)**—K78AG, People's T.V. Inc., Box 44. Input Ch. 4 (KOA-TV, Denver).

**MANCOS**—See Cortez, Colo.

**MANASSA**—See Romeo, Colo.

† **PAGOSA SPRINGS (Ch. 74)**—K74AD, La Plata Electric Assn., Inc., 171 Seventh St., Durango, Colo. Input Ch. 4 (KOB-TV, Albuquerque, N.M.). Also operates 2 translators in Bayfield, Colo.

† **ROMEO (Ch. 82)**—K82AC, San Luis Valley Television Inc., c/o Alonzo Barton, Romeo. Input Ch. 13 (KGGM-TV, Albuquerque, N.M.). Also serves La Jara and Manassa, Colo.

† **ROMEO (Ch. 79)**—K79AD. Same as K82AC above, except input Ch. 4 (KOB-TV, Albuquerque).

† **SALIDA (Ch. 71)**—K71AH. Salida TV Translator Assn., Box 325. Input Ch. 5 (KCSJ-TV, Pueblo).

**SARGENT**—See Center, Colo.

**TRINIDAD (Ch. 73)**—K73AB, H. L. Corley, 108 N. Maple St. Input Ch. 11 (KKTV, Colorado Springs).

**TRINIDAD (Ch. 70)**—K70AJ. Same as above, except input Ch. 5 (KCSJ-TV, Pueblo).

### IDAHO

**COTTONWOOD**—See Grangeville, Ida.

**CRAIGMONT**—See Grangeville, Ida.

† **GRANGEVILLE (Ch. 72)**—K72AL, Central Idaho T.V. Inc. c/o Fred Jessup. Input Ch. 2 (KREM-TV, Spokane). Also serves Cottonwood, Craigmont, Nezperce & Rural, Ida.

† **GRANGEVILLE (Ch. 75)**—K75AE. Same as K72AL above, except input Ch. 3 (KLEW-TV, Lewiston, Ida.).

**LEWISTON (Ch. 70)**—K70BA, Orchards Community Television Assn. Inc., c/o John H. Maynard, resident agent, 3204½ Fifth St. Input Ch. 2 (KREM-TV, Spokane).

**LEWISTON (Ch. 76)**—K76AH. Same as K70BA above, except input Ch. 6 (KHQ-TV, Spokane).

**NEZPERCE**—See Grangeville, Ida.

**RURAL**—See Grangeville, Ida.

† **SALMON (Ch. 70)**—K70AS, Lemhi Television Corp., Salmon. Input Ch. 3 (KID-TV, Idaho Falls).

**SALMON (Ch. 73)**—K73AG, Lemhi Television Corp., Salmon. Input Ch. 70, converted to Ch. 6.

### MINNESOTA

**REDWOOD FALLS (Ch. 73)**—K73AI, Redwood TV Improvement Corp., c/o Otto Smid. Input Ch. 2 (KTCA-TV, St. Paul).

**REDWOOD FALLS (Ch. 80)**—K80AL. Same as K73AI above, except input Ch. 9 (KMGM-TV, Minneapolis).

**REDWOOD FALLS (Ch. 83)**—K83AE. Same as K73AI above, except input Ch. 11 (WTCN-TV, Minneapolis educational).

**REDWOOD FALLS (Ch. 70)**—K70BB. Same as K73AI above, except input Ch. 4 (WCCO-TV, Minneapolis).

**REDWOOD FALLS (Ch. 77)**—K77AI. Same as K73AI above, except input Ch. 5 (KSTP-TV, St. Paul).

# UHF Translators

### MONTANA

† **HAVRE (Ch. 82)**—K82AB, Hill County T-V Club, c/o Pearl Garceau, 805 Third St. Input Ch. 5 (KFBB-TV, Great Falls, Mont.).

† **HAVRE (Ch. 73)**—K73AC, Hill County T-V Club. Input Ch. 5 (KFBB-TV, Great Falls, Mont. thru K82AB translator 15-mi. S of Havre).

† **JOPLIN (Ch. 78)**—K78AH, Joplin TV Club Inc. Input Ch. 7 (CJLH-TV, Lethbridge, Alta., Canada).

† **LIBBY (Ch. 72)**—K72AI, Libby Video Club, c/o Edward J. Peck, Libby. Input Ch. 2 (KREM-TV, Spokane).

**LIBBY (Ch. 78)**—K78AI. Same as K72AI above, except input Ch. 6 (KHQ-TV, Spokane).

† **SHELBY (Ch. 76)**—K76AG, Shelby T.V. Club Inc., 234 Main St. Input Ch. 7 (CJLH-TV, Lethbridge, Alta., Canada).

### NEVADA

† **BATTLE MOUNTAIN (Ch. 72)**—K72AF, Battle Mountain Television Club, c/o Ray A. Foote, pres. Input Ch. 8 (KOLO-TV, Reno, Nev.).

**ELY (Ch. 70)**—K70AT, White Pine Television District No. 1. Box 1230, Ely. Input Ch. 5 (KSL-TV, Salt Lake City). Also owns 3 McGill, Nev. translators.

**ELY (Ch. 80)**—K80AI. Same as K70AT above, except input Ch. 4 (KTVT, Salt Lake City).

**ELY (Ch. 75)**—K75AF. Same as K70AT above, except input Ch. 2 (KUTV, Salt Lake City).

† **EUREKA (Ch. 76)**—K76AF, Eureka Volunteer Fire Dept. Input Ch. 5 (KSL-TV, Salt Lake City).

**GOLCONDA**—See Paradise Valley, Nev.

† **HAWTHORNE (Ch. 70)**—K70AB, Mt. Grant Television Booster Service Corp., NAD, Hawthorne, Nev. Input Ch. 4 (KRON-TV, San Francisco).

**HAWTHORNE (Ch. 80)**—K80AH. Same as K70AB above, except input Ch. 8 (KOLO-TV, Reno).

† **LOVELOCK (Ch. 70)**—K70AY, Pershing County Chamber of Commerce, Lovelock. Input Ch. 8 (KOLO-TV, Reno).

**McGILL (Ch. 73)**—K73AH, White Pine Television District No. 1, Box 1230, Ely, Nev. Input Ch. 70 (K70AT, Ely, which picks up KSL-TV, Salt Lake City, Ch. 5).

**McGILL (Ch. 78)**—K78AE. Same as K73AH above, except input Ch. 75 (K75AF, Ely, which picks up KUTV, Salt Lake City, Ch. 2).

**McGILL (Ch. 83)**—K83AD. Same as K73AH above, except input Ch. 80 (K80AI, Ely, which picks up KTVT, Salt Lake City Ch. 4).

**PARADISE VALLEY-GOLCONDA (Ch. 74)**—K74AM, Charles A. Nelson, 810 Bridge St., Winnemucca, Nev. Input Ch. 2 (KBOI-TV, Boise, Ida.).

† **WEED HEIGHTS (Ch. 72)**—K72AA, Anaconda Co., Box 1000. Input Ch. 8 (KOLO-TV, Reno).

† **WINNEMUCCA (Ch. 76)**—K76AB, Winnemucca Lions Club, Box 732. Input Ch. 8 (KOLO-TV, Reno).

### NEW HAMPSHIRE

† **CLAREMONT (Ch. 79)**—W79AA, Springfield Television Bcstg. Corp,. Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.).

**LEBANON (Ch. 81)**—W81AA, Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.).

**NEWPORT (Ch. 71)**—W71AA, Springfield Television Bcstg. Corp., (station WWLP), Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.).

### NEW MEXICO

† **FARMINGTON (Ch. 71)**—K71AC, San Juan Non-Profit T.V. Assn., 402 E. Main St. Input Ch. 4(KOB-TV, Albuquerque).

† **FARMINGTON (Ch. 75)**—K75AC. Same as K71AC above, except input Ch. 7 (KOAT-TV, Albuquerque).

† **GALLUP (Ch. 70)**—K70AZ, UHF-Television for Gallup Assn., 227 W. Coal Ave. Input Ch. 4 (KOB-TV, Albuquerque).

† **SANTA ROSA (Ch. 83)**—K83AB, Santa Rosa Chamber of Commerce. Input Ch. 13 (KGGM-TV, Albuquerque).

† **TRUTH OR CONSEQUENCES (Ch. 70)**—K70AE, c/o city manager, 605 Sims St. Input Ch. 4 (KOB-TV, Albuquerque).

† **TRUTH OR CONSEQUENCES (Ch. 80)**—K80AC. Same as K70AE above, except input Ch. 13 (KGGM-TV, Albuquerque).

† **TUCUMCARI (Ch. 80)**—K80AB, UHF TV Assn. c/o John Thomas. Input Ch. 4 (KGNC-TV, Amarillo).

### OKLAHOMA

† **BOISE CITY (Ch. 70)**—K70AO, City of Boise City, c/o Mayor Millard Fowler. Input Ch. 4 (KGNC-TV, Amarillo, Tex.).

### OREGON

† **BROWNLEE POWER PLANT CAMP (Ch. 72)**—K72AD, Idaho Power Co., Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise). Idaho Power also operates 2 translators at Oxbow Power Plant Camp, Ore.

† **BROWNLEE POWER PLANT CAMP (Ch. 76)**—K76AC. Same as K72AC above, except input Ch. 7 (KIDO-TV, Boise).

† **BROWNLEE TRAILER COURT (Ch. 79)**—K79AB, Morrison-Knudsen Co., c/o Hells Canyon Hydro Development, Cambridge, Ida. Input Ch. 2 (KBOI-TV, Boise).

† **BROWNLEE TRAILER COURT (Ch. 82)**—K82AD. Same as K79AB above, except input Ch. 7 (KIDO-TV, Boise).

† **CAVE JUNCTION (Ch. 70)**—K70AU, California-Oregon Television Inc., Box 1189, Medford, Ore. Input Ch. 5 (KBES-TV, Medford).

† **COTTAGE GROVE (Ch. 71)**—K71AG, South Lane Television Inc., Box 101. Input Ch. 13 (KVAL-TV, Eugene, Ore.).

† **COTTAGE GROVE (Ch. 74)**—K74AJ. Same as K71AG above, except input Ch. 8 (KGW-TV, Portland).

† **COTTAGE GROVE (Ch. 77)**—K77AH. Same as K71AG above, except input Ch. 6 (KOIN-TV, Portland).

† **GOLD BEACH (Ch. 74)**—K74AL, Community Television Assn. Inc., Box 307. Input Ch. 3 (KIEM-TV, Eureka, Cal.).

† **JOHN DAY (Ch. 72)**—K72AG, John Day Valley Television Inc., John Day, Ore. Input Ch. 2 (KBOI-TV, Boise).

† **JOHN DAY (Ch. 77)**—K77AC. Same as K72AG above, except input Ch. 7 (KIDO-TV, Boise).

† **LA GRANDE (Ch. 70)**—K70AW, Grande Ronde Television Assn. c/o Harlow Speckhart, Box 317 La Grande. Input Ch. 6 (KHQ-TV, Spokane).

† **LA GRANDE (Ch. 76)**—K76AE. Same as K70AW above, except input Ch. 4 (KXLY-TV, Spokane).

† **LA GRANDE (Ch. 80)**—K80AK. Same as K70AW above, except input Ch. 2 (KREM-TV, Spokane).

† **MADRAS (Ch. 74)**—K74AB, Jefferson County Television Inc., Box 757. Input Ch. 6 (KOIN-TV, Portland).

† **MADRAS (Ch. 77**—K77AE. Same as K74AB above, except input Ch. 12 (KPTV, Portland).

**MADRAS (Ch. 71)**—K71AE. Same as K74AB above, except input Ch. 8 (KGW-TV, Portland).

† **MAUPIN (Ch. 72)**—K72AB, Estel L. Stovall, c/o Maupin Drug Store. Input Ch. 6 (KOIN-TV, Portland).

† **NEWPORT (Ch. 74)**—K74AG, Paul Kafoury d/b as Radio Center, 137 S.E. Coast Hwy. Input Ch. 6 (KOIN-TV, Portland). Also serves Otter Rock.

**OTTER ROCK**—See Newport, Ore.

† **OXBOW POWER PLANT CAMP (Ch. 70)**—K70AN, Idaho Power Co., Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise). Idaho Power also operates 2 translators at Brownlee Power Plant Camp, Ore.

† **OXBOW POWER PLANT CAMP (Ch. 74)**—K74AE. Same as K70AN above, except input Ch. 7 (KIDO-TV, Boise).

**POWERS (Ch. 76)**—K76AI, Powers T.V. Translator Inc., c/o Verlin K. Hermann. Input Ch. 4 (KPIC, Roseburg, Ore.)

† **PRINEVILLE (Ch. 70)**—K70AI, Ochoco Telecasters, Inc., Rt. 1, Box 902. Input Ch. 6 (KOIN-TV, Portland).

† **PRINEVILLE (Ch. 76)**—K76AA. Same as K70AI, except input Ch. 12 (KPTV, Portland).

† **REDMOND (Ch. 73)**—K73AE, Redmond Junior Chamber of Commerce. Box 1032. Input Ch. 6 (KOIN-TV, Portland, Ore.).

† **REDMOND (Ch. 83)**—K83AA. Same as K73AE, except input Ch. 12 (KPTV, Portland, Ore.).

### PENNSYLVANIA

† **NORTH WARREN (Ch. 82)**—W82AA, Conewango Valley Television Inc., 101 Ditmar St. Input Ch. 4 (WBEN-TV, Buffalo).

**PALMERTON-SLATEDALE-SLATINGTON (Ch. 73)**—W73AA, Upper Lehigh Translator Service Corp., 820 Lafayette Ave., Palmerton. Input Ch. 28 (WBRE-TV, Wilkes-Barre).

### TEXAS

† **ALPINE (Ch. 77)**—K77AB, The Honor System TV Assn. Inc., 308 East Ave. E., Alpine. Input Ch. 7 (KOSA-TV, Odessa). Also serves Marfa, Tex.

**MARFA**—See Alpine, Tex.

† **SAN SABA (Ch. 77)**—K77AF, Norman R. Phillips, Box 682. Input Ch. 7 (KTBC-TV, Austin).

† **SAN SABA (Ch. 80)**—K80AJ. Same as K77AF above, except input Ch. 4 (KRLD-TV, Dalls).

### UTAH

† **CASTLE DALE (Ch. 70)**—K70AR, c/o Emery County, Castle Dale. Input Ch. 5 (KSL-TV, Salt Lake City). Also serves Ferron, Huntington & Orangeville, Utah.

† **CASTLE DALE (Ch. 78)**—K78AA. Same as K70AR above, except input Ch. 4 (KTVT, Salt Lake City).

**FERRON and HUNTINGTON**—See Castle Dale, Utah.

**MYTON (Ch. 70)**—K70AV, Uintah Basin Television Co., c/o R. Earl Dillman, Roosevelt, Utah. Input Ch. 5 (KSL-TV, Salt Lake City). Also operates translator in Roosevelt, Utah.

**ORANGEVILLE**—See Castle Dale, Utah.

**ROOSEVELT (Ch. 75)**—K75AB, Uintah Basin Television Co., c/o R. Earl Dillman. Input Ch. 70 (K70AV, Myton, Utah, which picks up KSL-TV, Salt Lake City, Ch. 5).

**WASHINGTON**

**BENTON**—See W. Richland, Wash.

**ELLENSBURG (Ch. 71)**—K71AA, Kittitas Valley T. V. Assn. Inc., 208 S. Ruby St. Input Ch. 29 (KIMA-TV, Yakima). Note: Off air due to lack of funds.

**MANSON (Ch. 70)**—K70AM, Manson Community TV Co., Inc., Manson. Input Ch. 2 (KREM-TV, Spokane).

**MANSON (Ch. 75)**—K75AA. Same as K70AM above, except input Ch. 6 (KHQ-TV, Spokane).

**†RAYMOND (Ch. 76)**—K76AD. Willapa Harbor T.V. Assn. Inc., 209 Third St. Input Ch. 4 (KOMO-TV, Seattle).

**W. RICHLAND-BENTON (Ch. 81)**—K81AA, Benton County T.V. Assn., Rt. 1, Box 437, West Richland. Input Ch. 10 (KHQ-TV, Spokane).

**WYOMING**

**BIG PINEY**—See La Barge, Wyo.

**†EVANSTON (Ch. 71)**—K71AI, Evanston Non-profit T.V. Inc., 937 Main St. Input Ch. 2 (KUTV, Salt Lake City).

**†EVANSTON (Ch. 75)**—K75AG. Same as K71AI above, except input Ch. 4 (KTVT, Salt Lake City).

**†EVANSTON (Ch. 79)**—K79AC. Same as K71AI above, except input Ch. 5 (KSL-TV, Salt Lake City).

**† JACKSON (Ch. 72)**—K72AO, Jackson Hole Translator Inc., c o David E. Cheney. Input Ch. 3 (KID-TV, Idaho Falls, Ida.).

**† LA BARGE-BIG PINEY (Ch. 78)**—K78AF, La Barge Community TV Inc., c/o George D. Eubank, La Barge. Input Ch. 5 (KSL-TV, Salt Lake City).

**†PINEDALE (Ch. 70)**—K70AX, Town of Pinedale, c/o Glen W. Wise, Pinedale Power & Light Co. Input Ch. 3 (KID-TV, Idaho Falls, Ida.).

**†RAWLINS (Ch. 73)**—K73AF, Rawlins Bcstg. Co., c/o Station KRAL, U. S. Hwy. 30, Rawlins. Input Ch. 5 (KFBC-TV, Cheyenne).

**†ROCK SPRINGS (Ch. 78)**—K78AB, Translator T.V. Bcstg. Coop. Inc. Box 912. Input Ch. 5 (KSL-TV, Salt Lake City).

**†ROCK SPRINGS (Ch. 74)**—K74AF. Same as K78AB above, except input Ch. 4 (KTVT, Salt Lake City).

**ROCK SPRINGS (Ch. 82)**—K82AE. Same as K78AB above, except input Ch. 2 (KUTV, Salt Lake City).

**†SARATOGA (Ch. 70)**—K70AK, Saratoga Television c/o John Glode, Saratoga. Input Ch. 5 (KFBC-TV, Cheyenne).

**CANADA**

**ESTCOURT, QUE. (Ch. 70)**—CJBR-TV-1, La Compagnie de Television Pohenegamook Inc. Input Ch. 3 (CJBR-TV, Rimouski, Que.).

**CLERMONT, QUE. (Ch. 75)**—CFCM-TV-1, Societe de Video de Clermont, Input Ch. 4 (CFCM-TV, Quebec City).


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## TV Station Ownerships By Educational Institutions

**Commercial and Non-Commercial Stations on The Air**

**Alabama Educational Television Commission**—WTIQ, Munford; WBIQ, Birmingham; WAIQ, Andalusia. Non-commercial, in participation with University of Alabama, University of Birmingham and Alabama Polytechnic Institute.

**Bay Area Educational Television Assn.**—KQED, San Francisco, Cal. Non-commercial, with U of California participating.

**Board of Education of City of Atlanta**—WETV (WABE-FM). Non-commercial.

**Board of Public Instruction of Dade County**—WTHS-TV, Miami, Fla. (WTHS-FM). Non-commercial operation by Board's Dept. of Radio & Television Education.

**Chicago Educational Television Assn.**—WTTW, Chicago, Ill. Non-commercial.

**Denver School District**—KRMA-TV. Non-commercial.

**Detroit Educational Television Foundation Inc.**—WTVS, Detroit, Mich. (WDET-FM). Non-commercial.

**Greater Cincinnati Television Educational Foundation**—WCET, Cincinnati, O. Non-commercial.

**Greater New Orleans Educational Television Foundation Inc.**—WYES, New Orleans. Non-commercial.

**Iowa State College**—WOI-TV, Ames-Des Moines, (WOI). Commercial.

**Louisiana State Dept. of Education**—KLSE, Monroe. Non-commercial.

**Loyola University**—WWL-TV, New Orleans (WWL). Commercial.

**Memphis Community Television Foundation**—WKNO-TV, Memphis. Non-commercial.

**Metropolitan Philadelphia Educational Radio & TV Corp.**—WHYY-TV (WHYY-FM). Non-commercial.

**Metropolitan Pittsburgh Educational Television Station**—WQED, Pittsburgh, Pa. Non-commercial, with U of Pittsburgh participating.

**Michigan State College, Michigan State Board of Agriculture**—WKAR-TV, East Lansing (WKAR). Non-commercial.

**Milwaukee Board of Vocational & Adult Education**—WMVS-TV. Non-commercial.

**Norbertine Fathers (St. Norbert College)**—WBAY-TV, Green Bay, Wis. (WBAY). Commercial.

**Ohio State University**—WOSU-TV, Columbus, O. (WOSU). Non-commercial.

**Oklahoma Educational TV Authority**—KETA, Oklahoma City. Non-Commercial. Also holds CP for KOED-TV, Tulsa.

**Oregon State Board of Higher Education**—KOAC-TV, Corvallis, Ore. (KOAC). Non-commercial.

**Port Arthur College**—50% of KPAC-TV, Port Arthur-Beaumont (KPAC). Commercial.

**Puerto Rico Department of Education**—WIPR-TV, San Juan, P.R. (WIPR). Non-commercial.

**St. Louis Educational Television Commission**—KETC, St. Louis. Non-Commercial; Washington U & St. Louis U cooperating.

**Twin City Area Educational Television Corp.**—KTCA-TV, St. Paul-Minneapolis. Non-commercial.

**University of Houston**—KUHT, Houston, Tex. (KUHF-FM). Non-commercial.

**University of Illinois**—WILL-TV, Champaign-Urbana (WILL-FM). Non-commercial.

**University of Missouri**—KOMU-TV, Columbia, Mo. Commercial.

**University of Nebraska**—KUON-TV, Lincoln, Neb. Non-commercial.

**University of North Carolina**—WUNC-TV, Chapel Hill (WUNC). Non-commercial.

**University of Notre Dame**—WNDU-TV. South Bend, Ind. (WNDU). Commercial.

**University of Utah**—KUED, Salt Lake City. Non-commercial.

**University of Washington**—KCTS, Seattle, Wash. (KUOW-FM). Non-Commercial.

**University of Wisconsin**—WHA-TV, Madison, (WHA). Non-commercial.

**WGBH Educational Foundation**—WGBH-TV, Boston-Cambridge, Mass. (WGBH-FM). Non-commercial, operated in cooperation with Lowell Institute Cooperative Broadcasting Council.

Note: Tulsa University and Oklahoma A & M each owns 1.52% of KVOO-TV, Tulsa (Commercial).

# CANADA

**(For Armed Forces Stations in Goose Bay, Laborador and Harmon Field, Newfoundland, see Armed Forces TV Stations.)**

## CJOX-TV
### Argentia, Newfoundland
**(Ch. 10)**
**(Satellite of CJON-TV, St. John's, Nfld.)**

**Licensee:** Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

**Transmitter:** Freshwater Hill, Argentia.

**Telephone:** 7105 (St. John's).

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: .190-kw visual, .097-kw aural. Antenna: 331-ft. above av. terrain. 75-ft. above ground, 500-ft. above sea level.

**Network Service:** Same as CJON-TV.

**Ownership:** See CJON-TV, St. John's, Newfoundland.

**Began Operation:** May 30, 1957.

**Represented (sales)** by Weed Television Corp. (for U.S.) and Stovin-Byles Ltd.

**Personnel:**
Don Jamieson, *v.p. & station manager.*

**Rates:** Sold only in combination with CJON-TV.

## CKVR-TV
### Barrie, Ont.
**(Ch. 3)**

**Licensee:** Ralph Snelgrove Television Ltd., P.O. Box 69.

**Studio Transmitter:** 2 mi. S. of Barrie.

**Telephone:** Parkway 6-6466.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 26.7-kw visual, 13.3-kw aural. Antenna: 810-ft. above av. terrain, 704-ft. above ground, 1704-ft. above sea level, lat. 44° 21′ 05″, long. 79° 41′ 55″.

**Network Service:** CBC.

**AM Affiliate:** CKBB, .25-kw, 1230 kc.

**Ownership:** Ralph Snelgrove, pres.; R. Stanley Dilworth, v.p.; H. L. VanWyck, secy.; A. C. Webster, treas.; Paul Mulvihill, director; Peter A. Sinclair, director.

**Began Operation:** Sept. 28, 1955.

**Represented (sales)** by Young Canadian Ltd. (for U.S.); Paul Mulvihill & Co. Ltd. (Toronto & Montreal); John N. Hunt & Assoc. (Vancouver).

**Personnel:**
Ralph Snelgrove, *president & general manager.*
Charles Tierney, *sales manager.*
Don Pilcher, *commercial co-ordinator.*
Ev (Smitty) Smith, *program director.*
Bill Harrington, *news editor.*
Jack Mattenley, *chief engineer & operations manager.*

**DIGEST OF RATE CARD NO. 4**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class AA**—7-11 p.m., daily. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $70.00 | $55.00 | $35.00 |
| **Class A**—6-7 p.m., Mon.-Sat.; sign-on-7 p.m., Sun. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 87.50 | 75.00 | 55.00 | 42.50 | 30.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 44.00 | 34.00 | 24.00 |
| **Class C**—Sign-on-noon, 1-5 p.m., daily. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 30.00 | 22.50 | 15.00 |

## CKX-TV
### Brandon, Man.
**(Ch. 5)**

**Licensee:** Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.

**Studio & Transmitter:** 2940 Victoria Ave.

**Telephone:** 5393.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 19.3-kw visual, 9.65-kw aural. Antenna: 259-ft. above av. terrain, 277-ft. above ground, 1557-ft. above sea level, lat. 49° 50′ 26″, long. 99° 58′ 26″.

**Network Service:** CBC.

**AM Affiliate:** CKX, 5-kw (1-kw night), 1150 kc (CBC).

**Ownership:** Western Manitoba Bcstrs. Ltd.

**Began Operation:** Jan. 28, 1955.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
John B. Craig, *president & general manager.*
Eric Davies, *assistant manager.*
Archie Olson, *sales manager.*
Douglas A. Lee, *program director.*
Jim Struthers, *news editor.*
Henry Stothard, *sports director.*
A. M. Gomez, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(Jan. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily; all day Sun. | | | | | | |
| $170.00 | $102.00 | $68.00 | $60.00 | $51.00 | $37.00 | $30.00 |
| **Class B**—All other times. | | | | | | |
| 102.00 | 61.00 | 41.00 | 36.00 | 31.00 | 25.00 | 20.00 |

Subject to frequency discounts.

## CHCT-TV
### Calgary, Alta.
**(Ch. 2)**

**Licensee:** Calgary Television Ltd., P.O. Box 550.

**Studio:** 955 Rideau Rd. **Transmitter:** Old Banff Coach Rd.

**Telephone:** Chestnut 3-3491.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4843-ft. above sea level, lat. 51° 04′ 24″, long. 114° 15′ 34″.

**Network Service:** CBC.

**Ownership:** Frederick Shaw, 66⅔%; Calgary Bcstg. Co. (CFAC), 33⅓%. Calgary Bcstg. is affiliated with *Calgary Herald* (Southam Newspapers). Southam also publishes *Hamilton Spectator, Vancouver Province & Edmonton Journal;* owns ⅓ of CHCH-TV, Hamilton; operates radio station CJCA, Edmonton.

**Began Operation:** Oct. 2, 1954.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Represented (engineering)** by K. A. Mackinnon, Ottawa.

**Personnel:**
Herbert S. Stewart, *manager.*
Bob Watson, *sales manager.*
Lee Crawley, *chief engineer.*
Gordon Warner, *film editor.*
Barry Gordon, *production manager.*
Ron Chase, *program manager.*
Ed Whalen, *news & sports director.*
Barry Nicholls, *promotion manager.*
Vern Kent, *chief photographer.*

**DIGEST OF RATE CARD NO. 4—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $350.00 | $210.00 | $140.00 | $122.00 | $105.00 | $75.00* | $60.00* | $45.00* |
| **Class B**—Noon-1 p.m., 4-6 p.m., 11 p.m.-sign-off, Mon.-Sat. | | | | | | | |
| 262.00 | 157.00 | 105.00 | 92.00 | 79.00 | 60.00 | 45.00 | 35.00 |
| **Class C**—7 a.m.-noon, 1-4 p.m., Mon.-Sat. | | | | | | | |
| 168.00 | 101.00 | 67.00 | 59.00 | 50.00 | 42.00 | 34.00 | 25.00 |

* **Class A** (6-7:30 p.m., 10:30-11 p.m., daily). Also has **Class AA** (7:30-10:30 p.m., daily) Min. $90, 20 Sec. $85, 8 Sec. $65.

## CFCY-TV
### Charlottetown, P. E. I.
**(Ch. 13)**

**Licensee:** The Island Radio Bcstg. Co. Ltd., 85 Kent St.

**Studio:** 85 Kent St. **Transmitter:** Churchill, P.E.I.

**Telephone:** 7347.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 79-kw visual, 39.5-kw aural. Antenna: 771-ft. above av. terrain, 583-ft. above ground, 936-ft. above sea level, lat. 46° 12′ 40″, long. 63° 20′ 25″.

**Network Service:** CBC.

**AM Affiliate:** CFCY, 5-kw, 630 kc (CBC).

**Ownership:** Island Radio Broadcasting Co., Ltd.

**Began Operation:** July 1, 1956.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
R. F. Large, *station manager.*
E. Paul Williams, *traffic manager.*

**DIGEST OF RATE CARD NO. 1—(April 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | | |
| $190.00 | $114.00 | $76.00 | $57.00 | $48.00 | 33.00 | $22.00 | $18.00 |
| **Class B**—All other times. | | | | | | | |
| 115.00 | 69.00 | 46.00 | 35.00 | 29.00 | 20.00 | 13.00 | 11.00 |

## CFRN-TV
### Edmonton, Alta.
(Ch. 3)

**Licensee:** Sunwapta Bcstg. Co. Ltd., 102 C. P.R. Bldg.

**Studio & Transmitter:** Jasper Hwy., 6 mi. W of Edmonton.

**Telephone:** 892572.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 180.3-kw visual, 90.4-kw aural. Antenna: 488-ft. above av. terrain, 488-ft. above ground, 2714-ft. above sea level, lat. 53° 32′ 40″, long. 113° 38′ 50″.

**Network Service:** CBC.

**AM Affiliate:** CFRN, 5-kw 1260 kc (CBC). **FM Affiliate:** CFRN-FM, .279-kw, 100.3 mc (No. 262), 156-ft. antenna height.

**Ownership:** Sunwapta Broadcasting Co. Ltd., G. R. A. Rice, pres.

**Began Operation:** Oct. 17, 1954.

**Represented** (sales) by Young Canadian Ltd. (for U.S.); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Television Representatives Ltd. (Canada); Broadcast Representatives Ltd. (Winnipeg).

**Personnel:**
G. R. A. Rice, *president.*
S. S. Lancaster, *manager.*
F. G. A. Makepeace, *chief engineer.*
Bruce D. Alloway, *sales manager.*
W. H. Hogle, *news & public affairs manager.*

**DIGEST OF RATE CARD NO. 4**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun. | | | | | | | |
| $400.00 | $240.00 | $160.00 | $140.00 | $120.00 | $78.00* | $60.00* | $30.00* |
| Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 300.00 | 180.00 | 120.00 | 105.00 | 90.00 | 62.50 | 47.50 | 24.00 |
| Class C—All other times. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 45.00 | 33.00 | 16.50 |

* Class AA (7-10:30 p.m., daily) Min. $110; 20 Sec. $90; 8 Sec. $45.

## CKSO-TV-1
### Elliot Lake, Ont.
(Ch. 3)
(Satellite of CKSO-TV, Sudbury, Ont.)

**Licensee:** CKSO Radio Ltd., 336 Ash St., Sudbury, Box 400.

**Studio & Transmitter:** Elliot Lake.

**Telephone:** Victor 8-3092.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 4-kw visual, 2-kw aural. Antenna: 432-ft. above av. terrain, 120-ft. above ground, 1520-ft. above sea level, lat. 46° 25′ 40″, long. 82° 40′ 10″.

**Network Service:** Same as CKSO-TV, Sudbury.

**Ownership:** See CKSO-TV.

**Began Operation:** Oct. 26, 1957.

**Personnel:**
Lucien (Lou) Albert, *resident manager.*

**Rates:** Sold only in combination with CKSO-TV, Sudbury, Ont.

## CBHT
### Halifax, N.S.
(Ch. 3)

**Licensee:** Canadian Bcstg. Corp., 100 Sackville St., Box 175.

**Studio:** 70 Bell Rd. **Transmitter:** Geizer's Hill, NW of city.

**Telephone:** 2-8311.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw maximum and 56-kw horizontal visual, 60-kw maximum and 33.8-kw horizontal aural. Antenna 680-ft. above av. terrain, 434-ft. above ground, 884-ft. above sea level, lat. 44° 39′ 07″, long. 63° 39′ 31″.

**Network Service:** CBC.

**AM Affiliate:** CBH, .1-kw, 1330 kc (CBC).

**Began Operation:** Dec. 20, 1954.

**Personnel:**
G. F. Brickenden, *director.*
Donald G. LeBlanc, *commercial representative.*
J. Simonsen, *technical director.*
Carl MacCaul, *program director.*
C. Pottle, *news editor.*
G. W. Hames, *film director.*
A. W. Wilson, *press & information representative.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $340.00 | $204.00 | $136.00 | $119.00 | $102.00 | $68.00* | $51.00* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 255.00 | 153.00 | 102.00 | 89.25 | 76.50 | 51.00 | 38.25 |
| Class C—All other times. | | | | | | |
| 204.00 | 122.40 | 81.60 | 71.40 | 61.20 | 40.80 | 30.60 |

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. $85, 20 Sec. $68. Note: No announcements scheduled on Sunday.
Subject to frequency discounts, except on announcements.

## CHCH-TV
### Hamilton, Ont.
(Ch. 11)

**Licensee:** Niagara Television Ltd., Box 11-11.

**Studio:** 163 Jackson St. W. **Transmitter:** 1 mi. SW of Stoney Creek, atop Escarpment. Telephone: Jackson 2-1101.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 150-kw visual, 90-kw aural. Antenna: 654-ft. above av. terrain, 536-ft. above ground, 1146-ft. above sea level, lat. 43° 12′ 27″, long. 79° 46′ 05″.

**Network Service:** CBC.

**Ownership:** Kenneth D. Soble operator of CHML, pres., ⅓; Southam Co. Ltd. (St. Clair Balfour Jr.), ⅓; Wentworth Broadcasting Co. Ltd. (jointly owned by Taylor, Pearson & Carson and Clifford Sifton), operating CKOC, ⅓. Mr. Sifton also operates CKCK-TV, Regina. Southam Co. publishes *Hamilton Spectator*, also owns 20% of CHCT-TV, Calgary, where it publishes *Calgary Herald;* owns 60% of CFAC, Calgary and CJCA, Edmonton. For other Southam holdings, see CHCT-TV.

**Began Operation:** June 7, 1954.

**Represented** (sales) by Young Canadian Ltd. (for U.S.) & All-Canada Television.

**Personnel:**
Kenneth D. Soble, *president & general manager.*
S. J. Bibby, *assistant manager.*
J. R. Peters, *commercial manager.*
J. S. Purvis, *program manager.*
W. E. Jeynes, *director of engineering.*

**DIGEST OF RATE CARD NO. 3—(Sept. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $550.00 | $330.00 | $220.00 | $190.00 | $165.00 | $135.00 | $110.00 | $65.00 |
| Class B—5-6:30 p.m., Mon.-Sat.; sign-on-6:30 p.m., Sat.; sign-on-5 p.m., Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 412.50 | 247.50 | 165.00 | 145.00 | 124.00 | 100.00 | 75.00 | 50.00 |
| Class C—Sign-on-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily. | | | | | | | |
| 275.00 | 165.00 | 110.00 | 96.25 | 82.50 | 65.00 | 50.00 | 35.00 |

## CKRS-TV
### Jonquiere, Que.
(Ch. 12)

**Licensee:** Radio Saguenay Limitee, 735 St. Hubert.

**Studio and Transmitter:** 179 Sir Wilfrid Laurier St.

**Telephone:** 2-4551.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level, lat. 48° 24′ 29″, long. 71° 14′ 52″.

**Network Service:** CBC.

**AM Affiliate:** CKRS, 1-kw, 590 kc.

**Ownership:** Henri Lepage, pres.

**Began Operation:** Dec. 1, 1955.

**Represented** (sales) by Joseph A. Hardy & Co. Ltd. (Montreal & Toronto); Young Canadian Ltd., (New York).

**Personnel:**
Henri Lepage, *president.*
Tom Burham, *general manager.*
Paul J. Audette, *manager.*
Gerard Lemieux, *technical director.*

**DIGEST OF RATE CARD NO. 3—(Oct. 1, 1956)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily; all day Sun. | | | | | | | |
| $250.00 | $150.00 | $100.00 | $87.50 | $75.00 | $50.00 | $37.50 | $25.00 |
| Class B—All other times. | | | | | | | |
| 187.50 | 112.50 | 75.00 | 65.63 | 56.25 | 37.50 | 28.00 | 18.75 |

# Canada

## CFCR-TV
## Kamloops, B. C.
(Ch. 4)

**Licensee:** Twin Cities Television Ltd., 4th Ave. & St. Paul St.

**Studio & Transmitter:** 4th Ave. & St. Paul St.

**Telephone:** 1021.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: .1-kw visual, .05-kw aural. Antenna: minus 110-ft. above av. terrain, 100-ft. above ground, 1260-ft. above sea level, lat. 50° 40′ 34″, long. 120° 19′ 51″.

**Network Service:** CBC.

**Ownership:** Ian G. Clark, principal owner & gen. mgr., is principal in Inland Broadcasters, which owns radio CFJC affiliated with *Kamloops Sentinel*.

**Began Operation:** April 8, 1957.

**Represented (sales)** by Weed Television Corp. (for U.S.) and All-Canada Television.

**Personnel:**
Ian G. Clark, *general manager.*
J. Fred Weber, *asst. manager & chief engineer.*
Walter Harwood, *commercial manager.*
Jean C. Ross, *program director.*
Marg Heron, *film director.*

**DIGEST OF RATE CARD NO. 1**
(April 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—5-11 p.m., Sun.; 6-11 p.m., daily. | | | | | | | |
| $ 75.00 | $45.00 | $30.00 | $26.25 | $22.50 | $16.00 | $12.00 | $8.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; sign-on-5 p.m., Sun.; sign-on-6 p.m., Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 55.00 | 33.00 | 22.00 | 19.25 | 16.50 | 13.00 | 9.00 | 7.00 |
| **Class C**—All other times. | | | | | | | |
| 37.50 | 22.50 | 15.00 | 13.00 | 11.25 | 8.00 | 6.00 | 4.00 |

Subject to frequency discounts.

## CFCL-TV-1
## Kapuskasing, Ont.
(Ch. 3)
(Satellite of CFCL-TV, Timmins, Ont.)

**Licensee:** J. Conrad Lavigne Enterprises Ltd., Mont Sacre Coeur, Timmins.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 34-watts visual, 17-watts aural. Antenna: 100-ft. above av. terrain, 300-ft. above ground, 1300-ft. above sea level, lat. 49° 24′ 20″, long. 82° 26′ 20″.

**Network Service:** Same as CFCL-TV, Timmins.

**Ownership:** See CFCL-TV.

**Began Operation:** Dec. 15, 1957 as unattended automatic repeater of CFCL-TV.

**Rates:** Sold only in combination with CFCL-TV.

## CHBC-TV
## Kelowna, B. C.
(Ch. 2)
(Also operates satellites CHBC-TV-1, Penticton, & CHBC-TV-2, Vernon, both B.C.)

**Licensee:** Okanagan Valley Television Co. Ltd., 342 Leon Ave.

**Studio:** 342 Leon Ave. **Transmitter:** 4 mi. NW of Kelowna.

**Telephone:** 4535.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 3.7-kw visual, 1.65-kw aural. Antenna: 1500-ft. above av. terrain, 98-ft. above ground, 4331-ft. above sea level, lat. 49° 58′ 00″, long. 119° 31′ 40″.

**Network Service:** CBC.

**AM Affiliate:** CKOV, 1-kw, 630 kc (CBC).

**Ownership:** Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; radio CKOK, Penticton (Roy G. Chapman & Maurice P. Finnerty), 33.33%; radio CJIB, Vernon (Charles Pitt & Richard Peters), 33.33%.

**Began Operation:** Sept. 21, 1957.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
Roy G. Chapman, *general manager.*
R. (Dick) Sharp, *sales manager.*
Stan Lettner, *program director.*
Tom Wyatt, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
(Sept. 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $170.00 | $102.00 | $68.00 | $60.00 | $51.00 | $37.00 | $30.00 | $20.00 |
| **Class B**—All other times. | | | | | | | |
| 102.00 | 61.00 | 41.00 | 36.00 | 31.00 | 25.00 | 20.00 | 15.00 |

Subject to frequency discounts, except on announcements.

## CKWS-TV
## Kingston, Ont.
(Ch. 11)

**Licensee:** The Frontenac Bcstg. Co. Ltd., 170 Queen St.

**Studio:** 170 Queen St. **Transmitter:** Camden, 18-mi. west of Kingston.

**Telephone:** 24977.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 101-kw visual, 60.6-kw aural. Antenna: 419-ft. above av. terrain, 400-ft. above ground, 907-ft. above sea level, lat. 44° 19′ 26″, long. 76° 49′ 07″.

**Network Service:** CBC.

**AM Affiliate:** CKWS, 5-kw, 960 kc (CBC). **FM Affiliate:** CKWS-FM, .35-kw, 96.3 mc (No. 242), 94-ft. antenna height.

**Ownership:** Sen. W. Rupert Davies, pres., 51%; Roy Thomson, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Sen. Davies publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

**Began Operation:** Dec. 9, 1954.

**Represented (sales)** by Young Canadian Ltd. (for U.S.) & All-Canada Television.

**Personnel:**
R. W. Hofstetter, *manager.*
Denny Payne, *commercial manager.*
Don Nairn, *program manager.*
Bert Cobb, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
(Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $280.00 | $168.00 | $112.00 | $98.00 | $84.00 | $56.00 | $42.00 | $28.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat. | | | | | | | |
| 210.00 | 126.00 | 84.00 | 73.50 | 63.00 | 42.00 | 31.50 | 21.00 |
| **Class C**—Sign-on-noon, 1-5 p.m., Mon.-Fri. | | | | | | | |
| 168.00 | 100.80 | 67.20 | 58.80 | 50.40 | 33.60 | 25.20 | 16.80 |

Subject to frequency discounts.

## CKCO-TV
## Kitchener, Ont.
(Ch. 13)

**Licensee:** Central Ontario Television Ltd., 864 King St. W.

**Studio:** 864 King St. W. **Transmitter:** Baden Hill, Ontario.

**Telephone:** Sherwood 3-4335; Toronto, Empire 6-0852.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 100-kw visual, 54.4-kw aural. Antenna: 928-ft. above av. terrain, 683-ft. above ground, 2083-ft. above sea level, lat. 43° 24′ 15″, long. 80° 38′ 05″.

**Network Service:** CBC.

**Ownership:** Carl A. Pollock, pres., 25%; radio CKCR (licensee of CKCR, Kitchener), 25%; Famous Players Canadian Corp., 50%. Famous Players also owns 50% of CFCM-TV & CKMI-TV, Quebec City.

**Began Operation:** March 1, 1954.

**Represented (sales)** by Weed Television Corp. (for U.S.) & Jos. A. Hardy & Co. Ltd.; John N. Hunt & Assoc. (Western Canada).

**Personnel:**
Eugene E. Fitzgibbons, *general manager.*
W. D. McGregor, *operations manager.*
William Whiting, *publicity director.*
A. G. Day, *chief engineer.*

**DIGEST OF RATE CARD NO. 6—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily; all day Sun. | | | | | | | |
| $450.00 | $270.00 | $180.00 | $158.00 | $135.00 | $90.00 | $70.00 | $45.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. | | | | | | | |
| 338.00 | 203.00 | 135.00 | 119.00 | 102.00 | 70.00 | 55.00 | 35.00 |
| **Class C**—All other times. | | | | | | | |
| 270.00 | 162.00 | 108.00 | 95.00 | 81.00 | 50.00 | 40.00 | 25.00 |

Subject to frequency discounts.

## CJLH-TV
### Lethbridge, Alta.
(Ch. 7)

**Licensee:** Lethbridge Television Ltd., Lethbridge.

**Studio & Transmitter:** Lethbridge, Alta.

**Telephone:** Fairfax 7-1521.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 171-kw visual, 85.5-kw aural. Antenna: 668-ft. above av terrain, 635-ft. above ground, 3015-ft. above sea level, lat. 49° 42′ 55″, long. 112° 47′ 56″.

**Network Service:** CBC.

**Ownership:** *Lethbridge Herald*, 50%; radio CJOC, 50%. Hugh Buchanan, pres. (also pres. of *Herald*); Norman Botterill, managing director (also CJOC mgr.).

**Began Operation:** Nov. 20, 1955.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
N. Botterill, *managing director.*
V. Reed, *chief engineer.*
L. Crittenden, *sales manager.*
Sam Pitt, *production manager.*

DIGEST OF RATE CARD NO. 2—(April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $160.00 | $96.00 | $64.00 | $56.00 | $48.00 | $40.00 | $32.00 | $24.00 |
| Class B—5-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 30.00 | 24.00 | 18.00 |
| Class C—All other times. | | | | | | | |
| $80.00 | $48.00 | $40.00 | $32.00 | $28.00 | $20.00 | $16.00 | $12.00 |

## CFPL-TV
### London, Ont.
(Ch. 10)

**Licensee:** London Free Press Printing Co. Ltd., 442 Richmond St.

**Studio & Transmitter:** Commissioners Road, Box 488.

**Telephone:** 4-2115.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 195-kw aural. Antenna: 576-ft. above av. terrain, 575-ft. above ground, 1434-ft. above sea level, lat. 42° 57′ 15″, long. 81° 15′ 58″.

**Network Service:** CBS, NBC, ABC (via CBC).

**AM Affiliate:** CFPL, 5-kw, 980 kc (CBC). **FM Affiliate:** CFPL-FM, 4.44-kw, 95.9 mc (No. 240), 131-ft antenna height.

**Ownership:** London Free Press Printing Co. Ltd., publisher of *London Free Press;* W. J. Blackburn, pres.

**Began Operation:** Nov. 28, 1953.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Represented (engineering)** by Keith A. MacKinnon, Ottawa.

**Personnel:**
Walter J. Blackburn, *president & managing director.*
Murray T. Brown, *general manager.*
R. A. (Bob) Reinhart, *station manager.*
W. Clifford Wingrove, *assistant manager and director of sales.*
G. Robitaille, *director of engineering.*
Kevin Knight, *production manager.*
Ron Laidlaw, *news director.*

DIGEST OF RATE CARD NO. 5—(April 1, 1957)

| Hour | 30 Min. | 15 Min | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun. | | | | | | | |
| $525.00 | $315.00 | $210.00 | $185.00 | $160.00 | $120.00 | $105.00 | $50.00 |
| Class B—5-6:30 p.m., Mon.-Fri.; 11:30-p.m.-sign-off, Fri. & Sat.; sign-on-5 p.m., Sat. & Sun.; 11-11:30 p.m., daily. | | | | | | | |
| 420.00 | 250.00 | 165.00 | 145.00 | 125.00 | 90.00 | 80.00 | 40.00 |
| Class C—Sign-on-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, Sun.-Thu. | | | | | | | |
| 250.00 | 150.00 | 100.00 | 90.00 | 75.00 | 50.00 | 40.00 | 20.00 |

## CHAT-TV
### Medicine Hat, Alta.
(Ch. 6)

**Licensee:** Monarch Broadcasting Co. Ltd., 520 First St.

**Studio & Transmitter:** 520 First St.

**Telephone:** 2821.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 5.7-kw visual, 3-kw aural. Antenna: 313-ft. above av. terrain, 279-ft. above ground, 2728-ft. above sea level, lat. 50° 04′ 36″, long. 110° 47′ 40″.

**Network Service:** CBC.

**AM Affiliate:** CHAT, 1-kw, 1270 kc (CBC).

**Ownership:** J. H. Yuill, pres. and 100% owner.

**Began Operation:** Sept. 14, 1957.

**Represented (sales)** by Weed Television Corp. (for U.S.) and Stovin-Byles Ltd.

**Personnel:**
R. J. Buss, *v.p. & general manager.*

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun. | | | | | | | |
| $100.00 | $60.00 | $40.00 | $35.00 | $30.00 | $22.50 | $16.50 | $11.50 |
| Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-6 p.m., Sat. | | | | | | | |
| 75.00 | 45.00 | 30.00 | 26.25 | 22.50 | 17.50 | 12.50 | 9.00 |
| Class C—All other times. | | | | | | | |
| 60.00 | 36.00 | 24.00 | 21.00 | 18.00 | 12.00 | 9.00 | 6.00 |

Subject to frequency discounts.

## CKCW-TV
### Moncton, N.B.
(Ch. 2)

**Licensee:** Moncton Bcstg. Ltd., Knights of Pythias Bldg.

**Studio:** Halifax St. **Transmitter:** Caledonia Mt., near Rosevale.

**Telephone:** 4-9601.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 25-kw visual, 15-kw aural. Antenna: 990-ft. above terrain, 326-ft. above ground, 1626-ft. above sea level, lat. 45° 50′ 56″, long. 64° 48′ 44″.

**Network Service:** CBC.

**AM Affiliate:** CKCW, 10-kw, 1220 kc (CBC).

**Ownership:** F. A. Lynds, pres.; Dr. C. H. Blakeny, v.p.; C. E. Leger, v.p.; R. M. Palmer, secy-treas.; C. L. Peters, director.

**Began Operation:** Nov. 30, 1954.

Represented (sales) by Young Canadian Ltd. (for U.S.) & Stovin-Byles Ltd.

**Personnel:**
F. A. Lynds, *president & general manager.*
B. Masters, *commercial manager.*
J. Irvine, *program director.*
H. Button, *comptroller.*

DIGEST OF RATE CARD NO. 2
(July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m. daily; all day Sun. | | | | | | | |
| $250.00 | $150.00 | $100.00 | $75.00 | $62.50 | $50.00 | $30.00 | $25.00 |
| Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 45.00 | 37.50 | 30.00 | 18.00 | 15.00 |
| Class C—All other times. | | | | | | | |
| 100.00 | 60.00 | 40.00 | 30.00 | 25.00 | 20.00 | 12.00 | 10.00 |

Subject to frequency discounts.

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# Canada

## CBFT
### Montreal, Que.
(Ch. 2)
(French Outlet)

**Licensee:** Canadian Broadcasting Corp., Box 6000.

**Studio:** Radio-Canada Bldg., 1425 Dorchester St. W. **Transmitter:** Mount Royal Park.

**Telephone:** University 6-2571.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 912-ft. above av. terrain, 259-ft. above ground, 1003-ft. above sea level, lat 45° 30′ 20″, long. 73° 35′ 32″.

**Network Secvice:** CBC.

**AM Affiliate:** CBF, 50-kw, 690 kc (CBC). **FM Affiliate:** CBF-FM, 3.86-kw, 95.1 mc (No. 236) 585-ft. antenna height.

**Began Operation:** Sept. 6, 1952; changed from bi-lingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

**Personnel:**
Andre Ouimet, *director.*
Yves Vien, *asst. director.*
Fernand Guerard, *program director.*
Charles Frenette, *technical director.*
Maurice Valiquette, *commercial manager, Quebec.*
J.-P. LePailleur, *film director.*
Jean Jules Trudeau, *press & information, Montreal.*

**DIGEST OF RATE CARD NO. 10**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $1,250.00 | $750.00 | $500.00 | $437.50 | $375.00 | $250.00* | $187.50* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 937.50 | 562.50 | 375.00 | 328.13 | 281.25 | 187.50 | 140.63 |
| Class C—All other times. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 225.00 | 150.00 | 112.50 |

* **Class A** (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has **Class AA** (7:30-10:30 p.m., Mon.-Sat.): Min. $312.50, 20 Sec. $250.00. Note: No announcements scheduled on Sunday.

Subject to frequency discounts, except on announcements.

## CBMT
### Montreal, Que.
(Ch. 6)

**Licensee:** Canadian Bcstg. Corp., Box 6000.

**Studio:** Radio Canada Bldg., 1425 Dorchester St. W.

**Transmitter:** Mount Royal Park.

**Telephone:** University 6-2571.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 43.8-kw visual, 26.2-kw aural. Antenna: 820-ft. above av. terrain, 167-ft. above ground, 911-ft. above sea level, lat. 45° 30′ 20″, long. 73° 35′ 32″.

**Network Service:** CBC.

**AM Affiliate:** CBM, 50-kw, 940 kc (CBC). **FM Affiliate:** CBM-FM, 3.86-kw, 100.7 mc (No. 236) 525-ft. antenna height.

**Began Operation:** Jan. 10, 1954.

**Personnel:**
Andre Ouimet, *TV director.*
Yves Vien, *asst. director.*
D. E. McGill, *program director.*
Maurice Valiquette, *commercial manager, Quebec.*
C. Frenette, *technical director.*
J. J. Trudeau, *press & information, Montreal.*

**DIGEST OF RATE CARD NO. 8—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $1,000.00 | $600.00 | $400.00 | $350.00 | $300.00 | $200.00* | $150.00* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 225.00 | 150.00 | 112.50 |
| Class C—All other times. | | | | | | |
| 600.00 | 360.00 | 240.00 | 210.00 | 180.00 | 120.00 | 90.00 |

* **Class A** (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has **Class AA** (7:30-10:30 p.m., Mon.-Sat.): Min. $250, 20 Sec. $200. Note: No announcements scheduled on Sunday.

Subject to frequency discounts, except on announcements.

## CKGN-TV
### North Bay, Ont.
(Ch. 10)

**Licensee:** Tel-Ad Co. Ltd., Box 1000, North Bay.

**Studio & Transmitter:** Hwy. 11, 1-mi. S of Callander, Ont.

**Telephone:** Grover 2-900, North Bay.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 28.5-kw visual, 14.25-kw aural. Antenna: 495-ft. above av. terrain, 373-ft. above ground, 1221-ft. above sea level, lat. 46° 12′ 15″, long. 79° 21′ 05″.

**Network Service:** CBC, NBC, CBS, ABC.

**Ownership:** Board members & principal owners—G. A. Alger, pres.; J. L. Shaw, v.p.; K. M. Valin, secy.; G. D. Stanton, treas.; Ced E. Price; John Kennedy.

**Began Operation:** Dec. 19, 1955.

**Represented (sales)** by Young Canadian Ltd. (for U.S.); Paul Mulvihill & Co. Ltd.; John N. Hunt & Assoc. (Vancouver).

**Personnel:**
Bruce McLeod, *general manager.*
W. Hart, *production manager.*
Gord Beavis, *local sales manager.*
T. R. Matthews, *program director.*
Pat Williams, *women's program director.*
D. Mee, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily; all day Sun. | | | | | | | |
| $180.00 | $108.00 | $72.00 | $63.00 | $54.00 | $40.00* | $30.00* | $20.00* |
| Class B—5-6 p.m., 11 p.m.-sign-off, Mon.-Sat. | | | | | | | |
| 135.00 | 81.00 | 54.00 | 47.25 | 40.50 | 30.00 | 24.00 | 16.00 |
| Class C—All other times. | | | | | | | |
| 108.00 | 64.80 | 43.20 | 37.80 | 32.40 | 24.00 | 18.00 | 12.00 |

* **Class AA** (7-11 p.m., daily): Min. $45. 20 Sec. $35. 8 Sec. $25. **Class A** (6-7 p.m., daily).

Subject to frequency discounts, except on announcements.

## CBOT
### Ottawa, Ont.
(Ch. 4)
(English Outlet)

**Licensee:** Canadian Broadcasting Corp., 140 Wellington St.

**Studio and Transmitter:** Lanark Ave., Westboro.

**Telephone:** Parkway 8-1771.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 50.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 406-ft. above ground, 607.5-ft. above sea level, lat. 45° 23′ 50″, long. 75° 45′ 10″.

**Network Service:** CBC.

**AM Affiliate:** CBO, 5-kw, 910 kc (CBC). **FM Affiliate:** CBO-FM, .38-kw, 103.3 mc (No. 277), 250-ft. antenna height.

**Began Operation:** June 2, 1953.

**Personnel:**
Charles P. Wright, *stations manager.*
Georges Huard, *manager, TV operations.*
Dennis Townsend, *program director.*
L. G. MacDonald, *news editor.*
Larry O'Neill, *sales representative.*
Maxted Gilbert, *chief operator.*
J. H. Book, *technical director.*
C. E. Wright, *press and information.*

**DIGEST OF RATE CARD NO. 9**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $475.00 | $285.00 | $190.00 | $166.25 | $142.50 | $95.00 | $71.25* | $47.50* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 356.25 | 213.75 | 142.50 | 124.69 | 106.88 | 71.25 | 53.44 | 35.63 |
| Class C—All other times. | | | | | | | |
| 285.00 | 171.00 | 114.00 | 99.75 | 85.50 | 57.00 | 42.75 | 28.50 |

* **Class A** (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has **Class AA** (7:30-10:30 p.m., Mon.-Sat.): Min. $118.75, 20 Sec. $95, 8 Sec. $71.25.

Note: No announcements scheduled on Sunday.

Subject to frequency discounts, except on announcements.

# CBOFT
## Ottawa, Ont.
(Ch. 9)
(French Outlet)

**Licensee:** Canadian Bcstg. Corp., 140 Wellington St.

**Studio & Transmitter:** Lanark Ave.

**Telephone:** Parkway 8-1771.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 55-kw maximum and 31-kw horizontal visual, 31-kw maximum and 17-kw horizontal aural. Antenna: 403-ft. above av. terrain, 488-ft. above ground, 698.5-ft. above sea level, lat. 45° 23′ 50″, long. 75° 45′ 10″.

**Network Service:** CBC.

**Began Operation:** June 24, 1955.

**Personnel:**
O. P. Wright, *stations manager (Ottawa).*
Maurice Valiquette, *commercial mgr., Quebec (Montreal).*
Georges Huard, *manager of TV operations.*
Dennis Townsend, *program director.*
Maxted Gilbert, *chief operator.*
J. H. Book, *technical director.*
H. P. Morin, *news editor.*
Jean Charpentier, *press and information.*

DIGEST OF RATE CARD NO. 3—(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m. Sun. | | | | | | |
| $315.00 | $189.00 | $126.00 | $110.25 | $94.50 | $63.00* | $47.25* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11-p.m.-sign-off, daily. | | | | | | |
| 236.25 | 141.75 | 94.50 | 82.69 | 70.88 | 47.25 | 35.44 |
| Class C—All other times. | | | | | | |
| 189.00 | 113.40 | 75.60 | 66.15 | 56.70 | 37.80 | 28.35 |

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. $78.75, 20 Sec. $63, 8 Sec. $47.25. Note: No announcements scheduled on Sunday.
Subject to frequency discounts.

# CHEX-TV
## Peterborough, Ont.
(Ch. 12)

**Licensee:** Kawartha Broadcasting Co. Ltd., Box 657.

**Studio & Transmitter:** 2-mi NE of Peterborough in Douro Twp.

**Telephone:** Riverside 2-0451.

**Technical Facilities:** Channel 12 (204-210 mc). Authorized power in preferred direction: 260-kw visual, 156-kw aural. Antenna: 1200-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level, lat. 44° 19′ 45″, long. 78° 18′ 03″.

**Network Service:** CBC.

**AM Affiliate:** CHEX, 5-kw, 980 kc (CBC).

**Ownership:** Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies, pres., 51%; Roy H. Thomson, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Sen. Davies publishes *Kingston Whig-Standard & Peterborough Examiner.* Mr. Thomson is chain newspaper publisher.

**Began Operation:** March 28, 1955.

**Represented (sales)** by Weed Television Corp. (for U. S.) & All Canada Television.

**Personnel:**
Harvey Freeman, *general manager.*
Keith Packer, *manager.*
Jim Gibson, *commercial manager.*
Doug Manning, *sales manager.*
Gordon Shale, *program director.*
Bert Crump, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun. | | | | | | | |
| $260.00 | $156.00 | $104.00 | $91.00 | $78.00 | $52.00 | $39.00 | $26.00 |
| Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 195.00 | 117.00 | 78.00 | 68.25 | 58.50 | 39.00 | 29.25 | 19.50 |
| Class C—Sign-on-noon, 1-5 p.m., Mon.-Fri. | | | | | | | |
| 156.00 | 93.60 | 62.40 | 54.60 | 46.80 | 31.20 | 23.40 | 15.60 |

Subject to frequency discounts.

# CHBC-TV-1
## Penticton, B. C.
(Ch. 13)
(Satellite of CHBC-TV, Kelowna, B.C.)

**Licensee:** Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna.

**Telephone:** 4535, Kelowna.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 300-watts visual, 150-watts aural. Antenna: directonal, 1100-ft. above av. terrain, 108-ft. above ground, 4300-ft. above sea level, lat. 49° 39′ 34″, long. 119° 34′ 18″.

**Network Service:** Same as CHBC-TV, Kelowna.

**AM Affiliate:** CKOK, 1-kw (500-watts night), 1070 kc.

**Ownership:** See CHBC-TV, Kelowna.

**Began Operation:** Oct. 12, 1957 as unattended automatic repeater.

**Rates:** Sold only in combination with CHBC-TV.

# CFCJ-TV
## Port Arthur, Ont.
(Ch. 2)

**Licensee:** Thunder Bay Electronics Ltd., 87 N. Hill St.

**Studio & Transmitter:** 87 N. Hill St.

**Telephone:** 4-2404.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-kw aural. Antenna: 174-ft. above av. terrain, 225-ft. above ground, 1025-ft. above sea level, lat. 48° 26′ 30″, long. 89° 14′ 03″.

**Network Service:** CBC.

**Ownership:** Thunder Bay Electronics Ltd.

**Began Operation:** Sept. 17, 1954. Sold by Ralph Parker to present owners in Jan. 1957 (*Television Digest*, Vol. 12:49; 13:2).

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
Ralph H. Parker, *general manager.*

DIGEST OF RATE CARD NO. 3—(April 15, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec |
|---|---|---|---|---|---|---|---|
| Class A—6:30-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $225.00 | $135.00 | $90.00 | $79.00 | $68.00 | $55.00 | $45.00 | $35.00 |
| Class B—All other times. | | | | | | | |
| 169.00 | 101.00 | 68.00 | 59.00 | 51.00 | 40.00 | 30.00 | 20.00 |

Subject to frequency discounts, except on announcements.

# CKBI-TV
## Prince Albert, Sask.
(Ch. 5)

**Licensee:** Central Broadcasting Co. Ltd., 10th Street West.

**Studio:** 10th Street West. **Transmitter:** Red Deer Hill.

**Telephone:** Roger 3-7421.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 61-kw visual (100-kw directional), 36.5-kw aural. Antenna: 875-ft. above av. terrain, 590-ft. above ground, 2340-ft. above sea level, lat. 53° 03′ 27″, long. 105° 50′ 32″.

**Network Service:** CBC, CBS.

**AM Affiliate:** CKBI, 10-kw, 900 kc (CBC).

**Ownership:** E. A. Rawlinson, pres. & gen. mgr.

**Began Operation:** Jan. 27, 1958.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
E. A. Rawlinson, *president & general manager.*
G. O. Johnson, *sales manager.*
J. J. Cennon, *program manager.*
Tom Van Nes, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1958)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $175.00 | $105.00 | $75.00 | $65.00 | $55.00 | $40.00 | $32.00 |
| Class B—5-6 p.m., Mon-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign off, daily. | | | | | | |
| 130.00 | 78.00 | 65.00 | 55.00 | 40.00 | 30.00 | 24.00 |
| Class C—All other times. | | | | | | |
| 87.50 | 52.50 | 40.00 | 32.00 | 24.00 | 20.00 | 16.00 |

# Canada

## CFCM-TV
### Quebec City, Que.
**(Ch. 4)**
**(French Outlet)**

**Licensee:** Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

**Studio & Transmitter:** 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

**Telephone:** Murray 3-4985.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 12.7-kw visual, 6.35-kw aural. Antenna: 473-ft. above av. terrain, 420-ft. above ground 685-ft. above sea level, lat. 46° 47′ 04″, long. 71° 15′ 54″. CP for 12.65-kw visual, 6.33-kw aural.

**Network Service:** CBC, CBS.

**Ownership:** Famous Players Canadian Corp., 50%; CHRC, 20%; CKCV, 20%; Mr. A. C. Picard, 10%. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont. Television de Quebec also owns English language outlet CKMI-TV, Quebec City (Ch. 5).

**Began Operation:** July 13, 1954.

**Represented (sales)** by Weed Television Corp. (N.Y., Chicago); Jos. A. Hardy & Co. (Montreal, Toronto); John N. Hunt & Associates (Western Canada).

**Personnel:**
Gaston Pratte, *president.*
A. C. Picard, *executive director.*
J. A. Pouliot, *general manager.*
Ernest W. Miller, CFCM-TV *station & sales manager.*
Rene Lapointe, *comptroller.*

**DIGEST OF RATE CARD NO. 6**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily; all day Sun. | | | | | | | |
| $475.00 | $285.00 | $190.00 | $166.00 | $143.00 | $100.00* | $80.00* | $50.00* |
| **Class B**—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat. | | | | | | | |
| 356.00 | 214.00 | 142.00 | 125.00 | 107.00 | 80.00 | 60.00 | 40.00 |
| **Class C**—All other times. | | | | | | | |
| 285.00 | 171.00 | 114.00 | 100.00 | 86.00 | 65.00 | 50.00 | 30.00 |

* **Class AA** (7:30-10 p.m., daily) Min. $120, 20 Sec. $95, 10 Sec. $60. Subject to frequency discounts, except on announcements.

## CKMI-TV
### Quebec City, Que.
**(Ch. 5)**
**(English Outlet)**

**Licensee:** Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

**Studio & Transmitter:** 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

**Telephone:** Murray 3-4985.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 5.6-kw visual, 2.8-kw aural. Antenna: 457-ft. above av. terrain, 685-ft. above sea level, using same facilities as CFCM-TV.

**Network Service:** CBC.

**Ownership:** Same as CFCM-TV, Quebec City.

**Began Operation:** March 17, 1957.

**Represented (sales)** by Stovin-Byles, Ltd. (Toronto, Montreal, Winnipeg, Vancouver); Weed Television Corp. (New York, Chicago).

**Personnel:**
Gaston Pratte, *president.*
A. C. Picard, *executive director.*
Jean A. Pouliot, *general manager.*
A. P. Fitzgibbons, *station manager & commercial manager.*
R. A. Lapointe, *comptroller.*
Mrs. F. Cochrane, *traffic manager.*
Andrew N. McLellan, *manager of promotion & publicity.*
Gerald Taaffe, *program manager.*

**DIGEST OF RATE CARD NO. 1**
**(Feb. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $250.00 | $150.00 | $100.00 | $88.00 | $75.00 | $50.00 | $40.00 | $25.00 |
| **Class B**—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat. | | | | | | | |
| 188.00 | 113.00 | 75.00 | 66.00 | 56.00 | 35.00 | 25.00 | 15.00 |
| Class C—All other times. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 53.00 | 45.00 | 30.00 | 20.00 | 12.00 |

Subject to frequency discounts.

## CHCA-TV
### Red Deer, Alta.
**(Ch. 6)**

**Licensee:** CHCA Central Alberta Television Ltd., 4730 Ross St.

**Studio & Transmitter:** 4½-mi. E of city limits.

**Telephone:** 4644.

**AM Affiliate:** None.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 13-kw visual, 6.5-kw aural. Antenna: 714-ft. above av. terrain, 321-ft. above ground, 3697-ft. above sea level, lat. 52° 16′ 15″, long. 113° 41′ 30″.

**Network Service:** CBC.

**Ownership:** G. A. Bartley, pres. & majority owner.

**Began Operation:** Dec. 1, 1957.

**Represented (sales)** by John N. Hunt & Associates.

**Personnel:**
G. A. Bartley, *president & manager.*
C. G. Harju, *asst. manager & sales director.*
Ray D. Torgrud, *production supervisor.*
John Jonkman, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
**(Dec. 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. or 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $100.00 | $60.00 | $40.00 | $35.00 | $30.00 | $22.50 | $11.50 |
| **Class B**—All other times. | | | | | | |
| ..... | 75.00 | 45.00 | 30.00 | 26.25 | 17.50 | 9.00 |

Subject to frequency discounts on announcements only.

## CKCK-TV
### Regina, Sask.
**(Ch. 2)**

**Licensee:** Transcanada Communications Ltd., Leader Post Bldg.

**Studio & Transmitter:** Hwy. No. 1, 3 mi. E of city.

**Telephone:** Lakeside 3-6671.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level, lat. 50° 26′ 52″, long. 104° 30′ 00″.

**Network Service:** CBC, CBS.

**AM Affiliate:** CKCK, 5-kw, 620 kc.

**Ownership:** Transcanada also operates CKCK, Regina & CKRC, Winnipeg. Clifford Sifton, pres., owns minority interest in CHCH-TV, Hamilton. Sifton newspapers publish *Regina Leader-Post, Saskatoon Star-Phoenix.*

**Began Operation:** July 28, 1954.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Represented (engineering)** by Keith McKinnon.

**Personnel:**
Clifford Sifton, *president.*
H. A. Crittenden, *general manager.*
Lloyd Westmoreland, *sales manager.*
Larry Glover, *production manager.*
William Rees, *promotion director.*
Ken Milton, *sports director.*
Jim McLeod, *news director.*
E. A. Strong, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat., noon-11 p.m., Sun. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $105.00 | $90.00 | $65.00 | $52.00 | $39.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 225.00 | 135.00 | 90.00 | 78.75 | 67.50 | 52.00 | 42.00 | 32.00 |
| **Class C**—All other times. | | | | | | | |
| 180.00 | 108.00 | 72.00 | 63.00 | 54.00 | 42.00 | 33.00 | 25.00 |

* **Class AA** (7-10:30 p.m., daily) Min. $75, 20 Sec. $60, 8 Sec. $45. **Class A** (6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily). **Class B** (Noon-1 p.m., Mon.-Sat.; 5-6 p.m., 11 p.m.-sign-off, daily).
Subject to frequency discounts.

## CJBR-TV
### Rimouski, Que.
(Ch. 3)

**Licensee:** The Central Public Service Corp. Ltd., 6 St. John St.

**Studio:** 6 St. John St. **Transmitter:** Peak Champlain, St. Fabien, P. Q.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 34.55-kw aural. Antenna: 1137-ft. above av. terrain, 120-ft. above ground, 1257-ft. above sea level, lat. 48° 19′ 40″, long. 68° 50′ 09″.

**Network Service:** CBC.

**AM Affiliate:** CJBR, 10-kw, 900 kc (CBC). **FM Affiliate:** CJBR-FM, .57-kw, 101.5 mc (No. 268), 485-ft. antenna height.

**Ownership:** The Central Public Service Corp. Ltd. Jacques Brillant, pres.

**Began Operation:** Nov. 21, 1954.

**Represented (sales)** by Young Canadian Ltd. (for U.S.) & Stovin-Byles Ltd. (for Canada).

**Personnel:**
Jacques Brillant, *president.*
Andre Lecomte, *station manager.*
Francois Raymond, *program director.*
Harry A. Willsie, *public relations.*

DIGEST OF RATE CARD NO. 3—(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $260.00 | $150.00 | $100.00 | $90.00 | $80.00 | $55.00 | $45.00 | $35.00 |
| Class B—5-6 p.m., daily. | | | | | | | |
| 210.00 | 125.00 | 80.00 | 70.00 | 60.00 | 45.00 | 35.00 | 25.00 |
| Class C—All other times. | | | | | | | |
| 190.00 | 115.00 | 70.00 | 60.00 | 50.00 | 40.00 | 30.00 | 20.00 |

## CKRN-TV
### Rouyn, Que.
(Ch. 4)
(Bilingual Outlet)

**Licensee:** Northern Radio Inc., 70 Gamble St. W.

**Studio and Transmitter:** Powell-Rouyn Mine Hill Noranda, Que.

**Telephone:** Roger 2-7741.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 908-ft. above av. terrain, 725-ft. above ground, 1926-ft. above sea level, lat. 48° 15′ 53″, long. 79° 02′ 40″.

**Network Service:** CBC.

**AM Affiliate:** CKRN, .25-kw, 1400 kc (CBC, basic French).

**Ownership:** Controlled by David A. Gourd, pres. and J. J. Gourd, chairman. Also operate radio stations CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CKLS, La Sarre, Que.

**Began Operation:** Dec. 25, 1957.

**Represented (sales)** by Weed Television Corp. (for U.S.) & Jos. A. Hardy & Co. Ltd. (Montreal, Toronto); John N. Hunt & Assoc. (Vancouver).

**Personnel:**
J. J. Gourd, *chairman.*
David A. Gourd, *president & general manager.*
Jean Monette, *secretary.*
Richard Staines, *treasurer.*
George A. Chartrand, *station & sales manager.*
Jean G. Langevin, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Sept. 2, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $160.00 | $96.00 | $64.00 | $56.00 | $48.00 | $35.00 | $25.00 | $17.00 |
| Class B—All other times. | | | | | | | |
| 120.00 | 72.00 | 48.00 | 42.00 | 36.00 | 24.00 | 18.00 | 12.00 |

**For List of Canadian Station Representatives See Page 306-307**

## CHSJ-TV
### Saint John, N.B.
(Ch. 4)

**Licensee:** New Brunswick Bcstg. Co. Ltd., 14 Church St.

**Studio:** 14 Church St. **Transmitter:** Mt. Champlain.

**Telephone:** 3-3304.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain, 40-ft. above ground, 1500-ft. above sea level, lat. 45° 28′ 40″, long. 66° 13′ 55″.

**Network Service:** CBC.

**AM Affiliate:** CHSJ, 5-kw, 1150 kc (CBC).

**Ownership:** New Brunswick Bcstg. Co. Ltd.; Thomas F. Drummie, pres., also publisher of *St. John Telegraph-Journal* and *Times-Globe.*

**Began Operation:** March 22, 1954.

**Represented (sales)** by Weed Television Corp. (for U.S.) and All-Canada Television.

**Personnel:**
T. F. Drummie, *president.*
George A. Cromwell, *general manager.*
Wm. Stewart, *program director.*
Jene L. Wood, *women's program supervisor.*
Jack Bishop, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. | | | | | | | |
| $300.00 | $180.00 | $120.00 | $98.00 | $84.00 | $70.00 | $55.00 | $35.00 |
| Class B—Noon-1 p.m., 4-6 p.m., 11 p.m.-sign-off, daily. | | | | | | | |
| 210.00 | 138.00 | 90.00 | 78.00 | 60.00 | 44.00 | 35.00 | 25.00 |
| Class C—Sign-on-noon, 1-4 p.m., daily. | | | | | | | |
| 120.00 | 72.00 | 48.00 | 38.00 | 32.00 | 30.00 | 22.00 | 18.00 |

Subject to frequency discounts.

## CJON-TV
### St. John's, Newfoundland
(Ch. 6)
(Also operates satellite CJOX-TV, Argentia, Nfld.)

**Licensee:** Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E5105.

**Studio:** CJON Television Bldg., Prince of Wales St. **Transmitter:** Kenmount Rd., 4 mi. from city.

**Telephone:** 7105. **TWX No.:** 7109X.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 21.04-kw visual, 11-kw aural. Antenna: 359-ft. above av. terrain, 594-ft. above ground, 1150-ft. above sea level, lat. 47° 32′ 08″, long. 52° 49′ 20″.

**Network Service:** CBC, CBS, NBC, ABC.

**AM Affiliate:** CJON, 5-kw, 930 kc.

**Ownership:** G. W. Stirling, pres.; Don Jamieson, v.p. Also operates CJOX-TV, Argentia, Ch. 10 satellite.

**Began Operation:** Aug. 3, 1955.

**Represented (sales)** by Weed Television Corp. (for U.S.) & Stovin-Byles Ltd.

**Personnel:**
G. W. Stirling, *president & general manager.*
Don Jamieson, *v.p. & program director.*
Colin Jamieson, *production director.*
Oscar Hierlihy, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun. | | | | | | | |
| $230.00 | $138.00 | $92.00 | $80.50 | $69.00 | $46.00 | $34.50 | $23.00 |
| Class B—Noon-1 p.m., 4-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; 11 p.m.-sign-off, daily. | | | | | | | |
| 172.50 | 103.50 | 69.00 | 60.38 | 51.75 | 34.50 | 25.88 | 17.25 |
| Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri. | | | | | | | |
| 138.00 | 82.80 | 55.20 | 48.30 | 41.40 | 27.60 | 20.70 | 13.80 |

# Canada

## CFQC-TV
### Saskatoon, Sask.
**(Ch. 8)**

**Licensee:** A. A. Murphy & Sons Ltd., 216 1st Ave. N.

**Studio:** 216 1st Ave. N.

**Transmitter:** 14-mi. ENE of Saskatoon.

**Telephone:** 2-6611.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11′ 30″, long. 106° 23′ 01″.

**Network Service:** CBC, NBC, ABC, CBS.

**AM Affiliate:** CFQC, 5-kw, 600 kc (CBC).

**Began Operation:** Dec. 5, 1954.

**Represented (sales)** by Young Canadian Ltd. (for U.S.); Harlan G. Oakes & Associates (West Coast); Television Representatives Ltd. (Canada); Broadcast Representatives Ltd. (Winnipeg).

**Personnel:**
A. A. Murphy, *president.*
G. Blair Nelson, *station manager.*
Vernon Dallin, *asst. manager.*
Will Klein, *sales manager.*
Walter Romanow, *operations manager.*
Hugh Edmunds, *asst. operations manager.*
Geff Jamieson, *promotion manager.*
Bill Cameron, *news service director.*
Lyn Hoskins, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | | |
| $260.00 | $156.00 | $104.00 | $91.00 | $78.00 | $52.00 | $39.00 | $26.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., Mon.-Sat. | | | | | | | |
| 195.00 | 117.00 | 78.00 | 68.25 | 58.50 | 39.00 | 29.25 | 19.50 |
| **Class C**—All other times. | | | | | | | |
| 156.00 | 93.60 | 62.40 | 54.60 | 46.80 | 31.20 | 23.40 | 15.60 |

* **Class AA** (7-10 p.m., daily) Min. $60, 20 Sec. $50, 8 Sec. $30. **Class A** (6-7 p.m., Mon.-Sat.; sign-on-7 p.m., Sun.; 10-11 p.m., daily). **Class B** (noon-1 p.m., 5-6 p.m., Mon.-Sat.).
Subject to frequency discounts.

## CJIC-TV
### Sault Ste. Marie, Ont.
**(Ch. 2)**

**Licensee:** Hyland Radio-TV Ltd., Box 370.

**Studio & Transmitter:** 119 East St.

**Telephone:** Algoma 6-7494.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-kw aural. Antenna: minus 19-ft. above av. terrain, 225-ft. above ground, 835-ft. above sea level, lat. 46° 30′ 32″, long. 84° 19′ 36″. **CP for 28-kw visual, 15-kw aural, using directional antenna.**

**Network Service:** CBC, CBS, NBC, ABC.

**Am Affiliate:** CJIC, .25-kw, 1050 kc, (CBC).

**Ownership:** J. G. Hyland, estate, 100%.

**Began Operation:** Nov. 28, 1954.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
Mrs. J. G. Hyland, *president.*
R. H. Ramsay, *manager.*
Gene Plouffe, *commercial manager.*
Ron Dodge, *program director.*
Lionel McAuley, *news editor.*
Dave Irwin, *chief engineer.*

**DIGEST OF RATE CARD NO. 3**
**(March 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., daily; 5-11 p.m., Sun. | | | | | | | |
| $200.00 | $120.00 | $80.00 | $70.00 | $60.00 | $40.00 | $33.00 | $23.00 |
| **Class B**—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun. | | | | | | | |
| 150.00 | 90.00 | 60.00 | 52.50 | 45.00 | 35.00 | 25.00 | 18.00 |
| **Class C**—All other times. | | | | | | | |
| 100.00 | 60.00 | 40.00 | 32.00 | 27.00 | 22.00 | 18.00 | 11.00 |

Subject to frequency discounts except Min., 20 Sec. & 8 Sec.

## CHLT-TV
### Sherbrooke, Que.
**(Ch. 7)**
**(French Outlet)**

**Licensee:** La Tribune Limitee, 221 Dufferin St.

**Studio:** 221 Dufferin St. **Transmitter:** Mont-Orford Provincial Park. **Telephone:** Lorraine 9-2525.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 312-kw visual, 186-kw aural. Antenna: 1840-ft. above av. terrain, 150-ft. above ground, 2796-ft. above sea level, lat. 45° 18′ 43″, long. 72° 14′ 32″.

**Network Service:** CBC.

**AM Affiliate:** CHLT, 1-kw, 900 kc (CBC).

**Ownership:** Same as French-language *La Tribune,* Paul Desruisseaux, Q.C., pres.; A. Gauthier, v.p.

**Began Operation:** Aug. 12, 1956.

**Represented (sales)** by Young Canadian Ltd. (for U.S.) & Jos. A. Hardy & Co. Ltd. (Montreal and Toronto); John N. Hunt & Assoc. (Vancouver).

**Personnel:**
Alphee Gauthier, *general manager.*
J. L. Gauthier, *sales manager.*
Pierre Bruneau, *program director.*
L. E. Gilbeau, *chief engineer.*

**DIGEST OF RATE CARD NO. 2**
**(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat., all day Sun. | | | | | | | |
| $460.00 | $276.00 | $184.00 | $161.00 | $138.00 | $100.00 | $75.00 | $50.00 |
| **Class B**—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat. | | | | | | | |
| 345.00 | 207.00 | 138.00 | 120.75 | 103.50 | 75.00 | 56.25 | 37.50 |
| **Class C**—All other times. | | | | | | | |
| 276.00 | 165.60 | 110.40 | 96.60 | 82.80 | 60.00 | 45.00 | 30.00 |

Subject to frequency discounts.

## CKSO-TV
### Sudbury, Ont.
**(Ch. 5)**
**(Also operates satellite CKSO-TV-1, Elliot Lake, Ont.)**

**Licensee:** CKSO Radio Ltd., 336 Ash St.

**Studio & Transmitter:** 336 Ash St. **Telephone:** Osborne 4-0711.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 30-kw visual, 16-kw aural. Antenna: 309-ft. above av. terrain, 295-ft. above ground, 1256-ft. above sea level, lat. 46° 29′ 37″, long. 81° 00′ 32″.

**Network Service:** CBC, CBS, NBC, ABC.

**AM Affiliate:** CKSO, 5-kw, 790 kc (CBC).

**Ownership:** Geo. M. Miller, Q.C., pres. Also operates satellite CKSO-TV-1, Elliot Lake, Ont.

**Began Operation:** Oct. 20, 1953.

**Represented (sales)** by Weed Television Corp. (for U.S.) & All-Canada Television.

**Personnel:**
W. J. Woodill, *general manager.*
Ralph Connor, *promotion & national sales manager.*
Bob Evans, *news editor.*
Wallace Robert, *chief engineer.*

**DIGEST OF RATE CARD NO. 5—(July 1, 1957)**

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11:30 p.m., daily, all day Sun. | | | | | | | |
| $270.00 | $162.00 | $108.00 | $94.50 | $81.00 | $60.00* | $45.00* | $35.00* |
| **Class B**—All other times. | | | | | | | |
| 200.00 | 120.00 | 80.00 | 70.00 | 60.00 | 42.00 | 34.00 | 25.00 |

* **Class AA** (7:30-10:30 p.m., daily): Min. $75. 20 Sec. $60. 8 Sec. $45. Subject to frequency discounts, except on announcements.

## CJFB-TV
### Swift Current, Sask.
**(Ch. 5)**

**Licensee:** Swift Current Telecasting Co. Ltd., North Hill, Swift Current.

**Studio & Transmitter:** North Hill. **Telephone:** 2364.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 13.3-kw visual, 6.65-kw aural. Antenna: 518-ft. above av. terrain, 365-ft. above ground, 3049-ft. above sea level, lat. 50° 20′ 20″, long. 107° 47′ 17″.

**Network Service:** CBC.

**Ownership:** Wm. D. Forst, pres. & principal owner.

**Began Operation:** Dec. 23, 1957.

Represented (sales) by Forjoe-TV Inc. (for U.S.) & TV Representatives Ltd. (Canada).

Personnel:
William D. Forst, *president, gen. mgr. & technical director.*
Walter S. Buffam, *sales manager.*
Julie Forst, *program director.*

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 8 Sec. |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily; all day Sun. | | | | | | | |
| $120.00 | $78.00 | $48.00 | $42.00 | $36.00 | $25.00 | $20.00 | $15.00 |
| Class B—All other times. | | | | | | | |
| 100.00 | 60.00 | 40.00 | 32.00 | 27.00 | 20.00 | 17.50 | 12.50 |

## CJCB-TV
### Sydney, N.S.
(Ch. 4)

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill. Telephone: 3431.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07′ 19″, long. 60° 10′ 26″.

Network Service: CBC.

AM Affiliate: CJCB, 5-kw (1-kw night), 1270 kc (CBC). FM Affiliate: CJCB-FM, .63-kw, 94.9 kc (No. 235), 260-ft. antenna height.

Ownership: CJCB-TV officers: J. Marven Nathanson, pres.; Norris L. Nathanson, secy.

Began Operation: Sept. 30, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:
J. Marven Nathanson, *president & general manager.*
E. T. Reynolds Jr., *national sales manager.*
Mrs. M. C. McQuarrie, *business manager.*
M. E. Bowles, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. | 10 Sec |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | | |
| $275.00 | $165.00 | $110.00 | $96.25 | $82.50 | $65.00 | $50.00 | $35.00 |
| Class B—5-6 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily. | | | | | | | |
| 210.00 | 126.00 | 84.00 | 73.50 | 63.00 | 50.00 | 40.00 | 28.00 |
| Class C—Sign-5 p.m., Mon.-Fri.; sign-on-4 p.m., Sat.; sign-on-noon, Sun. | | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 35.00 | 28.00 | 20.00 |

## CFCL-TV
### Timmins, Ont.
(Ch. 6)
(Also operates satellite CFCL-TV-1, Kapuskasing, Ont.)

Licensee: J. Conrad Lavigne, Box 620.

Studio & Transmitter: Mont Sacre Coeur. Telephone: 577.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 18.5-kw visual, 9.25-kw aural. Antenna: 362-ft. above av. terrain, 330-ft. above ground, 1397-ft. above sea level, lat 48° 26′ 42″, long. 81° 22′ 03″.

Network Service: CBC.

AM Affiliate: CFCL, 1-kw, 580 kc.

Ownership: J. Conrad Lavigne, 100%. Also holds license for satellites in Kapuskasing, Ont. (Ch. 3) and Elk Lake, Ont. (Ch. 2).

Began Operation: June 24, 1956.

Represented (sales by Joseph Hershey McGillvra Inc. (for U.S.); Paul Mulvihill & Co. Ltd.; John N. Hunt & Assoc. (Vancouver).

Personnel:
J. Conrad Lavigne, *president.*
Rene Barrette, *general manager.*
Jean De Villiers, *program director.*
Roch Demers, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|---|
| Class A—6-11 p.m., daily. | | | | | | | |
| $180.00 | $108.00 | $72.00 | $63.00 | $54.00 | $40.00 | $30.00 | $20.00 |
| Class B—5-6 p.m., 11 p.m.-sign-off, Mon.-Sat. | | | | | | | |
| 135.00 | 81.00 | 54.00 | 47.25 | 40.50 | 30.00 | 24.00 | 16.00 |
| Class C—All other times. | | | | | | | |
| 108.00 | 64.80 | 43.20 | 37.80 | 32.40 | 24.00 | 18.00 | 12.00 |

*Class AA—(7-11 p.m., daily) Min. $45.00; 20 Sec. $35.00; 8 Sec. $25.00. Class A—(6-7 p.m., daily).

## CBLT
### Toronto, Ont.
(Ch. 6)

Licensee: Canadian Broadcasting Corp., 354 Jarvis St.

Studios: 354 Jarvis St. and 1140 Yonge St.

Transmitter: 354 Jarvis St.

Telephone: Walnut 3-5461.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 99.5-kw visual, 53.5-kw aural. Antenna: 402-ft. above av. terrain, 471-ft. above ground, 815-ft. above sea level, lat. 43° 39′ 48″, long. 79° 22′ 42″.

Network Service: CBC, ABC, CBS, NBC.

AM Affiliates: CBL & CJBC, 50-kw, 740 kc & 50-kw, 860 kc (CBC). FM Affiliate: CBC-FM 11.9-kw, 99.1 mc (No. 256), 422-ft. antenna height.

Began Operation: Sept. 8, 1952.

Personnel:
Fergus Mutrie, *director.*
J. R. W. Graham, *assistant director.*
Reginald Horton, *technical director.*
Peter McDonald, *network program director.*
W. K. Moyer, *film procurement officer.*
John Malloy, *supervisor of TV sales.*
Leonard Crainford, *supervisor of design.*
L. E. Duffey, *news editor.*
W. C. Walls, *manager of press and information.*

DIGEST OF RATE CARD NO. 9
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $1,250.00 | $750.00 | $500.00 | $437.50 | $375.00 | $250.00* | $187.50* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 937.50 | 562.50 | 375.00 | 328.13 | 281.25 | 187.50 | 140.63 |
| Class C—All other times. | | | | | | |
| 750.00 | 450.00 | 300.00 | 262.50 | 225.00 | 150.00 | 112.50 |

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.); Min. $312.50, 20 Sec. $250. Note: No announcements scheduled on Sunday.
Subject to frequency discounts (except spot announcements).

## CBUT
### Vancouver, B.C.
(Ch. 2)

Licensee: Canadian Bcstg. Corp. (Pacific Region), 701 Hornby St.

Studio: 1200 W. Georgia St. Transmitter: Mt. Seymour.

Telephone: Marine 6121

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 89.4-kw maximum and 47.6-kw horizontal visual, 47.8-kw maximum and 25.4-kw horizontal aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2965-ft. above sea level, lat. 49° 21′ 12″, long. 122° 57′ 18″.

Network Service: CBC.

AM Affiliate: CBU, 10-kw, 690 kc CBC). FM Affiliate: CBU-FM, 1.4-kw, 105.7 mc (No. 289), 404-ft. antenna height.

Began Operation: Dec. 16, 1953.

Personnel:
Hugh Palmer, *television director.*
Ross L. Whiteside, *technical director.*
M. L. Munro, *commercial representative.*
R. L. Elson, *newsreel editor-in-charge.*
Stanley Fox, *film director.*
Cliff Robinson, *design director.*
R. G. Jessup, *press & information representative.*

DIGEST OF RATE CARD NO. 8
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $680.00 | $408.00 | $272.00 | $238.00 | $204.00 | $136.00* | $102.00* |
| Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 510.00 | 306.00 | 204.00 | 178.50 | 153.00 | 102.00 | 76.50 |
| Class C—All other times. | | | | | | |
| 408.00 | 244.80 | 163.20 | 142.80 | 122.40 | 81.60 | 61.20 |

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. $170, 20 Sec. $136. Note: No announcements scheduled on Sunday.

# Canada

## CHBC-TV-2
### Vernon, B. C.
(Ch. 7)
(Satellite of CHBC-TV, Kelowna, B.C.)

**Licensee:** Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna. **Telephone:** 4535, Kelowna.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 310-watts visual, 155-watts aural. Antenna: directional, 800-ft. above av. terrain, 112-ft. above ground, 2700-ft. above sea level, lat. 50° 16′ 58″, long. 119° 19′ 09″.

**Network Service:** Same as CHBC-TV, Kelowna.

**AM Affiliate:** CJIB, 1-kw, 940 kc (CBC).

**Ownership:** See CHBC-TV, Kelowna.

**Began Operation:** Oct. 12, 1957 as unattended automatic repeater of CHBC-TV.

**Rates:** Sold only in combination with CHBC-TV.

## CHEK-TV
### Victoria, B.C.
(Ch. 6)

**Licensee:** David M. Armstrong, c/o radio station CKDA, Hotel Douglas.

**Studio:** Victoria, B. C. **Transmitter:** Saanich, B. C.

**Telephone:** 7-1821.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 1.8-kw visual, .9-kw aural. Antenna: 340-ft. above av. terrain, 203-ft. above ground, 423-ft. above sea level, lat. 48° 27′ 39″, long. 123° 20′ 32″.

**Network Service:** CBC.

**AM Affiliate:** CKDA, 10-kw, 1220 kc (CBC).

**Ownership:** David M. Armstrong, pres., 58%; Dr. M. M. Mathisen, secy.-treas., 21%; Wm. Rea, v.p., 21%.

**Began Operation:** Dec. 1, 1956.

**Represented (sales)** by Forjoe-TV Inc. (for U.S.); Television Representatives Ltd.; Broadcast Representatives Ltd. (Winnipeg). John N. Hunt Assoc. (Vancouver).

**Personnel:**
David M. Armstrong, *president.*
Russell Furse, *general manager.*
Norman E. Bergquist, *chief engineer.*

**DIGEST OF RATE CARD NO. 1**
(Dec. 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min.* | 20 Sec.* | 8 Sec.* |
|---|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun | | | | | | | |
| $210.00 | $126.00 | $84.00 | $73.50 | $63.00 | $45.00 | $35.00 | $22.50 |
| **Class B**—5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | | |
| 160.00 | 96.00 | 64.00 | 56.00 | 48.00 | 35.00 | 25.00 | 17.50 |
| **Class C**—All other times | | | | | | | |
| 126.00 | 75.00 | 50.40 | 44.10 | 37.80 | 25.00 | 18.00 | 9.00 |

*Class AA (7-10:30 p.m., daily): Min. $50, 20 Sec. $40, 8 Sec. $25. Class A (6-7 p.m., Mon.-Fri.; sign-on-7 p.m., Sat. & Sun.; 10:30-11 p.m., daily). Class B (Noon-1:30 p.m., 5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily).

## CKLW-TV
### Windsor, Ont.
(Ch. 9)
**(For additional details, see Detroit listing)**

**Licensee:** Western Ontario Bcstg. Co. Ltd., Riverside Drive W.

**Detroit office:** Guardian Bldg.

**Studio & Transmitter:** 825 Riverside Drive W., Windsor.

**Telephones:** Clearwater 4-1155, Windsor; Woodward 1-7200, Detroit.

**Network Service:** CBC.

**DIGEST OF RATE CARD NO. 2 (Canadian rates)**
(Jan. 1, 1955)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 10 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | |
| $450.00 | $315.00 | $270.00 | $225.00 | $180.00 | $90.00 | $45.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat. | | | | | | |
| 337.50 | 236.25 | 202.50 | 168.75 | 135.00 | 67.50 | 33.75 |
| **Class C**—7 a.m.-noon, 1-5 p.m., Mon.-Fri. | | | | | | |
| 270.00 | 189.00 | 162.00 | 135.00 | 108.00 | 54.00 | 27.00 |

## CKNX-TV
### Wingham, Ont.
(Ch. 8)

**Licensee:** Radio Station CKNX Ltd., Wingham.

**Studio:** Carling Terrace. **Transmitter:** 4-mi. S. of Walkerton.

**Telephone:** 158. **TWX No.:** 4.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05′ 26″, long. 81° 12′ 26″.

**Network Service:** CBC, CBS.

**AM Affiliate:** CKNX, 1-kw, 920 kc.

**Ownership:** W. T. Cruickshank, pres., 100%.

**Began Operation:** Nov. 18, 1955.

**Represented (sales)** by Young Canadian Ltd. (for U.S.) and All-Canada Television.

**Personnel:**
W. T. Cruickshank, *president & general manager.*
G. W. Cruickshank, *station manager.*
Ross Hamilton, *sales manager.*
Don Hildebrand, *program director.*
John Strong, *news editor.*
Margaret Brophy, *women's editor.*
Johnny Brent, *sports editor.*
Bob Carbert, *farm editor.*
Scott Reid, *chief engineer.*
Glen Scheifele, *transmitter engineer.*

**DIGEST OF RATE CARD NO. 2**
(July 1, 1956)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 8 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; all day Sun. | | | | | | |
| $235.00 | $141.00 | $94.00 | $82.25 | $70.00 | $50.00 | $30.00 |
| **Class B**—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat. | | | | | | |
| 175.00 | 105.00 | 70.00 | 61.25 | 52.50 | 40.00 | 20.00 |
| **Class C**—Sign-on-noon, 1-5 p.m., Mon.-Sat. | | | | | | |
| 140.00 | 84.00 | 56.00 | 50.00 | 42.00 | 30.00 | 15.00 |

Subject to frequency discounts.

## CBWT
### Winnipeg, Man.
(Ch. 4)

**Licensee:** Canadian Bcstg. Corp. (Prairie Region), Box 160, Winnipeg, Manitoba.

**Studio & Transmitter:** 541 Portage Ave. W.

**Telephone:** 742-541.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 56.2-kw visual, 33.7-kw aural. Antenna: 196-ft. above av. terrain, 203-ft. above ground, 964-ft. above sea level, lat. 49° 53′ 25″, long. 97° 09′ 20″.

**Network Service:** CBC.

**AM Affiliate:** CBW, 50-kw, 990 kc (CBC).

**Began Operation:** May 31, 1954.

**Personnel:**
W. G. Carpentier, *director of TV.*
B. D. McPherson, *CBWT program director.*
H. C. Heywood, *TV technical director.*
R. L. Horley, *commercial representative.*
A. W. Dentry, *editor-in-charge.*
C. E. L'Ami, *supervisor press & information.*

**DIGEST OF RATE CARD NO. 6**
(July 1, 1957)

| Hour | 30 Min. | 15 Min. | 10 Min. | 5 Min. | Min. | 20 Sec. |
|---|---|---|---|---|---|---|
| **Class A**—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. | | | | | | |
| $520.00 | $312.00 | $208.00 | $182.00 | $156.00 | $104.00* | $78.00* |
| **Class B**—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily. | | | | | | |
| 390.00 | 234.00 | 156.00 | 136.50 | 117.00 | 78.00 | 58.50 |
| **Class C**—All other times. | | | | | | |
| 312.00 | 187.20 | 124.80 | 109.20 | 93.60 | 62.40 | 46.80 |

* **Class A** (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). **Class B** (1-6 p.m., Sat.; 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Mon.-Sat.). Also has **Class AA** (7:30-10:30 p.m., Mon.-Sat.): Min. $130, 20 Sec. $104. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

**Handy Directory of**

# TV STATIONS AND SETS IN FOREIGN COUNTRIES

**Based on Best Available Information from U.S. & Foreign Govt. Agencies and from Equipment Manufacturers and Other Trade Sources**

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of Jan. 1, 1958

For U. S. Armed Forces TV Stations, see p. 293

For Technical Transmission Standards, see p. 286; for Channel Frequencies, see p. 289

Locations of Operating Stations Indicated by BOLD-FACE CAPITALS, Stations Not Yet on Air by LIGHT FACE

## Algeria

(French 819-line standards)
**Sets in use: 6500**
(Simultaneous sound channels for French & Arabic)

**ALGIERS**—Radiodiffusion-Television Francaise (Govt.), Ch. F-11. Transmitter 10 watts, ERP 50 watts. Started Dec. 1956.

**Planned:**

ORAN—RDF, Ch. F-8. ERP 50 watts. Due April 1958.

## Argentina

(Western European 625-line standards, U.S. channel frequencies)
**Sets in use: 105,000**
All stations commercial

**BUENOS AIRES**—LR3-TV, Radio Belgrano TV (Govt.) Ch. 7. Transmitter 5 kw, ERP 40 kw. Started Sept. 1951.

Note: Govt. has offered operating station for sale and is now accepting private applications for 3 additional stations in Buenos Aires, 6 in interior.

## Australia

(Western European 625-line standards)
**Sets in use: 160,000**

**MELBOURNE**—GTV, General Television Corp. Pty. Ltd. (commercial), Ch. A-9 (V-196.25, A-201.75). Transmitter 9 kw, ERP 100 kw. Started Jan. 1957.

**MELBOURNE**—HSV, Herald-Sun Television Pty. Ltd. (commercial), Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. Started Nov. 1956.

**MELBOURNE**—ABV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 1956.

**SYDNEY**—ATN, Amalgamated Television Services (commercial), Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. Started Dec. 1956.

**SYDNEY**—TCN, Television Corp. Ltd. (commercial), Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. Started Sept. 1956.

**SYDNEY**—ABN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 1956.

**Planned:**

ADELAIDE—Australian Broadcasting Commission. Due by 1959-60.

ADELAIDE—Commercial applications to be accepted in 1958.

BRISBANE—Australian Broadcasting Commission. (Govt., non-commercial), Ch. A-2. ERP 100 kw. Due 1958.

BRISBANE—Ch. A-7. Commercial applications to be accepted 1958.

HOBART—Australian Broadcasting Commission. Due by 1959-60.

HOBART—Commercial applications to be accepted in 1958.

PERTH—Australian Broadcasting Commission. Due by 1959-60.

PERTH—Commercial applications to be accepted in 1958.

## Austria

(Western European 625-line standards)
**Sets in use: 40,000**
All stations owned by Osterreichischer Rundfunk (Govt.)

**BADEN**—Ch. E-8. ERP 0.1 watt. Satellite. Started Dec. 1957.

**GAISBERG (Salzburg)**—Ch. E-8. ERP 60 kw. Started Dec. 1956.

**KAHLENBERG (Vienna)**—Ch. E-5. ERP 60 kw. Started Nov. 1956.

**LINZ (Freinberg)**—Ch. E-6. ERP 3 kw. Started July 1955.

**PYRAMIDENKOGEL (Karnten)**—Ch. E-10. ERP 30 kw. Dec. 1957.

**SCHLADMING**—Ch. E-11. ERP 0.1 watt. Satellite. Dec. 1957.

**SCHOCKL (Graz)**—Ch. E-7. ERP 60 kw. Started Nov. 1956.

**SONNWENDSTEIN**—Ch. E-7. ERP 1.5 k.w. Started May 1957.

**Planned:**

JAUERLING—Ch. E-2A. Transmitter 12 kw, ERP 60 kw. Due summer 1958.

KAHLENBERG—UHF (V-520.25, A-525.75). ERP 10 kw. Spring 1958.

PATSCHERKOFEL—Ch. E-4. Transmitter 12 kw, ERP 60 kw. Due summer 1958.

## Belgium

(French 819-line standards in French districts, Western European 625-line standards [AM sound] in Flemish districts)
**Sets in use: 250,000**
All stations owned by Institut National Belge de Television (Govt.)

**ANTWERP**—Ch. E-2 (625 lines). Transmitter 3 kw, ERP 6 kw. Started Nov. 1954. Becomes low-power repeater April 1958.

**BRUSSELS**—Ch. E-8 (819 lines). Transmitter 1 kw, ERP 2 kw. Started Oct. 1953. Moves to Wavre, transmitter 20 kw, ERP 100 kw, April 1958.

**BRUSSELS**—Ch. E-10 (625 lines). Transmitter 1 kw, ERP 2 kw. Started Oct. 1953. Moves to Wavre, transmitter 20 kw, ERP 100 kw, April 1958.

**LIEGE**—Ch. E-3 (819 lines). Transmitter 3 kw, ERP 6 kw. Started Nov. 1954. 20-kw transmitter, 100-kw ERP due April 1958.

**Planned:**

AALTER—Ch. E-2 (625 lines). Transmitter 20 kw, ERP 100 kw. Due April 1958.

## Bermuda

(Worldwide 525-line standards)
**Sets in use: 5000**

**Planned:**

PEMBROKE—ZBM-TV, Ch. 10, Bermuda Radio & Television Co. Ltd. (commercial), ERP 500 watts. Due early 1958.

Note: See also U.S. Armed Forces stations.

## Brazil

(Worldwide 525-line standards)
**Sets in use: 700,000**

**BELO HORIZONTE**—PRH6-TV, Radio Guarami (Emissoras Associadas, commercial), Ch. 4. Transmitter 5 kw, ERP 25 kw. Started 1955.

**RIO DE JANEIRO**—PRG3-TV, Radio Televisao Tupi (Emissoras Associadas, commercial), Ch. 6. Transmitter 5 kw, ERP 21.2 kw. Started Jan. 1951.

**RIO DE JANEIRO**—Radio Record TV (J. B. Amoral, commercial), Ch. 13. Started March 1955.

**SANTOS**—TV Rebratel. Started Jan. 1957.

**SAO PAULO**—PRF3-TV, Radio Difusora de Sao Paulo (Emissoras Associadas, commercial), Ch. 3 (to shift to Ch. 4). Transmitter 5 kw, ERP 18.4 kw. Started Sept. 1950.

**SAO PAULO**—Radio Televisao Paulista (Helio Marmo, commercial), Ch. 5. Transmitter 5 kw, ERP 19.4 kw. Started March 1952.

**SAO PAULO**—PRB9-TV, Radio Record TV (J. B. Amoral, commercial), Ch. 7. Transmitter 10 kw, ERP 32 kw. Started Sept. 1953.

**Planned:**

PORTO ALEGRE—Radio Televisao Tupi (Emissoras Associadas, commercial), Ch. 4. Planned.

RIBEIRO PRETO—Diarios Associados. Due 1958.

RIO DE JANEIRO—PRA2-TV, Servicio de Radio Difusao Educativa (Govt. educational, non-commercial), Ch. 11. Planned.

RIO DE JANEIRO—PRD5-TV, Radio Televisao Roquete Pinto (city-owned educational, non-commercial), Ch. 2. ERP 25 kw. Planned.

RIO DE JANEIRO—PRA9-TV, Radio Mayrink Veiga (Victor Costa, educational), Ch. 7. Planned.

RIO DE JANEIRO—PRD8-TV, Societe Radio Emissoras Continental (commercial), Ch. 9. Planned.

RIO DE JANEIRO—PRE8-TV, Radio Nacional (Victor Costa, commercial), Ch. 4. Planned.

SAO PAULO—ZYR56-TV, Radio Excelsior (commercial), Ch. 9. Planned.

SAO PAULO—PRA6-TV, Radio Gazeta (Fundacao Caspar Libero, commercial), Ch. 2. Planned.

SAO PAULO—PRE4-TV, Radio Cultura a Voz de Espaco (Dirceu Fontoura, commercial), Ch. 11. Planned.

SAO PAULO—PRG9-TV, Radio Nacional de Sao Paulo (J. B. Ramos, commercial), Ch. 9. Planned.

SAO PAULO—PRH9-TV, Radio Bandeirantes (Ademar de Baros, commercial), Ch. 13. Transmitter 10 kw. Planned.

# Foreign TV Directory

## Bulgaria

(Eastern European 625-line standards)
**Sets in use: 500**

**SOFIA**—Govt., Ch. R-III. ERP 400 watts. Started 1955. Experimental; regular service due 1958.

## Canada

(Worldwide 525-line standards)
**Sets in use: 2,900,000**
(For stations, see pp. 274-284)

## Chile

(Worldwide 525-line standards)

**Planned:**

SANTIAGO—El Mercurio (newspaper). Due 1958.

VALPARAISO—El Mercurio. Due 1958.

## China (Mainland)

**Planned:**

PEKING—Govt.-owned. Due 1958.

SHANGHAI—Govt.-owned. Due 1958.

## Colombia

(Worldwide 525-line standards)
**Sets in use: 100,000**
All stations owned by Televisora Nacional (Govt.)

**BOGOTA**—HJRN-TV, Ch. 8. Transmitter 1 kw, ERP 45 kw (directional). Started June 1954.

**CALI**—Ch. 7 (satellite). ERP 50 kw (directional). Started 1956.

**CERRO GAULI**—Ch. 11 (satellite). ERP 50 kw (directional). Started 1956.

**CERRO MAJUI**—Ch. 7 (satellite). ERP 500 kw (directional). Started 1956.

**MANIZALES**—Ch. 9 (satellite). ERP 100 kw (directional). Started July 1954.

**MEDELLIN**—Ch. 6 (satellite). ERP 300 kw (directional). Started 1955.

**Planned: 1957-58:**

CARMEN DE BOLIVAR—Ch. 11. ERP 50 kw (directional). Planned.

LAS JURISDICTIONES—Ch. 4. ERP 500 kw (directional). Planned.

MONTERIA—Ch. 7. ERP 150 kw (directional). Planned.

MUNCHIQUE—Ch. 13. ERP 20 kw (directional). Planned.

NEIVA (Cerro Neiva)—Ch. 9. ERP 100 kw (directional). Planned.

PARAMO DE LA RUSIA—Ch. 9. ERP 50 kw (directional). Planned

PASTO (Volcan de Galeras)—Ch. 2. ERP 50 kw (directional). Planned.

POPAYAN (Volcan de Puerace)—Ch. 11. ERP 50 kw (directional). Planned.

QUIBDO (El Carmen)—Ch. 13. ERP 25 kw (directional). Planned.

SANTA MARTA (Cerro Quemado)—Ch. 2. ERP 1000 kw (directional). Planned.

## Cuba

(Woldwide 525-line standards)
**Sets in use: 300,000**
All stations commercial

**CAMAGUEY**—CMJL-TV, Circuito CMQ, Ch. 6. Transmitter 10 kw, ERP 57.5 kw. (See CMQ-TV, Havana)

**CAMAGUEY**—Telemundo, Ch. 9. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**CAMAGUEY**—CMBF-TV Cadena Nacional, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMBF-TV, Havana).

**HAVANA**—CMAB-TV, Telemundo, Ch. 2. Ambar Motors Bldg., P & 23rd Sts., Vedado. Telephone: UO-9421. Headed by Amadeo Barletta, publisher of Havana *El Mundo*, daily, and Cuban distributor for Cadillac, Oldsmobile & Chevrolet. Julio Fernandez, pres.; Antonio Bernabel, manager; Joe Perez, in charge of programming; Ventura Montes, in charge of engineering; Joaquin Garcia Tunon, in charge of films & news dept. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites. New York office: Ambar Corp., 1775 Broadway (John A. Chiesa).

**HAVANA**—CMBF-TV Cadena Nacional, S.A., Ch. 4. Address: Mazon & San Miguel. Telephone: UO-9366. Owned by Julian Lastra & Miguel Humara (RCA distributors) with Jose I. Montaner (publisher, *Informacion*), Alberto Vadia (contractor) & Mestre bros. (see CMQ-TV). Alberto Hernandez Cata, gen. mgr.; Miguel Angel Gutierrez, sales mgr.; Alberto Villar, in charge of programming; Angel Barranco, in charge of engineering. Benigno Nosti, film mgr.; Jose Gonzales Barreto, accounting mgr. Transmitter 10 kw, ERP 100 kw. Also operates 4 satellites. Represented in New York by Vincente Ramos, Latin American Networks Co., 510 Madison Ave.

**HAVANA**—CMQ-TV, Circuito CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: F-9911. Owned by Goar, Abel & Luis Augusto Mestre. Goar Mestre, pres.-gen. mgr.; Abel Mestre, chairman; Arturo Chabau, v.p., sales; Manuel Cores, v.p., programming; Rene Puig, v.p., personnel; Raul Lopez Guiral, v.p., engineering. Transmitter 10 kw, ERP 100 kw. Operates 5-station network. New York office: Caribbean Networks, 200 W. 57th St. (A. M. Martinez).

**HAVANA**—CM-TV, Ch. 10. Ownership interlocks with CMAB-TV; operated by Telemundo, S.A. Address: Ambar Motors Bldg., P & 23rd Sts., Vedado. Carlos Ortiz de la Vega, pres.; Ventura Montes & Julio Fernandez, v.p.'s.

**HAVANA**—CMBA-TV, Radio Universal, S.A., Ch. 7. Radiocentro. Telephone: F-9911. Owned by operators of CMBF with Goar, Luis Augusto & Abel Mestre and other local interests as part owners. Benigno Nosti, pres.-mgr.

**JATIBONICO**—Telemundo, Ch. 12. Transmitter power 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**MATANZAS**—CMBF-TV, Cadena Nacional, Ch. 13. Transmitter 5 kw, ERP 27 kw. (Satellite of CMBF-TV, Havana).

**MATANZAS**—CMGQ-TV, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 28.8 kw. (See CMQ-TV, Havana).

**MATANZAS**—Telemundo, Ch. 11. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana.)

**SANTA CLARA**—CMHQ-TV, Circuito CMQ, Ch. 5. Transmitter 5 kw, ERP 25.6 kw. (See CMQ-TV, Havana)

**SANTA CLARA**—Telemundo, Ch. 8. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTA CLARA**—CMBF-TV Cadena Nacional, Ch. 3. Transmitter 5 kw, ERP 28 kw. (Satellite of CMBF-TV, Havana)

**SANTIAGO DE CUBA**—CMKU-TV, Circuito CMQ, Ch. 2. Transmitter 5 kw, ERP 13.7 kw. (See CMQ-TV, Havana)

**SANTIAGO DE CUBA**—Telemundo, Ch. 7. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTIAGO DE CUBA**—CMBF-TV Cadena Nacional, Ch. 5. Transmitter 5 kw, ERP 13 kw. (Satellite of CMBF-TV, Havana)

**VICTORIA DE LAS TUNAS**—Telemundo, Ch. 13. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**Construction permits:**

CIEGO DE AVILA—Circuito CMQ, Ch. 7. Transmitter 5 kw, ERP 28.5 kw. Due June 1958. (See CMQ-TV, Havana)

CIEGO DE AVILA—CMBF-TV Cadena Nacional. Ch. 2. Transmitter 500 watts. ERP 2.4 kw. (Satellite of CMBF-TV, Havana)

HAVANA—Canal 12, S.A., Ch. 12. Havana Hilton Hotel. Gaspar Pumarejo, pres.; Eduardo Caballero & Manuel Lierandi, v.p.'s; Lorenzo Barquin, chief engineer. Transmitter 6 kw (color only). N.Y. representative: Jose A. (Babby) Quintero, 205 W. 88th St. Due early 1958.

HOLGUIN—Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 14.4 kw. Due Feb. 1958. (See CMQ-TV, Havana)

HOLGUIN—CMBF-TV Cadena Nacional, Ch. 8. Transmitter 5 kw, ERP 18.6 kw. Construction permit. (Satellite of CMBF-TV).

PINAR DEL RIO—Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 14.4 kw. (See CMQ-TV, Havana)

VICTORIA DE LAS TUNAS—Circuito CMQ, Ch. 70 (translator). Transmitter 10 watts. (See CMQ-TV, Havana)

**Note:** See also U.S. Armed Forces stations.

## Cyprus

(Western European 625-line standards)
**Sets in use: 500**

**NICOSIA**—Cyprus Broadcasting Service (govt., non-commercial), Ch. E-2. Transmitter 500 watts, ERP 1.5 kw. Started Oct. 1957.

# Principal Television Systems of the World

| Description Used in Foreign Station Directory | British | World-wide | Western Europe | Eastern Europe | French |
|---|---|---|---|---|---|
| Location of principal use .... | United Kingdom | Western Hemisphere, Western Europe, Far East | Western Europe | Soviet orbit | France & possessions |
| Number of lines per Picture ..... | 405 | 525 | 625 | 625 | 819 |
| Video Bandwidth (mc) | 3 | 4 | 5 | 6 | 10.4 |
| Channel Width (mc) | 5 | 6 | 7 | 8 | 14 |
| Sound Carrier Relative to Vision Carrier (mc) | −3.5 | +4.5 | +5.5 | +6.5 | 11.15* |
| Sound Carrier Relative to Edge of Channel (mc) .... | +.25 | −.25 | −.25 | −.25 | .10* |
| Interlace ..... | 2/1 | 2/1 | 2/1 | 2/1 | 2/1 |
| Line Frequency (cycles per sec.).. | 10,125 | 15,750 | 15,625 | 15,625 | 20,475 |
| Field Frequency (cycles per sec.).. | 50 | 60 | 50 | 50 | 50 |
| Picture Frequency (cycles per sec.).. | 25 | 30 | 25 | 25 | 25 |
| Vision Modulation... | + | − | − | − | + |
| Level of Black as Percentage of Peak Carrier ..... | 30 | 75 | 75 | 75 | 25 |
| Sound Modulation .. | AM | FM | FM | FM | AM |

* French standards invert the video and audio frequencies for certain channels.

## Czechoslovakia

(Eastern European 625-line standards)
**Sets in use: 160,000**
All stations owned by Ceskoslovensky Rozhlas (Govt.)

**BRATISLAVA**—Ch. R-III. ERP 12 kw. Started Nov. 1956.

**KARLOVY VARY**—Ch. R-9. ERP 600 watts. Started 1957.

**OSTRAVA**—Ch. R-II. ERP 12 kw. Started 1955.

**PRAGUE**—Ch. R-9. Transmitter 500 watts, ERP 5 kw. Started May 1953.

**Planned:**

**EAST BOHEMIA**—Ch. R-5. ERP 10 kw. Planned 1958.

**NORTH BOHEMIA**—Ch. R-7. ERP 10 kw. Planned.

**SOUTH BOHEMIA**—Ch. R-III. ERP 10 kw. Planned 1960.

**WEST BOHEMIA**—Ch. R-9. ERP 10 kw. Planned 1960.

**CENTRAL MORAVIA**—Ch. R-8. ERP 10 kw. Planned 1958.

**CENTRAL SLOVAKIA**—Ch. R-5. ERP 10 kw. Planned 1959.

**EAST SLOVAKIA**—Ch. R-5. ERP 10 kw. Planned 1960.

## Denmark

(Western European 625-line standards)
**Sets in use: 100,000**
All stations owned by Danish State Radio (Govt.)

**AARHUS**—Ch. E-8. Transmitter 2.5 kw, ERP 10 kw. Started May 1956.

**COPENHAGEN**—Ch. E-4. Transmitter 5 kw, ERP 10 kw. Started 1949.

**ODENSE (Fyn)**—Ch. E-3. Transmitter 5 kw, ERP 10 kw. Started Dec. 1955.

**SOENDERJYLLAND**—Ch. E-7, ERP 60 kw. Started April 1957.

**Planned and under construction:**

**AALBORG**—Ch. E-5. Transmitter 4 kw, ERP 10 kw. Due April 1958.

**NAESTVED**—Ch. E-6. Transmitter 4 kw, ERP 60 kw. Due Oct. 1959.

**VESTJYLLAND (W. Jutland)**—Ch. E-10. Transmitter 4 kw. Due May 1958.

## Dominican Republic

(Worldwide 525-line standards)
**Sets in use: 7500**

**CIBAO**—La Voz Dominicana. Satellite. Started 1957.

**CIUDAD TRUJILLO**—HIT-TV, La Voz Dominicana (commercial), Ch. 4. Transmitter 5 kw, ERP 16 kw. Started Aug. 1952.

**SANTIAGO DE LOS CABALLEROS**—La Voz Dominicana, Ch. 4. Booster transmitter. Started 1956.

## Egypt

(Western European 625-line standards)

**Planned:**

**CAIRO**—Govt. Due 1958.

## Eire

**Planned:**

**DUBLIN**—Govt.-owned, privately operated, commercial. Due 1959.

## El Salvador

(Worldwide 525-line standards)
**Sets in use: 7000**

**SAN SALVADOR**—YSEB-TV, Television Salvadorena, Ch. 6 (commercial). Transmitter 500 watts, ERP 5 kw. Started Nov. 1956.

**Planned:**

**SAN SALVADOR**—YSS-TV, Radiodifusora Nacional (govt.), Ch. 2. ERP 50 kw.

**SAN SALVADOR**—YSU-TV, Ch. 4 (commercial). Transmitter 10 kw, ERP 77 kw.

## Finland

(Western European 625-line standards)
**Sets in use: 8000**

Finnish Broadcasting Corp. (Govt.), limited commercial operation

**HELSINKI**—Finnish Broadcasting Corp., Ch. E-6. Transmitter 2 kw, ERP 9 kw. Started March 1957.

**HELSINKI**—Univ. of Technology, Ch. E-9 (commercial). Transmitter 40 watts. Started 1955 (experimental).

**TURKU**—Turku TV Club. Started 1956.

**Planned:**

**LAHTI**—Ch. E-9, Finnish Broadcasting Corp. Transmitter 3 kw, ERP 10 kw. Under construction; due April 1958.

**TAMPERE**—Ch. E-8, Finnish Broadcasting Corp. Transmitter 10 kw, ERP 100 kw. Due end of 1959.

**TURKU**—Ch. E-7, Finnish Broadcasting Corp. Transmitter 10 kw, ERP 25 kw. Due Nov. 1958.

## France

(French 819-line standards)
**Sets in use: 700,000**
All stations owned by Radiodiffusion-Television Francaise (Govt., non-commercial)

**BESANCON**—Ch. F-4 (to change to F-11). Transmitter 50 watts. Started May 1957.

**BORDEAUX**—Ch. F-10. Transmitter 5 kw. Started Dec. 1957.

**BOURGES**—Ch. F-9. Transmitter 20 kw, ERP 200 kw. Started May 1956.

**CAEN (Mt. Pincon)**—Ch. F-2. Transmitter 20 kw, ERP 80 kw. Started July 1956.

**CANNES-NICE (Pic de l'Ours)**—Ch. F-6. Transmitter 3 kw, ERP 30 kw. Started Aug. 1956.

**DIJON**—Ch. F-10. Transmitter 50 watts, ERP 500 watts. Started Nov. 1955.

**GRENOBLE**—Ch. F-10. Transmitter 50 watts, ERP 1.2 kw. Started Nov. 1955.

**LILLE**—Ch. F-8A. Transmitter 20 kw, ERP 200 kw. Started April 1950.

**LYON (Mt. Pilat)**—Ch. F-12. Transmitter 20 kw, ERP 200 kw. Started Dec. 1955.

**LYON-FOURVIERE**—Ch. F-5. Transmitter 200 watts, ERP 2 kw. Started Oct. 1954.

**MARSEILLE**—Ch. F-8. Transmitter 20 kw, ERP 150 kw. Started Dec. 1954.

**METZ (Luttange)**—Ch. F-6. Transmitter 10 kw, ERP 50 kw. Started Oct. 1956.

**MULHOUSE**—Ch. F-8. Transmitter 20 kw, ERP 100 kw. Started Jan. 1956.

**NANCY-VANDOEUVRE**—Ch. F-7. Transmitter 50 watts, ERP 500 watts. Started May 1955.

**NANTES**—Ch. F-4. Transmitter 50 watts. Started April 1957.

**PARIS**—Ch. F-8A. Transmitter 20 kw, ERP 100 kw. Started Nov. 1949.

**PIC DU MIDI**—Ch. F-5. Transmitter 5 kw. Started Dec. 1957.

**REIMS-VRIGNY**—Ch. F-5. Transmitter 50 watts, ERP 400 watts. Started Nov. 1955.

**RENNES**—Ch. F-5. Transmitter 50 watts. Started April 1957.

**ROUEN**—Ch. F-10. Transmitter 10 kw, ERP 200 kw. Started Oct. 1956.

**ST. ETIENNE**—Ch. F-8. Transmitter 50 watts. Started July 1957.

**STRASBOURG**—Ch. F-5. Transmitter 3 kw, ERP 20 kw. Started Sept. 1953.

**TOULON**—Ch. F-11. Transmitter 50 watts, ERP 1.5 kw. Started Sept. 1956.

**Due first half 1958:**

**CHERBOURG**—Ch. F-12. Transmitter 50 watts.

**DIJON (regional)**—Ch. F-10. Transmitter 500 watts.

**LE HAVRE**—Ch. F-7. Transmitter 50 watts.

**PUY DE DOME**—Ch. F-6. Transmitter 10 kw.

**Due by 1959 (estimated starting order):**

**LIMOGES**—Ch. F-2.
**AMIENS**—Ch. F-11.
**COGNAC**—Ch. F-7.
**LE MAN-TOURS**—Ch. F-12.
**CARCASSONNE**—Ch. F-4.
**BASTIA**—Ch. F-4.
**AJACCIO**—Ch. F-4.
**NORTH ALSACE**—Ch. F-5.
**AUXERE-CHAUMONT**—F-2.
**BREST**—Ch. F-8.
**MEZIERES**—Ch. F-8.
**SAVOIE-JURA**—Ch. F-7.
**TULLE-BRIVE**—Ch. F-11.
**VANNES**—Ch. F-12.
**VERDUN**—Ch. F-12.

## Germany (east)

(Western European 625-line standards)
**Sets in use: 200,000**
All stations owned by Staatliches Rundfunk-Komittee (Govt.)

**BERLIN (Grunau)**—Ch. E-5. ERP 30 kw. Started Dec. 1952.

**BROCKEN (Harz Mt.)**—Ch. E-6. Started June 1955.

**CHEMNITZ (Fichtelberg)**—Started 1955 (experimental).

**DRESDEN**—Ch. E-10. Transmitter 3 kw. Started June 1954.

**HEPTERBERG**—Ch. E-3. Started April 1957.

**INSELSBERG**—Ch. E-5. Started 1955.

**KATZENSTEIN**—Ch. E-8. Started late 1957.

**LEIPSIG**—Ch. E-9. Transmitter 3 kw. Started 1955.

**ROSTOCK (Marlow)**—Ch. E-8. Started 1955.

**SCHWERIN**—Ch. E-11. Started Aug. 1957.

**Planned:**

**ALTMARK**—Due 1958.

**COTTBUS**—Ch. E-4. Due 1959.

# Foreign TV Directory

## Germany (west)

(Western European 625-line standards)

**Sets in use: 1,300,000**

State TV system operators, with private participation (limited commercial operation):

Bayerischer Rundfunk (BR)
Hessischer Rundfunk (HR)
Norddeutscher Rundfunk (NDR)
Radio Bremen (RB)
Saarlandischer Rundfunk (SR)
Sender Freies Berlin (SFB)
Suddeutscher Rundfunk (SDR)
Sudwestfunk (SWF)
Westdeutscher Rundfunk (WDR)

### MAIN TV STATIONS

**AALEN**—SDR, Ch. E-8. ERP 5 kw. Started 1955.

**BERLIN**—SFB, Ch. E-7. Transmitter 1 kw, ERP 2 kw. Started Aug. 1953. 50-kw transmitter due early 1958.

**BIEDENKOPF**—HR, Ch. E-2. ERP 20 kw. Started Jan. 1958.

**BREMEN-OLDENBURG**—NDR, Ch. E-2. ERP 100 kw. Started Aug. 1956.

**DILLBERG**—BR, Ch. E-6. ERP 100 kw. Started 1955.

**FELDBERG (Schwarzwald)**—SWF, Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started Dec. 1955.

**FLENSBURG**—NDR, Ch. E-4. Transmitter 1 kw, ERP 50 kw. Started Jan. 1958.

**FRANKFURT (Gr. Feldberg)**—HR, Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started May 1953.

**GRUNTEN**—BR, Ch. E-2. Transmitter 10 kw, ERP 100 kw. 1956.

**HAMBURG**—NDR, Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started Dec. 1952.

**HANNOVER**—NDR, Ch. E-8. Transmitter 1 kw, ERP 5 kw. Started Dec. 1952.

**HARZ (West)**—NDR, Ch. E-10. Transmitter 10 kw, ERP 100 kw. Started Sept. 1954.

**HOHER MEISSNER**—HR, Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started July 1955.

**HORNISGRINDE**—SWF, Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started Oct. 1954.

**KIEL**—NDR, Ch. E-5. Transmitter 1 kw, ERP 5 kw. Started April 1955.

**KOBLENZ**—SWF, Ch. E-6. Transmitter 10 kw, ERP 50 kw. Started Dec. 1954.

**KOLN**—WDR, Ch. E-11. Transmitter 1 kw, ERP 5 kw. Started Dec. 1952.

**KREUZBERG-RHON**—BR, Ch. E-3. ERP 100 kw. Started 1956.

**LANGENBERG**—WDR, Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started Sept. 1952.

**PASSAU**—BR, Ch. E-7. Started Dec. 1957.

**RAICHBERG**—SWF, Ch. E-4. Transmitter 10 kw, ERP 40 kw. Started Dec. 1954.

**SAARBRUCKEN**—Telesaar, Ch. F-2. (French 819-line standards). Transmitter 5 kw. (Temporarily shut down Jan. 25, 1958)

**SAARBRUCKEN**—Telesaar, Ch. F-7 (French 819-line standards). ERP 100 watts. Started Oct. 1954.

**STUTTGART**—SDR, Ch. E-11. Transmitter 10 kw, ERP 100 kw. Started Oct. 1955.

**TEUTOBERGER WALD**—WDR, Ch. E-11. ERP 100 kw. Started April 1955.

**WEINBIET**—SWF, Ch. E-10. Transmitter 1 kw, ERP 50 kw. Started June 1953.

**WENDELSTEIN (Munich)**—BR, Ch. E-10. Transmitter 10 kw, ERP 100 kw. Started Nov. 1954.

**WURZBURG**—BR, Ch. E-10. ERP 1 kw. Started 1956.

### SATELLITES

(power over 1 watt)

**BADEN-BADEN**—SWF, Ch. E-7. 320 watts. Started June 1953.

**BIEDENKOPF**—HR, Ch. E-5. 400 watts. Started Nov. 1954.

**BONN**—WDR, Ch. E-5. 170 watts. Started March 1954.

**FREIBURG**—SWF, Ch. E-7. 200 watts. Started Dec. 1953.

**KAISERSLAUTERN**—SWF, Ch. E-7. 320 watts. Started Oct. 1953.

**KRONACH**—BR, Ch. E-4. 2.8 watts. Started March 1957.

**LUBECK**—NDR, Ch. E-7. 50 watts. Started Oct. 1957.

**MARBURG**—HR, Ch. E-11. 30 watts. Started Nov. 1956.

**OCHSENKOPF**—BR, Ch. E-5. 1-kw. Started March 1956.

**PFORZHEIM**—SDR, Ch. E-5. 50 watts. Started March 1957.

**TRIER**—SWF, Ch. E-5. 640 watts. Started Dec. 1953.

**WUPPERTAL**—WDR, Ch. E-6. 900 watts. Started Dec. 1956.

**ZWEIBRUCKEN**—SWF, Ch. E-7. 80 watts. Started Dec. 1953.

### ON-CHANNEL BOOSTERS

(less than 5 watts)

**ALTENA**—WDR, Ch. E-11.
**BAD BERNECK**—BR, Ch. E-6.
**KREUZECK**—BR, Ch. E-10.
**KULMBACH**—BR, Ch. E-6.
**MONSCHAU**—WDR, Ch. E-9

### SATELLITES

(power less than 1 watt)

**AHRWEILER**—SWF, Ch. E-5.
**AHUTTE-EIFEL**—SWF, E-11.
**ALF-BULLAY**—SWF, Ch. E-11.
**ALTENAHR**—SWF, Ch. E-10.
**BERNKASTEL**—SWF, Ch. E-11.
**DAADEN**—SWF, Ch. E-10.
**DOCKWEILER**—SWF, Ch. E-11.
**GEROLSTEIN**—SWF, Ch. E-11.
**GRASSAU**—BR, Ch. E-7.
**HILLESHEIM**—SWF, Ch. E-11.
**IDAR-OBERSTEIN I**—SWF, E-5.
**IDAR-O'STEIN II**—SWF, E-11.
**JUNKERATH**—SWF, Ch. E-11.
**KIRN-NAHE**—SWF, Ch. E-11.
**LINZ**—SWF, Ch. E-10.
**OBERWESEL**—SWF, Ch. E-11.
**OLZHEIM**—SWF, Ch. E-11.
**PRUM**—SWF, Ch. E-11.
**TRABEN-T'BACH**—SWF, E-10.
**SCHRAMBERG**—SWF, Ch. E-7.

### EXPERIMENTAL STATIONS

**KINHEIMER BERG**—SWF, UHF (V-492.25, A-497.75). ERP 2.5 kw.
**SAARBRUCKEN**—SR, Ch. E-2. ERP 1 kw.
**TEUTOBERGER WALD**—WDR, UHF (V-485.25, A-490.75). 400 watts.

### MAIN STATIONS PLANNED

BIEDENKOPF—HR, Ch. E-2. ERP 20 kw. Due early 1958.
BRODJACKRIEGEL—BR, Ch. E-7. ERP 100 kw. Due spring 1959.
LINGEN—NDR. Transmitter 1 kw. ERP 100 kw (experimental).
OCHSENKOPF—BR, Ch. E-4. ERP 100 kw. Due fall 1958.
SAARBRUCKEN—SR, Ch. E-2. ERP 100 kw. Due 1958.
WALDENBURG—SDR, Ch. E-9. ERP 100 kw. Due 1958.

**Note:** see also U.S. Armed Forces Stations.

## Guatemala

(Worldwide 525-line standards)

**Sets in use: 11,000**

**GUATEMALA CITY**—TG-BOL-TV, Radio-TV Guatemala (Mario Bolanos, commercial), Ch. 8. Transmitter 10 kw, ERP 15.5 kw. Started May 1956.

**GUATEMALA CITY**—TGW-TV, Television Nacional de Guatemala (Govt., commercial), Ch. 3. Transmitter 100 watts, ERP 200 watts. Started 1955.

## Hong Kong

(Closed-circuit system; British 405-line standards)

**Sets in use: 2500**

**HONG KONG**—Rediffusion Hong Kong. Started May 1957.

## Hungary

(Eastern European 625-line standards)

**Sets in use: 2000**

All stations owned by Magyar Radio (Govt.)

**BUDAPEST**—Ch. R-III. Transmitter 100 watts, ERP 1 kw. Started Jan. 1954.

**Planned:**

BUDAPEST—Ch. R-II. ERP 30 kw. Due 1958.
KORISHEGY—Ch. R-5. ERP 5 kw. Planned July 1959.
MISKOLC—Ch. R-III. ERP 5 kw. Planned July 1958.

# World TV Stations and Sets

**Stations as of Jan. 1, 1958; Sets as of Feb. 1, 1958**

| Country | Stations | Sets |
|---|---|---|
| Algeria | 1 | 6,500 |
| Argentina | 1 | 105,000 |
| Australia | 6 | 160,000 |
| Austria | 8 | 40,000 |
| Belgium | 4 | 250,000 |
| Bermuda [1] | — | 5,000 |
| Brazil | 7 | 700,000 |
| Bulgaria | 1 | 500 |
| Canada | 50 | 2,900,000 |
| Colombia | 6 | 100,000 |
| Cuba | 19 | 300,000 |
| Cyprus | 1 | 500 |
| Czechoslovakia | 4 | 160,000 |
| Denmark | 4 | 100,000 |
| Dominican Rep. | 3 | 7,500 |
| El Salvador | 1 | 7,000 |
| Finland | 3 | 8,000 |
| France | 23 | 700,000 |
| E. Germany | 10 | 200,000 |
| W. Germany | 69 | 1,300,000 |
| Guatemala | 2 | 11,000 |
| Hong Kong [2] | (1) | 2,500 |
| Hungary | 1 | 2,000 |
| Iraq | 1 | 3,000 |
| Italy | 142 | 750,000 |
| Japan | 20 | 942,000 |
| Korea | 1 | 2,200 |
| Luxembourg | 1 | 1,000 |
| Mexico | 12 | 300,000 |
| Monaco | 1 | 6,000 |
| Netherlands | 6 | 200,000 |
| Nicaragua | 1 | 1,200 |
| Norway | 1 | 100 |
| Panama [1] | — | 8,000 |
| Philippines | 1 | 12,000 |
| Poland | 5 | 30,000 |
| Portugal | 3 | 5,000 |
| Rumania | 1 | 9,000 |
| Saudi Arabia | 1 | 750 |
| Spain | 1 | 6,500 |
| Sweden | 4 | 65,000 |
| Switzerland | 5 | 31,000 |
| Thailand | 1 | 17,000 |
| Turkey | 1 | 500 |
| United K'dom | 24 | 9,000,000 |
| USSR | 56 | 2,500,000 |
| Uruguay | 1 | 3,100 |
| Venezuela | 10 | 125,000 |
| Yugoslavia | 3 | 6,000 |
| **FOREIGN TOTAL** | **527** | **21,119,850** |
| U. S. | 529 | 47,000,000 |
| U. S. Military | 31 | 85,000 |
| **GRAND TOTAL** | **1087** | **68,204,850** |

[1] Viewers tune to U. S. Armed Forces stations.
[2] Closed-circuit cable system; not included in station total.

## Iran

(Worldwide 525-line standards)

**Under construction:**

TEHRAN—TVI, Ch. 2 (commercial). Owned by Habib Sabet (importer & RCA distributor). Transmitter 2 kw. March 1958.

## Iraq

(Western European 625-line standards)

**Sets in use: 3000**

BAGHDAD—Minister of Interior (Govt.), Ch. E-8. Transmitter 500 watts, ERP 1 kw. Started May 1956.

Note: Stations planned at Basra, Kirkuk, Mosul.

## Italy

(Western European 625-line standards)

**Sets in use: 750,000**

All stations owned by Radiotelevisione Italiana (Govt.-granted monopoly); limited commercial operation

**MAIN TV CENTERS**

GAMBARIE (Reggio)—Ch. D. Transmitter 5 kw, ERP 19 kw. Started Dec. 1956.

MARTINA FRANCA—Ch. D. ERP 220 kw. Started 1957.

MILANO—Ch. G. Transmitter 7.5 kw, ERP 24 kw. Started April 1951.

MONTE ARGENTARIO—Ch. E. ERP 2.5 kw. Started Dec. 1955.

MONTE CACCIA (Bari)—Ch. A. ERP 34 kw. Started 1956.

MONTE CAMMARATA—Ch. A. ERP 35 kw. Started 1957.

MONTE CONERO (Ancona)—Ch. E. ERP 24 kw. Started Dec. 1956.

MONTE FAITO (Napoli)—Ch. B. ERP 40 kw. Started 1955.

MONTE FAVONE—Ch. H. Transmitter 50 watts, ERP 200. Started 1956.

MONTE LAURO—Ch. F. ERP 2 kw. Started 1957.

MONTE LIMBARA (Sardinia)—Ch. H. Transmitter 250 watts, ERP 1.5 kw. Started Dec. 1956.

MONTE NERONE—Ch. A. Transmitter 5 kw, ERP 34 kw. Started Dec. 1956.

# Foreign Channel Frequencies

**As Used in Foreign TV Station Directory**

### Western European Standards

| Channel | Vision Carrier (mc) | Sound Carrier (mc) |
|---|---|---|
| E-1 | 41.25 | 46.75 |
| E-1A | 42.25 | 46.75 |
| E-2 | 48.25 | 53.75 |
| E-2A | 49.75 | 55.75 |
| E-3 | 55.25 | 60.75 |
| E-4 | 62.25 | 67.75 |
| E-4A | 82.25 | 87.75 |
| E-5 | 175.25 | 180.75 |
| E-6 | 182.25 | 187.25 |
| E-7 | 189.25 | 194.75 |
| E-7A | 192.25 | 197.75 |
| E-8 | 196.25 | 201.75 |
| E-8A | 201.25 | 206.75 |
| E-9 | 203.25 | 208.75 |
| E-10 | 210.25 | 215.75 |
| E-11 | 217.25 | 222.75 |

### French Standards

| | | |
|---|---|---|
| F-1 | 46.00 | 42.00 |
| F-2 | 52.40 | 41.25 |
| F-3 | 56.15 | 67.75 |
| F-4 | 65.55 | 54.40 |
| F-5 | 164.00 | 175.15 |
| F-6 | 173.40 | 162.25 |
| F-7 | 177.15 | 188.30 |
| F-8A | 185.25 | 174.10 |
| F-8 | 186.55 | 175.40 |
| F-9 | 190.30 | 201.45 |
| F-10 | 199.70 | 188.55 |
| F-11 | 203.45 | 214.60 |
| F-12 | 212.85 | 201.70 |

### Italian Channels

| | | |
|---|---|---|
| A | 52.75 | 59.25 |
| B | 62.25 | 67.75 |
| C | 82.25 | 87.75 |
| D | 175.25 | 180.75 |
| E | 183.75 | 189.25 |
| F | 192.25 | 197.75 |
| G | 201.25 | 206.75 |
| H | 210.25 | 215.75 |

### Eastern European Standards

| Channel | Vision Carrier (mc) | Sound Carrier (mc) |
|---|---|---|
| R-I | 41.75 | 48.25 |
| R-II | 49.75 | 56.25 |
| R-III | 59.25 | 65.75 |
| R-IV | 77.25 | 83.75 |
| R-1 | 145.25 | 151.75 |
| R-2 | 153.25 | 159.75 |
| R-3 | 161.25 | 167.75 |
| R-4 | 169.25 | 175.75 |
| R-5 | 177.25 | 183.75 |
| R-6 | 185.25 | 191.75 |
| R-7 | 193.25 | 199.75 |
| R-8 | 201.25 | 207.75 |
| R-9 | 209.25 | 215.75 |

### British Standards

| | | |
|---|---|---|
| B-1 | 45.00 | 41.50 |
| B-2 | 51.75 | 48.25 |
| B-3 | 56.75 | 53.25 |
| B-4 | 61.75 | 58.25 |
| B-5 | 66.75 | 63.25 |
| B-6 | 179.75 | 176.25 |
| B-7 | 184.75 | 181.25 |
| B-8 | 189.75 | 186.25 |
| B-9 | 194.75 | 191.25 |
| B-10 | 197.75 | 196.25 |
| B-11 | 204.75 | 201.25 |
| B-12 | 209.75 | 206.25 |
| B-13 | 214.75 | 211.25 |

### Japanese Channels

| | | |
|---|---|---|
| J-1 | 91.25 | 95.75 |
| J-2 | 97.25 | 101.75 |
| J-3 | 103.25 | 107.75 |
| J-4 | 171.25 | 175.75 |
| J-5 | 177.25 | 181.75 |
| J-6 | 183.25 | 187.75 |
| J-7 | 189.25 | 193.75 |
| J-8 | 193.25 | 197.75 |
| J-9 | 199.25 | 203.75 |
| J-10 | 205.25 | 209.75 |
| J-11 | 211.25 | 215.75 |

# Foreign TV Directory

MONTE PEGLIA—Ch. H. Transmitter 5 kw, ERP 32 kw. Started June 1954.

MONTE PELLEGRINO (Palermo)—Ch. H. Transmitter 500 watts, ERP 8 kw. Started Dec. 1956.

MONTE PENICE—Ch. B. Transmitter 10 kw, ERP 100 kw. Started May 1953.

MONTE SAMBUCO (Foggia)—Ch. H. ERP 35 kw. Started Dec. 1956.

MONTE SCURO—Ch. G. ERP 8 kw. Started June 1956.

MONTE SERPEDDI (Sardinia)—Ch. G. ERP 1.1 kw. Started Dec. 1956.

MONTE SERRA (Livorno)—Ch. D. ERP 270 kw. Started June 1954.

MONTE SORO (Sicily)—Ch. E. ERP 5 kw. Started Dec. 1956.

MONTE VENDA (Venezia)—Ch. D. Transmitter 5 kw, ERP 100 kw. Started June 1954.

MONTE VERGINE (Benevento)—Ch. D. Transmitter 250 watts, ERP 1 kw. Started Dec. 1956.

PESCARA—Ch. F. ERP 555 watts. Started 1957.

PORTOFINO (Genova)—Ch. H. ERP 127 kw. Started Sept. 1953.

PUNTA BADDE URBARA (Sardinia)—Ch. D. ERP 145 kw. Started Dec. 1956.

ROMA—Ch. G. Transmitter 7.5 kw, ERP 36 kw. Started Jan. 1954.

SAN CERBONE—Ch. G. ERP 4.8 kw. Started 1956.

TORINO—Ch. C. Transmitter 5 kw, ERP 16 kw. Started June 1954.

**SATELLITES**

(ERP 40 watts to 2 kw)

ABETONE—Ch. E.
AGORDINO—Ch. E.
ALCAMO—Ch. E.
AOSTA—Ch. D.
ASCOLI PICENO—Ch. G.
ASIAGO—Ch. F.
AURONZO—Ch. G.
BAGNI DI LUCCA—Ch. B.
BAGNONE—Ch. E.
BARDI—Ch. H.
BASSA GARFAGNANA—Ch. F.
BASSA VAL LAGARINA—Ch. F.
BEDONIA—Ch. G.
BELLAGIO—Ch. D.
BERTINORO—Ch. F.
BOLZANO—Ch. D.
BORDIGHERA—Ch. C.
BORGO TOSSIGNANO—Ch. G.
BORGO VAL DI TARO—Ch. E.
BRENO—Ch. F.
CAGLIARI—Ch. H.
CALALZO—Ch. G.
CAMAIORE—Ch. B.
CAMPO IMPERATORE—Ch. D.
CANDOGLIA—Ch. E.
CARRARA—Ch. G.
CASOLA VALSENIO—Ch. G.
CASTEL DI SANGRO—Ch. G.
CASTIGLIONCELLO—Ch. G.
CATANZARO—Ch. F.
CEVA—Ch. E.
CIMA PENEGAL—Ch. F.
COL VISENTIN—Ch. H.
COLLE VAL D'ELSA—Ch. G.
COMO—Ch. H.
CORTINA D'AMPEZZO—Ch. D.
COURMAYEUR—Ch. F.
CROTONO—Ch. G.
EDOLO—Ch. G.
FABRIANO—Ch. G.
FELTRE—Ch. B.
FIUGGI—Ch. D.
FIVIZZANO—Ch. E.
GARFAGNANA—Ch. G.
GENOVA-POLCEVERA—Ch. D.
GENOVA-RIGHI—Ch. B.
GOLFO DI SALERNO—Ch. E.
GORIZIA—Ch. E.
IMPERIA—Ch. E.
LAGONEGRO—Ch. H.
LA SPEZIA—Ch. F.
LECCO—Ch. H.
LUCOLI—Ch. F.
LUNIGIANA—Ch. G.
MADONNA DI CAMPIGLIO—H.
MARCA DI PUSTERIA—Ch. D.
MASSA—Ch. H.
MERANO—Ch. H.
MERCATO SARACENO—Ch. G.
MEZZOLOMBARDO—Ch. D.
MIONE—Ch. D.
MODIGILIANA—Ch. G.
MONDOVI—Ch. F.
MONOPOLI—Ch. G.
MONTE CELENTONE—Ch. B.
MONTE CREO—Ch. H.
MUGELLO—Ch. H.
NOTO—Ch. B.
OVADA—Ch. D.
PAGANELLA—Ch. G.
PAVULLO NEL FRIGNANO—G.
PIEVE DI CADORE—Ch. A.
PIEVEPELAGO—Ch. G.
PLATEAU ROSA—Ch. H.
PLOSE—Ch. E.
POIRA—Ch. G.
PONTASSIEVE—Ch. E.
PONTE CHIASSO—Ch. D.
PORRETTA—Ch. G.
POTENZA—Ch. H.
PREMENO—Ch. D.
QUERCIANELLA—Ch. F.
RIVA DEL GARDA—Ch. E.
ROVERETO—Ch. E.
SAN ANTIOCO—Ch. B.
SAN MARCELLO PISTOIESE, H.
SAN MARCO IN LAMIS—Ch. F.
SAN NICOLAO—Ch. A.
SAN PELLEGRINO—Ch. D.
SAN REMO—Ch. B.
SANTA GIULIANA—Ch. E.
SASSARI—Ch. F.
SERAVEZZA—Ch. G.
SESTRIERE—Ch. G.
SONDRIO—Ch. D.
SPOLETO—Ch. F.
STAZZONA—Ch. E.
SULMONA—Ch. E.
TERAMO—Ch. D.
TERMINILLO—Ch. B.
TERNI—Ch. F.
TOLMEZZO—Ch.B.
TORINO COLLINA—Ch. H.
TRIESTE—Ch. G.
UDINE—Ch. F.
VELLETRI—Ch. E.
VERNIO—Ch. B.
VICENZA—Ch. H.
VILLAR PEROSA—Ch. H.
ZERI—Ch. B.

# Foreign TV Directory

## Japan

(Worldwide 525-line standards)

**Sets in use: 942,000**

Japan Broadcasting Corp. (NHK) stations are non-commercial, non-governmental, financed by listeners' fees. Privately owned stations are commercial.

**FUKUOKA**—JOLK-TV, NHK, Ch. J-3. Transmitter 500 watts, ERP 2 kw. Started April 1956.

**HAKODATE**—JOVK-TV, NHK, Ch. J-4. Transmitter 250 watts, ERP 780 watts. Started April 1957.

**HIROSHIMA**—JOFK-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 31.2 kw. Started March 1956.

**KAINAN**—NHK, Ch. J-4 (Osaka booster station). Transmitter 1 watt, ERP 12 watts. Started Sept. 1957.

**KANAZAWA**—JOJK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 7.6 kw. Started Dec. 1957.

**KOKURA**—JOSK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 6.6 kw. Started June 1957.

**MATSUYAMA**—JOZK-TV, NHK, Ch. J-6. Transmitter 250 watts, ERP 1.4 kw. Started June 1957.

**NAGANO**—NHK, Ch. J-5 (Tokyo satellite). Transmitter 25 watts, ERP 100 watts. Started Aug. 1957.

**NAGOYA**—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started March 1954.

**NAGOYA**—JOAR-TV, Chubu-Nippon Hoso, Ch. J-5. Transmitter 10 kw, ERP 92 kw. Started Dec. 1956.

**OKAYAMA**—JOKK-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 32 kw. Started Dec. 1957.

**OSAKA**—JOBK-TV, NHK, Ch. J-4. Transmitter 10 kw, ERP 62 kw. Started March 1954.

**OSAKA**—JOBX-TV, Osaka TV Bcstg. Co., Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started Dec. 1956.

**SAPPORO**—JOIK-TV, NHK, Ch. J-3. Transmitter 250 watts, ERP 780 watts. Started Dec. 1956.

**SAPPORO**—JOHR-TV, Hokkaido Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1957.

**SENDAI**—JOHK-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 30.7 kw. Started March 1956.

**SHIZUOKA**—JOPK-TV, NHK, Ch. J-5. Transmitter 1 kw, ERP 6.4 kw. Started June 1957.

**TOKYO**—JOAK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 63 kw. Started Feb. 1953.

**TOKYO**—JOAX-TV, Nippon TV Network Corp., Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started Aug. 1953.

**TOKYO**—JOKR-TV, Radio Tokyo, Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started April 1955.

**Note:** NHK plans 12 more stations in 1958. Other interests plan 14 new stations in 1958, 24 in 1959.

## Korea

(Worldwide 525-line standards)

**Sets in use: 2200**

**SEOUL**—HLKZ-TV, Korcad Corp. (Joseph Miller, commercial). Ch. 9. Transmitter 100 watts, ERP 250 watts. Started May 1956.

**Planned:**

SEOUL—Chang Hang Pyunghwa Shinmum (newspaper, commercial). ERP 12 kw.

**Note:** See also U.S. Armed Forces Stations.

## Kuwait

(Worldwide 525-line standards)

KUWAIT—Private station due 1958.

## Lebanon

(Worldwide 525-line standards)

**Planned:**

BEIRUT—Ministry of Education (Govt.). Due 1958.

## Luxembourg

(French 819-line standards)

**Sets in use: 1000**

**LUXEMBOURG**—Compagnie Luxembourgoise de Telediffusion (Tele-Luxembourg, commercial), Ch. E-7. ERP 100 kw. Started Jan. 1955.

## Mexico

(Worldwide 525-line standards)

**Sets in use: 300,000**

All stations privately-owned, commercial

**AGUASCALIENTES, Aguas.**—Telesistema Mexicano, ERP 3 kw. Started Oct. 1957.

**CHIHUAHUA, Chihuahua**—XERA-TV, Televisora de Chihuahua, S.A., Ch. 11 (Affiliated with Telesistema Mexicano). Transmitter 50 watts, 8-gain antenna.

**JUAREZ, Chihuahua**—XEJ-TV, Television de la Frontera, Ch. 5. Box 442, El Paso, Tex. Telephone: 3-7240. Owner, Pedro Meneses Hoyos. ERP 3.65 kw.

**MEXICALI, Baja California**—XEM-TV, Televisora de Mexicali, Ch. 3 (affiliated with Telesistema Mexicano). Transmitter 5-kw, 3-gain antenna. Started Oct. 1957.

**MEXICO CITY, D.F.**—XEW-TV, Televimex, S.A., Ch. 2, Edificio Televicentro, Avenida Chapultepec 18, Telephone: 18-50-20. Owned & operated by Telesistema Mexicano S.A. Officers & principal stockholders: Emilio Azcarraga Sr., pres. & gen. mgr. (owner of theatres & radio stations); Romulo O'Farrill Sr., exec. v.p. (industrialist and publisher of *Mexico City Novedades* and *News*); Romulo O'Farrill Jr., co-mgr.; Emilio Azcarraga Jr., co.-mgr.; Fernando Diez Barroso, treas. Operations: Miguel Pereyra, chief engineer; Ernesto Barrientos, commercial mgr.; Luis de Llano, production mgr.; Antonio R. Cabrera, administrative mgr.; Carlos Cabello, traffic mgr.; Carlos Balcazar, development mgr. Transmitter 5 kw, 3-gain antenna.

**MEXICO CITY, D.F.**—XHGC-TV, Television Gonzalez Camarena, S.A., Ch. 5. Same address as XEW-TV. Operated by Telesistema Mexicano. Transmitter 5 kw, 6-gain antenna.

**MEXICO CITY, D.F.**—XHTV, Television de Mexico, S.A., Ch. 4. Same address as XEW-TV. Operated by Telesistema Mexicano. Transmitter 5 kw, 3-gain antenna.

**MONTERREY, Nuevo Leon**—XHNL-TV, Televisora del Norte, Ch. 10. 5 de Mayo Oriente 110. Subsidiary of Telesistema Mexicano. Mario Quintanilla, mgr.

**PASO DE CORTES (Altzomoni)**—XEQ-TV, Radio Panamericana, Ch. 9. Same address as XEW-TV, Mexico City. Operated by Telesistema Mexicano. Relays XEW-TV programs from 13,405-ft. Cortez Pass. Transmitter 5 kw, 6-gain antenna.

**PASO DE CORTES (Altzomoni)**—XEX-TV, Television Paso de Cortes, Ch. 7. Same address as XEW-TV, Mexico City. Operated by Telesistema Mexicano. Relays XHTV programs from Cortez Pass. Transmitter 7.5 kw, 3-gain antenna.

**QUERETARO, Queretaro**—XEZ-TV, Televisora del Centro, Ch. 3. Same address as XEW-TV, Mexico City. Operated by Telesistema Mexicano. Transmitter atop Mt. Zamorano (El Pinal del Zamorano) relays programs from Paso de Cortes stations. Transmitter 10 kw.

**TIJUANA, Baja California**—XETV, Radio-Television, S.A., Ch. 6. Business address: 4233 Park Blvd., San Diego, Cal. Telephone: Woodcrest 5-3345. Emilio Azcarraga, principal stockholder. Alezander Nervo, mgr. Represented in U.S. by Weed TV.

**Planned:**

CIUDAD OBREGON, Sonora—Telesistema Mexicano, Ch. 3. Transmitter 400 watts. Due spring 1958.

GUADALAJARA, Jalisco—Telesistema Mexicano, Ch. 2. Due 1958.

GUADALAJARA, Jalisco—Telesistema Mexicano, Ch. 4 (repeater). Due 1958.

HERMOSILLO, Sonora—Telesistema Mexicano, Ch. 6. Transmitter 400 watts. Due spring 1958.

LA PIEDAD, Michoacan—Telesistema Mexicano, Ch. 12. Due 1958.

MONTERREY, Nuevo Leon—Cadena Televisora del Norte, S.A., Ch. 3 (affiliated with Telesistema Mexicano). Transmitter 5 kw, 3-gain antenna.

QUERETARO, Queretaro—Telesistema Mexicano, Ch. 6. Transmitter 25 kw. Due early 1958.

TAMPICO, Tamaulipas—Telesistema Mexicano, Ch. 5 (repeater). Due 1958.

TIJUANA, Baja California—Televisora de Calimex, S.A., Ch. 12 (affiliated with Telesistema Mexicano). Transmitter 5 kw, 6-gain antenna.

TORREON, Coahuila—Televisora de Torreon, Ch. 4 (affiliated with Telesistema Mexicano). Transmitter 1 kw, 4-gain antenna.

## Monaco

(French 819-line standards)

**Sets in use: 6000**

**MONTE CARLO**—TMC, Tele Monte-Carlo (commercial), Ch. F-10. Transmitter 5 kw, ERP 50 kw. Started Nov. 1954.

## Morocco

(French 819-line standards)

Both stations off air due to financial difficulties; owned by Compagnie Marocaine de Radio-Television (Telma, commercial)

CASABLANCA—Ch. F-12. Transmitter 3 kw, ERP 20 kw. Started Feb. 1954.

RABAT—Ch. F-8A. Transmitter 3 kw, ERP 20 kw. Started Sept. 1954.

## Netherlands

(Western European 625-line standards)

**Sets in use: 200,000**

**EINDHOVEN**—Philips Ltd., Ch. E-5, ERP 20 kw. Started 1951.

**EINDHOVEN**—Philips Ltd., Ch. E-6, ERP 100 watts. Experimental (color). Started 1954.

**FRIESLAND**—NTS (satellite). Temporary. Started 1957.

**IRNSUM**—NTS, Ch. E-6. (satellite). ERP 45 kw. Started 1957.

**LOPIK (Amsterdam)**—Nederlandse Televisie Stichting (NTS, Govt.-private), Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Oct. 1951.

**MARKELO**—NTS, Ch. E-7 (satellite). ERP 45 kw. Started 1957.

**Planned:**

APPELSCHA—NTS, Ch. E-6. Transmitter 5 kw, ERP 25 kw. Planned for 1958.

GOES—NTS, Ch. E-7. Transmitter 500 watts, ERP 5 kw. Planned for 1959.

ROERMOND—NTS, Ch. E-7 (satellite). ERP 50 kw. Due 1958.

## Nicaragua

(Worldwide 525-line standards)
**Sets: 1200**

MANAGUA—YN-TV, Television de Nicaragua, Ch. 8. ERP 100 watts. Started Aug. 1956.

## Norway

(Western European 625-line standards)
**Sets in use: 100**

OSLO—Norsk Rikskringkasting (Govt.). Ch. E-4 (experimental). Transmitter 500 watts, ERP 1.3 kw. Started Jan. 1954; intermittent.

Note: Permanent stations in Bergen, Gaustatoppen & Oslo planned for 1960.

## Panama

(Worldwide 525-line standards)
**Sets in use: 8000**
(Viewers tune to U.S. Armed Forces stations, Canal Zone)
All stations privately-owned, commercial

**Under construction:**

COLON—HOH2-TV, Ch. 6. Corporacion Panamena de Radiodifusion, S.A. Transmitter 500 watts. Due 1958.

COLON—HOW-TV, Ch. 12. Radiodifusion Panamericana, S.A. Transmitter 500 watts. Due 1958.

PANAMA—HOA-TV, Ch. 2. Radiodifusion Panamericana, S.A. Transmitter 500 watts. Due 1958.

PANAMA—HOHM-TV, Ch. 4. Corporacion Panamena de Radiodifusion, S.A. Transmitter 500 watts. Due 1958.

Note: See also U.S. Armed Forces stations.

## Peru

(Worldwide 525-line standards)

**Construction permits:**

LIMA—Radio Nacional (Govt., non-commercial).

LIMA—Minister of Education and UNESCO (non-commercial).

LIMA—OAX4U-TV, Ch. 4. Radio America (commercial). Transmitter 10 kw. Due early 1958.

LIMA—OAX4D-TV, Radio Panamericana (commercial).

LIMA—OBX4X-TV, Ch. 9. Radio El Sol (commercial). Due early 1958.

LIMA—Radio Emissoras Nacionales (commercial).

LIMA—OAX4X-TV. Radio Victoria (commercial).

## Philippines

(Worldwide 525-line standards)
**Sets in use: 12,000**

MANILA—DZAQ-TV, Bolinao Electronics Corp. (commercial), Ch. 3. Transmitter 2 kw, ERP 6.76 kw. Started Sept. 1953.

**Planned:**

MANILA—DXZL-TV, Ch. 9. Chronicle Broadcasting Network (commercial). Transmitter 200 watts. Due 1958.

Note: See also U.S. Armed Forces stations.

## Poland

(Eastern European 625-line standards)
**Sets in use: 30,000**
All stations owned by Polskie Radio (Govt.)

KATOWICE—Transmitter 15 kw, ERP 200 kw. Started Dec. 1957.

LODZ—Ch. R-5. Transmitter 500 watts, ERP 3.5 kw. Started 1956.

POSNAN—Ch. R-6. ERP 8 kw. Started 1957.

STETTIN—Experimental. Started 1957.

WARSAW—Ch. R-III. Transmitter 1.1 kw, ERP 7.5 kw. Started July 1954.

**Planned:**

GDANSK—Due 1958.

KRAKOW—Ch. R-6. ERP 8 kw. Planned for 1959.

POSNAN—Ch. R-5. ERP 8 kw. Due 1958.

STALINOGRAD—Ch. R-7. ERP 8 kw. Due 1958.

WROCLAW—Due 1958.

## Portugal

(Western European 625-line standards)
**Sets in use: 5000**
All stations owned by Radiotelevisao Portuguesa (Govt.-private), commercial

LISBON—(Serra Monsanto)—Ch. E-7. Transmitter 10-kw., ERP 100 kw. Started experimentally Sept. 1956; regular operation started Nov. 1957.

LOUSA (Coimbra)—Ch. E-3. Transmitter 10 kw, ERP 50 kw. Started Nov. 1957.

PORTO—Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started Dec. 1957.

**Under construction:**

FOIA—Ch. E-5. Transmitter 400 watts, ERP 1 kw. Due early 1958.

MONTEJUNTO—Ch. E-6. Transmitter 400 watts, ERP 6.5 kw. Due early 1958.

## Rumania

(Eastern European 625-line standards)
**Sets in use: 9000**

BUCHAREST—Radiodifuziunea Romina (Govt.), Ch. R-III. ERP 7.5 kw. Started Dec. 1956.

## Saudi Arabia

(Worldwide 525-line standards)
**Sets in use: 750**

DHARAN—HZ-22-TV, Ch. 2. Arabian American Oil Co. (non-commercial). Transmitter 6 kw, ERP 12 kw. Started Sept. 1957.

Note: See also U.S. Armed Forces TV stations.

## Spain

(Western European 625-line standards)
**Sets in use: 6500**
All stations owned by Radio Nacional de Espana (Govt.), commercial

MADRID—Ch. E-3. ERP 2 kw. Started 1951; programming Oct. 1956.

**Planned:**

BARCELONA—Ch. E-2. Transmitter 5 kw, ERP 20 kw. Due 1958.

SARAGOSSA—Due 1958.

## Sweden

(Western European 625-line standards)
**Sets in use: 65,000**
All stations owned by A. B. Radiotjänst (Govt.)

GOTEBORG—Ch. E-9. ERP 1.5 kw (temporary). Started Oct. 1955.

MALMO—Ch. E-10. ERP 1 kw. Started Dec. 1955.

NORRKOPING—Ch. E-5. ERP 1.5 kw. Started 1957.

STOCKHOLM—Ch. E-4. ERP 60 kw. Started Oct. 1951.

**Planned:**

BODEN—Ch. E-4. ERP 60 kw. Planned 1962.

GAVLE—Ch. E-9. ERP 3 kw. Planned 1959.

HALMSTAD—Ch. E-7. ERP 60 kw. Planned 1959.

HALSINGBORG—Ch. E-9. ERP 1 kw. Planned 1960.

HORBY—Ch. E-2. ERP 100 kw. Planned 1959.

NASSJO—Ch. E-10. ERP 60 kw. Planned 1959.

OREBRO—Ch. E-2. ERP 60 kw. Planned 1961.

SKOVDE—Ch. E-3. ERP 3 kw. Planned 1959.

SUNDSVALL—Ch. E-5. ERP 60 kw. Planned 1962.

VASTERAS—Ch. E-8. ERP 10 kw. Planned 1961.

## Switzerland

(Western European 625-line standards)
**Sets in use: 31,000**
All stations owned by Swiss General Post Office (Govt.)

BASLE (St. Crischona)—Ch. E-10. ERP 10 kw. Started April 1954.

BERNE (Bantiger)—Ch. E-2. Transmitter 6 kw, ERP 30 kw. Started Dec. 1954.

GENEVA (Dole)—Ch. E-4. Transmitter 8 kw, ERP 100 kw. Started March 1955.

SAENTIS—Ch. E-7. ERP 30 kw. Started Dec. 1957.

ZURICH (Uetliberg)—Ch. E-3. Transmitter 5 kw, ERP 20 kw. Started Aug. 1953.

**Planned:**

MONTE CENERI—Ch. E-5. ERP 10 kw. Due Spring 1958.

MONT GIBLOUX—Details not yet determined.

SAN SALVATORE—Ch. E-10. ERP 10 kw. Due Fall 1958.

## Thailand

(Worldwide 525-line standards)
**Sets in use: 17,000**

BANGKOK—HSI-TV, Thai Television Co. (commercial), Ch. 4. Transmitter 10 kw, ERP 30 kw. Started June 1955.

**Under Construction:**

BANGKOK—Thai Army Signal Corps. Due early 1958.

## Tunisia

(French 819-line standards)

TUNIS—Radiodiffusion-Television Francaise, Ch. F-12. Transmitter 3 kw, ERP 20 kw. Due 1958.

## Turkey

(Western European standards)
**Sets in use: 500**

ISTANBUL—Teknik Universite, Ch. E-4 (experimental). Transmitter 100 watts.

# Foreign TV Directory

## United Kingdom

(British 405-line standards)

**Sets in use: 9,000,000**

British Broadcasting Corp. (BBC) stations are owned & operated by Public Corporation under Royal Charter (noncommercial)

Independent Television Authority (ITA) stations are owned by ITA and privately programmed (commercial)

**ABERDEEN (Meldrum)**—BBC, Ch. B-4. Transmitter 5 kw, ERP 4-17 kw (directional). Started Oct. 1955.

**BELFAST (Divis)**—BBC, Ch. B-1. Transmitter 5 kw, ERP 12 kw. Started July 1955.

**BIRMINGHAM (Sutton Coldfield)**—BBC, Ch. B-4. Transmitter 50 kw, ERP 100 kw. Started Dec. 1949.

**BRIGHTON (Truleigh Hill)**—BBC, Ch. B-2. Transmitter & ERP 100 watts (temporary). Started May 1953.

**CARDIFF (Wenvoe)**—BBC, Ch. B-5. Transmitter 50 kw, ERP 100 kw. Started Aug. 1952.

**CARLISLE (Sandale)**—BBC, Ch. B-4. Transmitter 5 kw, ERP 16 kw. Started Nov. 1956.

**CENTRAL SCOTLAND (Kirk O'Shotts)**—BBC, Ch. B-3. Transmitter 50 kw, ERP 100 kw. Started March 1952.

**CENTRAL SCOTLAND (Blackhill)**—ITA, Ch. B-10. Transmitter 10 kw, ERP max. 475 kw (directional). Started Aug. 1957.

**CHANNEL ISLES (Les Platons, Jersey)**—BBC, Ch. B-4. Transmitter 500 watts, ERP 1 kw. Started Oct. 1955.

**INVERNESS (Rosemarkie)**—BBC, Ch. B-2. Transmitter 500 watts. ERP 1 kw. Started Aug. 1957.

**ISLE OF MAN (Douglas)**—BBC, Ch. B-5. Transmitter 1 kw, ERP 2.8 kw. Started Dec. 1953.

**ISLE OF WIGHT (Rowridge)**—BBC, Ch. B-3. Transmitter 5 kw, ERP 1-32 kw (directional). Started Nov. 1954.

**LANCASHIRE (Winter Hill)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.

**LONDON (Crystal Palace)**—BBC, Ch. B-1. Transmitter 30 kw, ERP 200 kw. Started Nov. 1936 at Alexandra Palace, March 1956 at Crystal Palace.

**LONDON (Croydon)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 120 kw. Started Sept. 1955.

**LONDONDERRY (Sheriffs Mt.)**—BBC, Ch. B-2. Transmitter 500 watts, ERP 1 kw. Started Dec. 1957.

**MANCHESTER (Holme Moss)**—BBC, Ch. B-2. Transmitter 50 kw, ERP 100 kw. Started Oct. 1951.

**MIDLANDS (Lichfield)**—ITA, Ch. B-8. Transmitter 20 kw, ERP 200 kw. Started Feb. 1956.

**NEWCASTLE (Pontop Pike)**—BBC, Ch. B-5. Transmitter 5 kw, ERP 12 kw. Started May 1953.

**NORWICH (Tacolneston)**—BBC, Ch. B-3. Transmitter 5 kw, ERP 1-10 kw (directional). Started Feb. 1955.

**PLYMOUTH (N. Hessary Tor)**—BBC, Ch. B-2. Transmitter 5 kw, ERP 1-15 kw (directional). Started Dec. 1954.

**SOUTH WALES & WEST (St. Hilary)**—ITA, Ch. 10. Transmitter 20 kw, ERP 200 kw. Started Jan. 1958.

**WEST WALES (Blaen Plwy)**—BBC, Ch. B-3. Transmitter 500 watts, ERP 1 kw. Started April 1957.

**YORKSHIRE (Emley Moor)**—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

**Under construction and planned:**

BURNHOPE (NE England)—ITA. Transmitter 8 kw, ERP 200 kw. Due late 1958.

DOVER—BBC. Ch. B-2. Transmitter 500 watts. Due 1958.

FOLKSTONE—BBC. Due 1958.

ISLE OF WIGHT (Chillerton Down)—ITA, Ch. B-11. Transmitter 8 kw, ERP 100 kw. Due late 1958.

NORTHERN IRELAND (Belfast area)—ITA. Transmitter 8 kw. Due 1959.

ORKNEYS—BBC. Ch. B-5. Transmitter 1 kw. Due 1958 or 1959.

PETERBOROUGH—BBC. Ch. B-5. Transmitter 500 watts. Due 1958 or 1959.

## Uruguay

(Worldwide 525-line standards)

**Sets in use: 3100**

**MONTEVIDEO**—Sociedad Anonima Emisoras de Television Y Anexos (SAETA, commercial), Ch. 10. Transmitter 350 watts. Started Dec. 1956.

**Planned:**

MONTEVIDEO—Servicio Oficial de Difusion Radio Electrica (SODRE, Govt.), Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Due 1958.

MONTEVIDEO—Commercial, Ch. 12. ERP 3 kw. Due 1958.

## USSR

(Eastern European 625-line standards)

**Sets in use: 2,500,000**

All non-amateur stations owned by Govt. agencies

**BAKU**—Started late 1956.

**BARNAUL**—Started early 1957.

**BIISK**—Started second quarter 1957.

**BLAGOVESCHENSK**—Experimental.

**CHIMKENT**—Satellite. Started 1957.

**DNIEPROPETROVSK**—Started 1956.

**FERGANA**—Satellite. Started 1957.

**GORKIY**—TV center. Started 1957.

**IZHEVSK**—Started Nov. 1956.

**KALININ**—Transmitter 2 kw. Started 1954.

**KALININGRAD**—TV center. Started 1957.

**KALUGA**—Satellite. Started 1957.

**KAMENKA**—Satellite. Started 1957.

**KAZAN**—Experimental.

**KHABAROVSK**—Amateur station. Started Sept. 1956.

**KHARKOV**—Transmitter 5 kw. Started 1951.

**KIEV**—Transmitter 5 kw. Started 1952.

**KRASNOTURINSK**—Sateilite. Started 1957.

**KRASNOYARSK**—Started Sept. 1957.

**KUBYSHEV**—TV center. Started 1957.

**KULDIGA**—Satellite. Started 1957.

**LENINGRAD**—ERP 20 kw. Started 1946.

**MALADAN**—TV center. Started 1957.

**MINSK**—Started 1956.

**MOSCOW**—Transmitter 12.5 kw, ERP 40 kw. Started 1946.

**MOSCOW**—Transmitter 7.5 kw. Started 1956.

**MURMANSK**—TV center. Started Nov. 1957.

**NALCHIK**—Started early 1957.

**NIZHNI TAGIL**—Satellite. Started 1957.

**NOVOSIBIRSK**—Started 1957.

**ODESSA**—Transmitter 500 watts.

**OMSK**—Started 1955.

**RAYCHIKINSK**—TV center. Started 1957.

**RIGA**—Started 1954.

**RYAZAN**—Satellite. Started Nov. 1956.

**RYBINSK**—Satellite. Started 1957.

**SARATOV**—Experimental.

**SEVASTAPOL**—Started 1957.

**STALINO**—Started early 1957.

**STALINOGORSK**—Started 1957.

**SVERDLOVSK**—Started Oct. 1955.

**TALLIN**—Started July 1955.

**TASHKENT**—Started Nov. 1956.

**TBILISI**—Experimental. Started Dec. 1956.

**TOMSK**—Started 1955.

**VATUTINO**—Started 1956.

**VILNIUS**—Started second quarter 1957.

**VINNITSA**—Started 1955.

**VLADIMIR**—Started 1956.

**VLADIVOSTOK**—Experimental.

**VORKUTA**—TV center. Started 1957.

**VORONEZH**—Started second quarter 1957.

**YANGI YUL**—Satellite. Started 1957.

**YAROSLAVL**—Started 1955.

**YEREVAN**—Started Nov. 1956.

Note: 30 TV centers and many satellites reported due 1958. "TV construction" reported in progress in 65 localities.

## Venezuela

(Worldwide 525-line standards)

**Sets in use: 125,000**

**CARACAS**—YVKA-TV, Televisora Nacional (Govt.), Ch. 5. Transmitter 10 kw, ERP 37.2 kw. Started Nov. 1952.

**CARACAS**—YVLV-TV, Televisa Venezolana (commercial), Ch. 4 Transmitter 5 kw, ERP 15 kw. Started May 1953.

**CARACAS**—YVKS-TV, Radio Caracas TV (commercial), Ch. 2. Transmitter 10 kw, ERP 62.6 kw. Started Sept. 1953.

**CORO**—Satellite, Radio Caracas TV (commercial), Ch. 10. Transmitter 10 kw, ERP 330 kw. Started May 1956.

**CORO**—Satellite, Televisa Venezolana (commercial), Ch. 8.

**LA GUAIRA**—Satellite, Televisa Venezolana (commercial), Ch. 7. Transmitter 100 watts, ERP 250 watts. Started June 1956.

**MARACAIBO**—Ondas de Lago TV (commercial), Ch. 13. Transmitter 2 kw, ERP 12 kw. Started Dec. 1956.

**MARACAIBO**—Satellite, Radio Caracas TV (commercial), Ch. 2. Transmitter 6 kw, ERP 500 kw. Started Dec. 1956.

**MARACAIBO**—Televisa Venezolana (commercial), Ch. 9. Started May 1956.

**VALENCIA-MARACAY**—Satellite, Radio Caracas TV (commercial), Ch. 7. Transmitter 2 kw, ERP 13 kw. Started 1956.

## Yugoslavia

(Western European standards)

**Sets in use: 6000**

All stations owned by Radiodiffusion Yugoslave (Govt.)

**KRVAVEC**—Radio Ljubljana, Ch. E-10. Transmitter 1 kw, ERP 2.5 kw. Started Feb. 1957.

**LJUBLJANA**—Radio Ljubljana (satellite). ERP 0.3 watt.

**SLJEME**—Radio Zagreb, Ch. E-9. Transmitter 3.5 kw, ERP 42 kw. Started May 1956.

**Under construction or planned:**

AVALA—Radio Belgrade, Ch. E-6. Transmitter 1 kw, ERP 14 kw. Due April 1958.

CRVENI COT—Radio Belgrade, Ch. E-10. Transmitter 3.5 kw, ERP 42 kw. Due April 1958.

SARAJEVO—Ch. E-8. Due 1958-59.

SKOPLJE—Ch. E-8. Due 1958-59.

TITOGRAD—Ch. E-10. Due 1958-59.

# Armed Forces TV Stations

**All stations save those with asterisks (*) are operated by TV Branch, Information Div., Office of Armed Forces Information & Education, Defense Dept., Washington.**

**Off-air locations indicated by light-face type.**

## U.S. and Possessions

* **CAMP IRWIN, CAL.**—AAG70 (Ch. 70), AAG73 (Ch. 73), AAG76 (Ch. 76), AAG79 (Ch. 79), AAG82 (Ch. 82), Combat Tank Training Center, c/o CG, 6th Army, San Francisco. Rebroadcasts programs of KNXT, KRCA, KTLA, KABC-TV & KHJ-TV, Los Angeles. Equipment, Adler. AAG73 began operation Nov. 1956, others began Dec. 1956.

* **INYOKERN, CAL.**—China Lake Naval Ordnance Test Station. 7-channel booster, relaying signals of all Los Angeles stations. Equipment. composite. Began operation 1953.

**WHITE SANDS PROVING GROUNDS, N.M.**—(Ch. 44), U.S. Army. Rebroadcasts programs of KROD-TV, El Paso. Equipment, composite. Began operation July 1954.

**ADAK, ALASKA**—KADA-TV (Ch. 8), U.S. Naval Station, Navy No. 230, Seattle. Equipment, Dage. Began operation July 1956.

**FT. GREELY, ALASKA**—AFG-TV (Ch. 8), CG, Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Began operation May 1956.

**KODIAK, ALASKA**—AFRS-TV (Ch. 8), U.S. Naval Station, Navy No. 127, Seattle. Equipment, Dage. Began operation June 1956.

**WHITTIER, ALASKA**—APW-TV (Ch. 8, closed-circuit), Port of Whittier, CG Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Under construction.

**ENIWETOK, MARSHALL IS.**—WXL-TV (Ch. 6), 1253rd AACS Squadron, APO 187, San Francisco. Equipment, Dage. Began operation May 1956.

**OKINAWA**—AFTV-Okinawa (Ch. 8), Kadena Air Force Base. Hq. 313th Air Div. (FEAF), APO 239, San Francisco. Equipment, Dage. Began operation Dec. 1955.

**PANAMA CANAL ZONE**—CFN-TV (Ch. 8), Ft. Clayton, U.S. Army, Caribbean (serves Pacific side of Isthmus). Equipment, Dage. Began operation May 1956.

**PANAMA CANAL ZONE**—CFN-TV (Ch. 10), Albrook, U.S. Army, Caribbean (serves Atlantic side of Isthmus). Equipment, Dage. Began operation May 1956.

**PUERTO RICO**—AHD-TV, (Ch. 21), Ramey Air Force Base. 72nd Bombardment Wing, APO 845, New York. Equipment Dage. Began operation March 1957.

## Outside the United States

**AZORES**—CSL-TV (Ch. 8), Lajes Field, 1605th Air Base Wing (MATS), APO 406, New York. Equipment, Dage & Gates. Began operation Oct. 1954.

**BERMUDA**—ZBK-TV (Ch. 10), Kindley Air Force Base, 1604th Air Base Wing (MATS), APO 856, New York. Equipment, Dage. Began operation July 1955.

**CUBA**—WGBY-TV (Ch. 8), Guantanamo Bay U.S. Naval Base, Box 19, Navy 115, c o FPO, New York. Equipment, Dage. Began operation Nov. 1955.

**CANADA**—CFLA-TV, Labrador (Ch. 8), Goose Bay Air Base, APO 677, New York. Equipment, Dage. Began operation Nov. 1956.

**CANADA**—CFSN-TV, Newfoundland (Ch. 8), Ernest Harmon Air Force Base, APO 864, New York. Equipment, Dage. Began operation Jan. 1957.

**ERITREA**—KANU-TV (Ch. 8), Kagnew Station, Asmara. 8604th Detached Unit (Army), APO 843, New York. Equipment, Dage. Began operation Dec. 1955.

**GERMANY**—AFR-TV (Ch. 20), Landstuhl Air Base. Equipment, Dage. Began operation April 1957.

**GERMANY**—AFS-TV (Ch. 24) Spangdahlem Air Base. Equipment, Dage. Began operation April 1957.

**GREENLAND**—WXLC-TV (Ch. 8), Sondrestrom Fjord Air Base. 6621st Air Base Squadron (SAC), APO 121, New York. Equipment, Dage. Began operation April 1956.

**GREENLAND**—KOLD-TV (Ch. 8), Thule Air Force Base. 6607th Air Base Wing (SAC), APO 23, New York. Equipment, Dage. Began operation May 1955.

**GUAM**— ———— (Ch. 10). Translator; repeats programs of commercial KUAM-TV, Agana (Ch. 8). Equipment, Adler. Under construction.

**ICELAND**—TFK-TV (Ch. 8), Keflavik Airport. Iceland Air Defense Force (MATS), APO 231, New York. Equipment, Dage. Began operation March 1955.

**KOREA**— ———— (Ch. 3), Seoul. Satellites at Minsan (Ch. 12), Camp Casey (Ch. 12) and 2 other Korean areas. Started operation Sept.-Dec. 1957.

**LIBYA**—AJG-TV (Ch. 8), Tripoli. 1603rd Air Transport Wing (USAFE), Wheelus Field, APO 231, New York. Equipment, RCA. Began operation Dec. 1954.

MIDWAY—Planned for 1958.

**PHILIPPINE IS.**—AFTS-TV (Ch. 8), Luzon. 6200th Air Base Wing (MATS), APO 74, San Francisco. Equipment, Dage. Began operation Nov. 1955.

**SAUDI ARABIA**—AJL-TV (Ch. 8), Dharan. 144th Air Base Group, Hq. 2nd Air Div. (USAFE), APO 616, New York. Equipment, Dage & RCA. Began operation June 1955.


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**INDEPENDENT TELEVISION AUTHORITY**—14, Princes Gate, London S.W.7. Telephone: Knightsbridge 5341. Controlling body for independent TV system transmitted from stations (owned and operated by the Authority) started in London Sept. 22, 1955; Birmingham Feb. 17, 1956; Manchester May 3, 1956; Yorkshire, Nov. 3, 1956; Southern Scotland, Aug. 31, 1957; with these programme contractors: Associated-Rediffusion Ltd., to utilize London station, Mon. thru Fri.; Granada TV Network Ltd., Manchester and Yorkshire stations, Mon. thru Fri.; Associated TeleVision Ltd., Birmingham station, Mon. thru Fri., and London, Sat. & Sun.; Associated British Cinemas (Television) Ltd., Birmingham, Manchester & Yorkshire stations, Sat. & Sun.; Scottish Television Ltd., Central Scotland station, daily; T.W.W. Ltd., South Wales & West England station, daily. **Governing body:** Sir Ivone Kirkpatrick, chairman; Sir Ronald Matthews, vice-chairman; Lt. Col. Arthur Chichester, chairman, Moygashel Textile Mills; Sir Henry Hinchliffe, director, Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, member of Managing Board, British Travel & Holidays Association; Miss Diana Reader Harris, headmistress, Sherborne School for Girls; T. H. Summerson, J.P., chairman, N.E. area borad, British Transport Commission; J. Alban Davies, former High Sheriff of Cardiganshire, member of Lloyds; Dame Frances Farver, gen. secy., National Federation of Women's Institutes. **Permanent Staff:** Sir Robert Fraser, director-general; B. C. Sendall, deputy director-general; P. A. T. Bevan, chief engineer; A. W. Pragnell, secretary; J. D. R. Cuthbert, press relations.

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**ASSOCIATED TELEVISION LTD.**, Television House, Kingsway, London W.C.2. Telephone: Chancery 4488. Directors: Mr. Prince Littler, *chairman;* Norman Collins, *deputy chairman;* Val Parnell, *managing director;* Lew Grade, *deputy managing chairman;* J. A. L. Drummond, Lord Bessborough; R. P. T. Gibson, Richard L. Meyer, Sir Robert Renwick, Bt., K.B.E., C. O. Stanley, C.B.E., E. S. Birk, H. K. Cudlipp. **Staff:** J. Barham, secy.; Patrick J. Henry, sales director; Suzanne Warner, press director; Bill Ward, productions controller; Keith Rogers, head of operations & outside broadcasts. **Producers:** Jack Barton, Colin Clew, Tony Flanagan, Lionel Harris, John Irwin, Michael Jeans, R. Leeman, Carson Plant, Brian Tesler, Bill Lyon-Shaw, Dickie Leeman, Peter Glover, John Irwin, Hugh Rennie, Antony Kearey, Reg. Watson, Fred Wilby, Albert Locke, Arthur Lane, Michael Redington, Stephen Wade, Cecil Petty, Noele Gordon, Quentin Lawrence, Bill Allenby, Leonard Breet, Rex Firkin. **Midland Region:** Herbert House, 71 Cornwall Street, Birmingham (Telephone, Central 5191) and Television Theatre, Aston Road North, Birmingham (Telephone, Aston Cross 3091). Philip Dorte, controller for Midlands Station.

**GRANADA TV NETWORK LTD.**, 36, Golden Square, London W.1. Telephone: Regent 8080. Board: Sidney L. Bernstein, *chairman;* Cecil G. Bernstein, Maurice King, Victor Peers, J. Warton, secy.; A. Anson, sales & adv. director; R. H. Hammans, chief engineer; Keith M. Hardy, mgr., sales promotion & research. **Northern Region:** TV Centre, Quay Street, Manchester (Deansgate 7211); Simon Kershaw, gen. mgr. (Manchester); Jim Phoenix, northern public relations; Jack Martin, production mgr.; L. Finlay, northern sales and advertising rep.

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**T.W.W. LTD.**, 30, Bouverie St., London, E.C.4 (temporary). Telephone: Fleet Street 0304. Directors: Lord Derby, *pres.;* Lord Cilcennin of Hereford, *chairman;* Herbert Agar, W. Emsley Carr, Alfred Francis, Sir Ifan ab Owen Edwards, Sidney Gilliat, Lt. Col. H. M. Llewellyn, Sir Alexander Maxwell, Sir Grismond Philips; Mark Chapman-Walker, managing director; Percy Jones, Alderman Huw T. Edwards, Eoin Mekie. Walter Kemp, chief engineer; Bryan Michie, programme manager; S. J. Leach, sales controller; G. Bailes, secy. **Studios:** Pontcanna Studio, Canton Cardiff. **Offices:** 6 Caroline St., Cardiff. Telephone: Cardiff 3-1153.

**SOUTHERN TELEVISION LTD.**, 20, Tudor St., London, E.C. 4 (temporary). Telephone: Fleet Street 6000. Directors: John H. Davis, *chairman;* D. F. S. McClean, *deputy chairman;* H. W. Snoad, D. Geddes, F. C. Hufton, H. Norris, D. C. Webster, V. S. M. Williams, K. Winckles. P. A. Forge, chief engineer; G. H. Y Grant, secy.

**INDEPENDENT TELEVISION NEWS CO.**, Television House, Kingsway, London W.C.2. Telephone: Holborn 7690. Geoffrey Cox, editor; Norman Dickson, gen. mgr.; T. Traill, secy.; Arthur Clifford, news editor; James Bredin, senior producer; John Cotter, film assignments manager.

# Market and Audience Research Organizations

**ADVERTEST RESEARCH**, 96 Bayard St., New Brunswick, N. J. Charter 7-1564. Executive Directors: Richard Bruskin, Seymour Smith. Project Directors: Howard Grossman, Jerome Medford. Director of Project Analysts: Eric Josephson. Asst. Project Directors: Michael Sandler, Virginia Davis. Field Director: Jessie Lynes.

**ADVERTISERS SERVICE ASSOCIATES**, 1487 Vine St., Hollywood, Cal. Hollywood 4-7288. Herbert K. Landon, gen. mgr.

**ADVERTISING RESEARCH FOUNDATION, 3 E. 54th St., New York City.** Plaza 1-5656. William A. Hart, pres.; W. H. Wulfeck, board chairman; Ben R. Donaldson, vice chairman; Arno H. Johnson, treas.; A. W. Lehman, managing dir.; D. B. Lucas, tech. dir.

**AMERICAN RESEARCH BUREAU Inc.**, 4320 Ammendale Rd., Beltsville, Md., Webster 5-2600. James W. Seiler, director; Robert Cooper, station relations. Branches: New York City—400 Park Ave.; Plaza 1-5577; Jack Gross, mgr.; Advertiser Service Dept., 341 Madison Ave.; Murray Hill 4-5989; Lorin Myers, mgr. Monterey Park, Cal.—234 S. Garfield Ave.; Cumberland 3-3149; Bill Shafer, mgr. Chicago—435 N. Michigan Ave.; Superior 7-3388; Elliott Johnson.

**ATTITUDE RESEARCH BUREAU Inc. (ARBI)**, Central Bldg., Seattle 4, Wash. Eliot 4489 Joseph B. Ward, president.

**AUDIENCE RESEARCH Inc., 53 Bank St., Princeton, N. J.** Telephone: Walnut 1-7411. Dr. George Gallup, president; Paul K. Perry, v.p.; Arthur L. Keiser, v.p.; Robert S. Arthur, v.p.

**BENSON & BENSON Inc.**, Princeton, N.J. Telephone: Walnut 4-3540. Lawrence E. Benson, president; Gerald A. Bramwell, v.p.; Irving Van Zandt Jr., v.p.

**BENNETT-CHAIKIN Inc.**, 574 Fifth Ave., New York 36, N. Y. Circle 5-0600. Cy Chaikin, pres.; Alan H. Steinberg, research dir. (Marketing, advertising; audience and media research; evaluation of commercials).

**BUBA, HENRY H., CPA**—104 E. 40th St., New York City. Oxford 7-5980.

**BUREAU OF BROADCAST MEASUREMENT, 96 Eglinton Ave. E.**, Toronto 12, Canada. Mayfair 9464. Charles R. Vint, president; Horace N. Stovin, v.p.; Charles C. Hoffman, exec. v.p.; Charles J. Follett, secy.-treas.; Wilfred Hudson, research & development director.

**CANADIAN FACTS LTD.**—49 Wellington St. West, Toronto 1. Empire 4-6373. John F. Graydon, pres.; Lewis Gray, v.p.; John Craig, v.p.; G. C. Hardy, J. Lewis, T. Hadwen, Marjorie Scott, acct. execs.; E. Tulving, Ph. D., psychological consultant; Griffin B. Thompson, tv. research dir. Branch: Montreal—1390 Sherbrooke St. West; Plateau 1734. F. S. Lyman, v.p.

**ROBERT S. CONLAN ASSOCIATES Inc., 1715 Wyandotte, Kansas City, Mo.** VIctor 2-3038.

**CORE RESEARCH**, 80 King St. W., Toronto, Canada. Empire 3-3605. Albert A. Shea, managing director.

**CROSSLEY, S-D SURVEYS Inc.**, 405 Park Ave., New York 22, N. Y. Plaza 5-1606. Arthur B. Dougal, chairman; Archibald M. Crossley, president; Carl H. Henrikson, v.p.-gen. mgr.; R. C. Montgomery, treasurer; Norman P. Heine, asst. secy.; Carol A. Cruikshank, mgr. client service.

**DATAMAPS**, 17 Washington St., Middlebury, Vt. Dudley 8-2832. (Coverage maps, market data).

**ELLIOTT-HAYNES Ltd., 515 Broadview Ave., Toronto 6, Ont., Canada.** Howard 3-1144. Walter E. Elliott, president; J. Myles Leckie, v.p.; Ernest R. Comte, secy.-treas.

**FACTS CONSOLIDATED, 8461 Melrose Pl., Los Angeles 46, Cal.** Olive 3-3114. Dorothy D. Corey, partner; Terry M. Ewbank, exec. assistant; John C. H. McGlynn, tabulation div. mgr. San Francisco—26 O'Farrell St.; Exbrook 7-1200. Roy S. Frothingham, partner; Nadene Mathews, research assistant; Ray Penfield, mgr. San Francisco office.

**FACT FINDERS ASSOCIATES Inc., 400 Madison Ave., New York 17, N. Y.** PLaza 9-3710. Frank R. Coutant, chairman; Charles B. Emde, pres.; William Larzelere, exec. v.p.; M. Cooke, secy.

**HOWARD S. FRAZIER Inc.**, Television and Radio Management Consultants, 1736 Wisconsin Ave. NW, Washington 7, D.C. Hobart 2-1720. Howard S. Frazier, pres.; Horace W. Gross, v.p.

**GALLUP & ROBINSON Inc., ADVERTISING RESEARCH, 53 Bank St. Princeton, N.J.** Walnut 4-3400. Dr. George H. Gallup; Dr. Claude E. Robinson; L. E. Purvis, chairman; Dr. Paul Lyness, pres.

**GRAHAM RESEARCH SERVICE**—424 Madison Ave., New York 17, N.Y. Plaza 3-4565. J. E. Graham, director.

**C. E. HOOPER Inc.**, 579 Fifth Ave., New York 17, N.Y. Murray Hill 8-2290. Mrs. C. E. Hooper, chairman; Frank Stisser, pres.; W. Bruce McEwen, exec. v.p.; Dorothy M. Behrens, Fred H. Kenkel, Mrs. Luch Woodworth, v.p.'s.

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**INTERNATIONAL SURVEYS Ltd.**, 1440 St. Catherine W., Montreal, Canada. University 6-1570. P. Haynes, pres.; P. Culos, v.p.; D. Roberts, secy.-treas.; M. Morton, v.p. Branch: Toronto—888 Dupont St.

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**MARKET FACTS Inc.**, 29 S. LaSalle St., Chicago, Ill. Wabash 2-2686. William F. O'Dell, pres.; David K. Hardin, v.p.; Morris J. Gottlieb, research dir.

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**MARKET RESEARCH CORP. OF AMERICA, 122 East 42nd St., New York 17, N.Y.** OXford 7-3540; 425 N. Michigan Ave., Chicago, Ill. MOhawk 4-4600; 2 Pine St., San Francisco, Cal. SUtter 1-2289. Sam G. Barton, president; John E. Rhodes, operations exec. v.p.; Curtis C. Rogers, exec. v.p.; Arden B. Crawford, Chicago exec. v.p.; Larkin Osborn, secy-treas.-controller; Palmer Waterbury, research v.p.; Donald Connell, v.p.; Daniel Connell, v.p.-N.Y.

**MARKET RESEARCH OF CLEVELAND**, 1220 Huron Rd., Cleveland, O. Main 1-0186. Albert E. Strass, director.

**MARKETING IMPACT RESEARCH Inc.**, 147 East 50th St., New York 22, N.Y. Plaza 1-2565. Max Bonfeld, pres.; Richard Brehl, v.p. & gen. mgr.

**MOFFETT RESEARCH Co.**, 5723 Melrose Ave., Los Angeles 38, Cal. Hollywood 3-5653. Jessie Locke Moffett, pres.; Samuel Kneale Bell, v.p.; Keith Ainsley, treas.; Carol Locke, secy.

**MOTIVATION ANALYSIS Inc.**, 215 Hollywood Ave., West End, N. J. CApital 2-4387. Philip Eisenberg, pres.

**NATIONAL FIELD SERVICE, 40 E. 54th St., New York 22, N. Y.** Plaza 1-0730. Thomas M. Newell, director; Dr. Reuben Swartz, associate director; Helen Wydie, field director.

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**NATIONAL TELEVISION MONITOR CORP.**—541 Lexington Ave., New York, N. Y. Plaza 3-3815. Ken Jaffe, pres.

**A. C. NIELSEN Co., 2101 Howard St., Chicago 45, Ill.** HOllycourt 5-4400. 500 Fifth Ave., New York 36, N. Y.; PEnnsylvania 6-2850. 70 Willow Road, Menlo Park, Cal.; DAvenport 5-0021. Arthur C. Nielsen Jr., pres., H. A. Rahmel, exec. v.p., broadest div.

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**OFFICE OF RESEARCH Inc.**, 3470 Broadway, New York 31, N.Y. Audubon 6-7455. John G. Peatman, pres.; V. S. McGee and G. Carty, assistant directors.

**O'CONNOR RADIO & TV AUDIENCE SURVEYS, Veterans Bldg.**, Knoxille, Tenn. Telephone: 5-2272. Bernice M. O'Connor, dir.

**OPINION RESEARCH Corp., 33 Nassau St., Princeton, N.J.** Walnut 4-5900. Dr. Claude Robinson, chairman; Dilman M. K. Smith, vice-chairman; Joseph C. Bevis, pres.; Walter G. Barlow, exec. v.p.; LeBaron Foster, M. Starr Northrop, Hugh Rusch, Huch C. Hoffman, W. Donald Rugg, v.p.'s.

**ALFRED POLITZ MEDIA STUDIES**, 527 Madison Ave., New York 22, N. Y. Plaza 9-5200.

**THE PSYCHOLOGICAL Corp., 522 Fifth Ave., New York 36, N.Y.** Murray Hill 2-2145. Paul S. Achilles, chairman; George K. Bennett, pres.; Albert D. Freiberg, 1st v.p.

**PUBLISHERS INFORMATION BUREAU Inc. (PIB), 271 Madison Ave., New York 16, N.Y.** Murray Hill 5-2210. W. H. Mullen, secy.

**THE PULSE Inc.**, 730 Fifth Ave., New York City. Judson 6-3316. Sydney Roslow, dir.; Laurence Roslow, associate dir.; David Klein, mgr.; Robert Collins, client relations dir.; George Sterberg, service dir. Branches: Los Angeles—6399 Wilshire Blvd.; Edwin Cahn, dir. Chicago—Tribune Tower; Superior 7-7140. George Herro, dir.

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**RADIO'S RELIABLE RESOURCES**, P.O. Box 413, Philadelphia 5, Pa. F. O. Pease, gen. mgr.; H. I. Greene, asst. gen. mgr.

**RESEARCH CO. OF AMERICA**, 570 Fifth Ave., New York 36, N.Y. Plaza 7-1865. A. Edwin Fein, managing dir.; E. de Pianelli, international div. dir.; John H. Dahn, research dir.

**ELMO ROPER & ASSOCIATES, 30 Rockefeller Plaza, New York City.** PLaza 7-4900. Elmo Roper, Burns W. Roper, Carolyn Crusius, Joel Brooke and Gerhart D. Wiebe, partners; Oliver A. Quayle III, research executive.

**ALAN C. RUSSELL MARKETING RESEARCH, 147 E. 50th St., New York City.** ELdorado 5-7691. Alan C. Russell.

**SCHWERIN RESEARCH Corp., 1775 Broadway, New York 19, N.Y.** JUdson 2-4690. Horace Schwerin, president; Leonard Kudisch, exec. v.p.; Henry Newell, v.p.; R. K. Maneval, v.p.; Donald McCollum, v.p.

**SINDLINGER & COMPANY Inc., 11-13 E. Hinckley Ave., Ridley Park, Pa.** Lehigh 2-4100. Albert Sindlinger, pres. New York City—441 Lexington Ave.; Walter v. Marxmeyer Jr., v.p.

**SOCIAL RESEARCH Inc., 145 E. Ohio, Chicago 11, Ill.** MIchigan 2-2664. Dr. Burleigh B. Gardner, exec. dir.; Harriett Bruce Moore, associate dir. for research; Earl L. Kahn, industrial research dir.; Dr. Sidney J. Levy, director of psychological research; Dr. Lee Rainwater, director of special studies.

**SOUTHWEST RESEARCH Inc.**, 2520 W. Mockingbird Lane, Dallas 35, Tex. Fleetwood 1-6469. Mary H. Winters, pres.; Verna C. Brock, secy-treas.

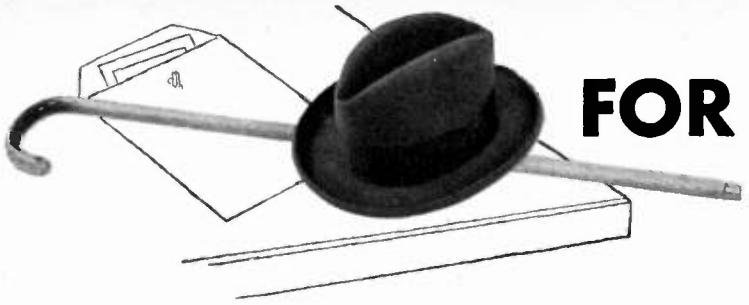
**DANIEL STARCH AND STAFF, Boston Post Rd. & Beach Ave., Mamaroneck, N.Y.** Telephone: 9-5400. Daniel Starch, chairman; Howard A. Stone, pres.; D. Morgan Neu, TV research v.p.

**STUDENT MARKETING INSTITUTE Inc.**, 375 Fifth Ave., New York 16, N.Y. Murray Hill 3-9918. Robert M. Stelzer, pres.

**TELEVISION MEASUREMENT BUREAU, 570 Fifth Ave., New York 36, N. Y.** Plaza 7-1865. A. Edwin Fein, managing director.

**TRENDEX Inc.**, 535 Fifth Ave., New York 17, N.Y. MUrray Hill 2-1182. E. G. Hynes Jr., pres.; R. B. Rogers, exec. v.p.; Mary Smith, v.p.; John P. List, v.p.

**VIDEODEX Inc., 342 Madison Ave., New York 17, N.Y.** MUrray Hill 7-8837. Allan V. Jay.



# FOR ALL THE FACTS

| | | CHANNEL | PRIMARY |
|---|---|---|---|
| **EAST** | | | |
| WBZ-TV | Boston | 4 | NBC |
| WGR-TV | Buffalo | 2 | ABC |
| KYW-TV | Cleveland | 3 | NBC |
| WWJ-TV | Detroit | 4 | NBC |
| WJIM-TV | Lansing | 6 | ALL |
| WPIX | New York | 11 | IND |
| KDKA-TV | Pittsburgh | 2 | CBS |
| WROC-TV | Rochester | 5 | NBC |
| **SOUTHEAST** | | | |
| WCSC-TV | Charleston, S. C. | 5 | CBS |
| WIS-TV | Columbia, S. C | 10 | NBC |
| WSVA-TV | Harrisonburg, Va. | 3 | ALL |
| WFGA-TV | Jacksonville | 12 | NBC |
| WTVJ | Miami | 4 | CBS |
| WDBJ-TV | Roanoke | 7 | CBS |
| **MIDWEST** | | | |
| WHO-TV | Des Moines | 13 | NBC |
| WOC-TV | Davenport | 6 | NBC |
| WDSM-TV | Duluth—Superior | 6 | NBC-ABC |
| WDAY-TV | Fargo | 6 | NBC-ABC |
| KMBC-TV | Kansas City | 9 | ABC |
| WISC-TV | Madison, Wis. | 3 | CBS |
| WCCO-TV | Minneapolis—St. Paul | 4 | CBS |
| WMBD-TV | Peoria | 31 | CBS |
| **SOUTHWEST** | | | |
| KFDM-TV | Beaumont | 6 | CBS |
| KRIS-TV | Corpus Christi | 6 | NBC |
| WBAP-TV | Fort Worth—Dallas | 5 | NBC |
| KENS-TV | San Antonio | 5 | CBS |
| **WEST** | | | |
| KBOI-TV | Boise | 2 | CBS |
| KBTV | Denver | 9 | ABC |
| KGMB-TV<br>KMAU-KHBC-TV | Honolulu<br>Hawaii | 9 | CBS |
| KTLA | Los Angeles | 5 | IND |
| KRON-TV | San Francisco | 4 | NBC |
| KIRO-TV | Seattle-Tacoma | 7 | CBS |

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*Pioneer Station Representatives Since 1932*

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YUkon 6-7900

**CHICAGO**
*Prudential Plaza*
Franklin 2-6373

**DETROIT**
*Penobscot Bldg.*
Woodward 1-4255

**HOLLYWOOD**
*1750 N. Vine St.*
Hollywood 9-1688

**ATLANTA**
*Glenn Bldg.*
Murray 8-5667

**DALLAS**
*335 Merchandise Mart*
Riverside 7-2398

**FT. WORTH**
*406 W. Seventh St.*
Edison 6-3349

**SAN FRANCISCO**
*Russ Bldg.*
Yukon 2-9188

# National Sales Representatives of TV Stations

## With List of Stations Represented as of February 15, 1958

**(For reported starting dates of CP holders, see starred items in blue section)**

### ABC-TV WESTERN TV REGIONAL NETWORK SALES

| | | |
|---|---|---|
| **San Francisco 4** | 277 Golden Gate Ave.<br>Underhill 3-0077<br>TWX No.: SF 147 | Vincent Francis,<br>*Regional Sales Mgr.* |
| **Hollywood 27** | ABC Television Center<br>Normandy 3-3311<br>TWX No.: LA 353 | Vincent Francis |
| **New York 23** | 7 W. 66th St.<br>Susquehanna 7-5000<br>TWX No.: NY 1-2382 | Thomas W. Moore,<br>*V.P., Network Sales*<br>Slocum Chapin, *V.P., Client Relations*<br>Henry T. Hede, *Administrative Sales*<br>William Mullen,<br>*Sales Mgr., Detroit* |
| **Chicago 6** | 20 N. Wacker Dr.<br>Andover 3-0800<br>TWX No.: CG 1440 | Wm. C. Gillogly,<br>*Sales Director, Central Div.* |

**TV Stations Represented:** ABC Western Regional Network consists of Pacific Coast and Mountain stations. Pacific Coast stations: XETV, San Diego, KABC-TV, Los Angeles; KEYT, Santa Barbara; KVIP-TV, Redding; KSBY-TV, San Luis Obispo; KBAK-TV, Bakersfield; KJEO, Fresno; KSBW-TV, Salinas; KGO-TV, San Francisco; KOVR, Stockton; KOLO-TV, Reno; KHSL-TV, Chico; KIEM-TV, Eureka; KBES-TV, Medford, Ore.; KGW-TV, Portland; KIMA-TV, Yakima, Wash.; KING-TV, Seattle; KREM-TV, Spokane. **Mountain stations:** KUTV, Salt Lake City; KBTV, Denver; KTVK, Phoenix; KGUN-TV, Tucson; KSHO-TV, Las Vegas; KTWO-TV, Casper, Wyo.; KELP-TV, El Paso; KKTV, Colorado Springs; KSWS-TV, Roswell, N.M.; KOAT-TV, Albuquerque, N.M.; KIDO-TV, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KXLF-TV, Butte, Mont.; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KFAR-TV, Fairbanks, Alaska; KENI-TV, Anchorage, Alaska; KULA-TV, Honolulu, Hawaii.

### AVERY-KNODEL INC.

| | | |
|---|---|---|
| **New York 19** | 720 Fifth Ave.<br>Judson 6-5536<br>TWX No.: NY 1-1905 | Lewis H. Avery<br>Arthur H. Sherin Jr. |
| **Chicago 1** | Prudential Plaza<br>Whitehall 4-6869<br>TWX No.: CG 588 | J. W. Knodel<br>R. M. Neihengen |
| **San Francisco 4** | 235 Montgomery St.<br>Yukon 2-2053 | David Meblin |
| **Los Angeles 5** | 3325 Wilshire Blvd.<br>Dunkirk 5-6394<br>TWX No.: LA 1428 | Douglas MacLatchie |
| **Atlanta 3** | 41 Marietta St., NW<br>Jackson 3-2545<br>TWX No.: AT 884 | Charles C. Coleman |
| **Dallas 1** | Fidelity Union Life<br>Bldg., Riverside 7-7330<br>TWX No.: DL 274 | Wallis S. Ivy Jr. |
| **Detroit 26** | National Bank Bldg.<br>Woodward 1-9607<br>TWX No.: DE 461 | Glenn W. Gilbert |

**TV Stations Represented:**

KMMT, Austin, Minn.
KHSL-TV, Chico, Cal.
WBOY-TV, Clarksburg, W.Va.
WESH-TV, Daytona Beach, Fla.
KDAL-TV, Duluth, Minn.- Superior, Wis.
KODE-TV, Joplin, Mo.
WKZO-TV, Kalamazoo-Grand Rapids, Mich.
WATE, Knoxville, Tenn.
KOLN-TV, Lincoln, Neb.
KLRJ-TV, Las Vegas, Nev.
KATV, Little Rock-Pine Bluff, Ark.
WMAZ-TV, Macon, Ga.
WKRG-TV, Mobile, Ala.
KTUL-TV, Tulsa, Okla.
WVEC-TV, Newport News-Norfolk-Hampton, Va.
KWTV, Oklahoma City, Okla.
KVAR, Phoenix, Ariz.
WGAN-TV, Portland, Me.
WSLS-TV, Roanoke, Va.
WHBF-TV, Rock Island, Ill.
KUTV, Salt Lake City, Utah
WTOC-TV, Savannah, Ga.
KXLY-TV, Spokane, Wash.
WSTV-TV, Steubenville, O.-Wheeling, W.Va.
WIBW-TV, Topeka, Kan.
KWWL-TV, Waterloo, Ia.
WILK-TV, Wilkes-Barre, Pa.

### JAMES S. AYERS CO.

| | | |
|---|---|---|
| **Atlanta 3** | Glenn Bldg.<br>Jackson 5-0459 | James S. Ayers |
| **Charlotte** | South Church St. Bldg.<br>Franklin 5-6146 | Guy Vaughan |

**TV Stations Represented (South only):**

WCOV-TV, Montgomery, Ala.
KSFA-TV, Fort Smith, Ark.
WINK-TV, Fort Myers, Fla.
WSUN-TV, St. Petersburg, Fla.
WEAT-TV, W. Palm Beach, Fla.
WALB-TV, Albany, Ga.
WTVM-TV, Columbus, Ga.
WCBI-TV, Columbus, Miss.
WLOS-TV, Asheville, N.C.
WITN-TV, Washington, N.C.
WMFD-TV, Wilmington, N.C.
WTVC, Chattanooga, Tenn.
WDXI-TV, Jackson, Tenn.
KCMC-TV, Texarkana, Tex.

### BLAIR-TV

| | | |
|---|---|---|
| **New York 17** | 415 Madison Ave.<br>Templeton 8-5800<br>TWX No.: NY 1-3172 | John P. Blair, *Pres.*<br>Edward P. Shurick,<br>*Exec. V.P.* |
| **Boston 16** | 118 Newbury St.<br>Hubbard 2-3163 | Bruce Pattyson |
| **Chicago 11** | 520 N. Michigan Ave.<br>Superior 7-5580<br>TWX No.: CG 964 | Jack Davis, *V.P.* |
| **Dallas 2** | Rio Grande Bldg.<br>Riverside 1-4228<br>TWX No.: DL 994 | Steve Beard |
| **Detroit 26** | Book Bldg.<br>Woodward 1-6030 | Gabriel Dype |
| **Jacksonville 2** | Barnett Bank Bldg.<br>Elgin 6-5770 | Harry E. Cummings |
| **St. Louis 1** | Paul Brown Bldg.<br>Chestnut 1-5688<br>TWX No.: SL 35 | Richard Quigley Jr. |
| **Los Angeles 5** | 3460 Wilshire Blvd.<br>Dunkirk 1-3811<br>TWX No.: LA 451 | Frank Moreland |
| **San Francisco 4** | Russ Bldg.<br>Yukon 2-7068<br>TWX No.: SF 695 | Lindsey Spight, *V.P.* |
| **Seattle** | White Henry Stuart Bldg.<br>Elliott 6270-1<br>TWX No.: SE 174 | John Burr |

**TV Stations Represented:**

WFBG-TV, Altoona, Pa.
WJZ-TV, Baltimore, Md.
WNBF-TV, Binghamton, N.Y.,
WHDH-TV, Boston, Mass.
WBKB, Chicago, Ill.
WCPO-TV, Cincinnati, O.
WEWS, Cleveland, O.
WBNS-TV, Columbus, O.
WXYZ, Detroit, Mich.
KFJZ-TV, Fort Worth, Tex.
KFRE-TV, Fresno, Cal.
KTTV, Los Angeles, Cal.
WMCT, Memphis, Tenn.
WDSU-TV, New Orleans, La.
WABC-TV, N. Y., N.Y.
WOW-TV, Omaha, Neb.
WFIL-TV, Philadelphia
WIIC, Pittsburgh, Pa.
KGW-TV, Portland, Ore.
WPRO-TV, Providence, R.I.
KGO-TV, San Francisco
KING-TV, Seattle, Wash.
KTVI, St. Louis, Mo.
WFLA-TV, Tampa, Fla.

Note: See also Blair Television Associates Inc.

### BLAIR TELEVISION ASSOCIATES INC.

**(Subsidiary of Blair-TV)**

| | | |
|---|---|---|
| **New York 17** | 415 Madison Ave.<br>Plaza 1-1922<br>TWX No.: NY 1-4966 | John Blair, *Pres.*<br>Richard L. Foote<br>*Exec. V.P.* |
| **Chicago 1** | 333 N. Michigan Ave.<br>Franklin 2-3819<br>TWX No.: CG 636 | Arthur Stringer, *V.P.* |
| **Detroit 26** | Book Bldg.<br>Woodward 1-6030 | Gabe Dype |
| **Jacksonville 2** | Barnett Bank Bldg.<br>Elgin 6-5770 | Harry E. Cummings |
| **St. Louis 1** | Paul Brown Bldg.<br>Chestnut 1-5686<br>TWX No.: SL 35 | Richard Quigley |
| **San Francisco 4** | Russ Bldg.<br>Yukon 2-7068<br>TWX No.: SF 695 | Lindsey Spight |
| **Los Angeles 5** | 3460 Wilshire Blvd.<br>Dunkirk 1-3811<br>TWX No.: LA 451 | Frank Moreland |
| **Dallas 2** | Rio Grande Bldg.<br>Riverside 1-4228<br>TWX No.: DL 994 | Steve Beard |
| **Boston 16** | 118 Newbury St.<br>Kenmore 6-1472 | Bruce Pattyson |
| **Seattle** | White-Henry-Stuart Bldg., Elliott 6270<br>TWX No.: SE 174 | John Burr |

**TV Stations Represented:**

KFDA-TV, Amarillo, Tex.
WAFB-TV, Baton Rouge, La.
KFYR-TV, Bismarck, N.D.
KIDO-TV, Boise, Ida.
KTVR, Denver, Colo.
*KIEM-TV, Eureka, Cal.
KFBB-TV, Great Falls, Mont.
KRCG, Jefferson City, Mo.
*KOTI, Klamath Falls, Ore.
WLBR-TV, Lebanon, Pa.
*KBES-TV, Medford, Ore.
KGEO-TV, Oklahoma City
WDBO-TV, Orlando, Fla.
WPTV, Palm Beach, Fla.
WPTZ, Plattsburgh, N.Y.
WTVR, Richmond, Va.
KFEQ-TV, St. Joseph, Mo.
WSAV-TV, Savannah, Ga.
WCTV, Thomasville, Ga.-Tallahassee, Fla.
KVOO-TV, Tulsa, Okla.
KSYD-TV, Wichita Falls, Tex.
KCEN-TV, Temple-Waco, Tex.

* Available as combination.

# Station Reps

## THE BOLLING CO. INC.

| | | |
|---|---|---|
| **New York 17** | 247 Park Ave.<br>Plaza 9-8150<br>TWX No.: NY 1-153 | Geo. W. Bolling, *Pres.*<br>G. Richard Swift,<br>*TV V.P.* |
| **Boston 16** | 80 Boylston St.<br>Hubbard 2-0346 | Richard A. Keating |
| Chicago 11 | 435 N. Michigan Ave.<br>Whitehall 3-2040<br>TWX No.: CG 134 | John D. Stebbins |
| Beverly Hills | 204 S. Beverly Dr.<br>Bradshaw 2-0544 | G. W. Bolling III |
| **San Francisco 3** | 5 Third St.<br>Garfield 1-6740 | John T. Coy |
| Dallas | Gulf States Bldg.<br>Riverside 8-2172 | Tom Murphy |

**TV Stations Represented:**

KOAT-TV, Albuquerque, N.M.
KKTV, Colorado Springs, Colo.
KCKT, Great Bend, Kan.
WHP-TV, Harrisburg, Pa.
WISH-TV, Indianapolis, Ind.
WLEX-TV, Lexington, Ky.
KOSA-TV, Odessa, Texas
WVET-TV, Rochester, N.Y.
WNEP-TV, Scranton, Pa.
WTHI-TV, Terre Haute, Ind.

## LOUIS J. BORGATTI INC.

| | | |
|---|---|---|
| Boston | 419 Boylston Street<br>Commonwealth 6-0718 | Louis J. Borgatti |

TV Station Represented (New England): WTWO, Bangor, Me.

## THE BRANHAM CO.

| | | |
|---|---|---|
| New York 16 | 99 Park Ave.<br>Murray Hill 2-4606<br>TWX No.: NY 1-3746 | J. F. Timlin |
| Chicago 1 | 360 N. Michigan Ave.<br>Central 6-5726<br>TWX No.: CG 1125 | Eugene F. Corcoran,<br>*Pres.* |
| Dallas 1 | Fidelity Life Bldg.<br>Riverside 8-5831<br>TWX No.: DL 190 | G. T. Harding |
| Atlanta 3 | Rhodes-Haverty Bldg.<br>Jackson 2-3025 | H. L. Ralls |
| Detroit 2 | General Motors Bldg.<br>Trinity 1-0440<br>TWX No.: DE 476 | F. A. Weber |
| St. Louis 1 | Title Guaranty Bldg.<br>Chestnut 1-6192 | John J. Schwarz |
| Memphis 3 | Sterick Bldg.<br>Jackson 6-2344 | S. L. Nichols |
| Charlotte 2 | Liberty Life Bldg.<br>Edison 2-8839 | B. C. Finch |
| Los Angeles 48 | 6399 Wilshire Blvd.<br>Webster 1-1551<br>TWX No.: LA 919 | Norman E. Noyes |
| San Francisco 3 | 703 Market St.<br>Yukon 2-1582<br>TWX No.: SF 548 | James M. Lowman |
| Miami | 496 N.E. 29th Terrace<br>Franklin 9-4685 | D. Gattoni |

**TV Stations Represented:**

KGGM-TV, Albuquerque, N.M.
WRDW-TV, Augusta, Ga.
*KEDY-TV, Big Spring, Tex.
WCHS-TV, Charleston, W.Va.
WDEF-TV, Chattanooga, Tenn.
KRLD-TV, Dallas, Tex.
KROD-TV, El Paso, Tex.
KAVE-TV, Carlsbad, N.M.
KJEO-TV, Fresno, Cal.
KTHV, Little Rock, Ark.
KDUB-TV, Lubbock, Tex.
WITI-TV, Milwaukee, Wis.
KMGM-TV, Minneapolis, Minn.
WHYN-TV, Springfield-Holyoke, Mass.
*KPAR-TV, Sweetwater-Abilene, Tex.
KVOA-TV, Tucson, Ariz.

* Affiliated with KDUB-TV, Lubbock, Tex.

## CLARKE BROWN CO.

| | | |
|---|---|---|
| Dallas 2 | Rio Grande Nat'l Bldg.<br>Riverside 2-5148 | Clarke R. Brown, *Pres.*<br>A. E. Peranni, *V.P.*<br>Robert E. Stuart,<br>*Sales V.P.* |
| Houston 6 | 3520 Montrose Blvd.<br>Jackson 8-1601 | Jack Eisele |
| Atlanta | 1182 W. Peachtree St.<br>Jackson 3-7797 | Bill McRae, *V.P.*<br>John A. Hicks |
| New Orleans | 910 Royal St.<br>Canal 3917 | Thomas J. Craig |
| Denver | Guaranty Bank Bldg.<br>Cherry 4-8191 | John L. McGuire |

**TV Stations Represented (Southern region only):**

KSIX-TV, Corpus Christi, Tex.
KTSM-TV, El Paso, Tex.
KGBT-TV, Harlingen, Tex.
KMID-TV, Midland, Tex.
KONO-TV, San Antonio, Tex.
KGUN-TV, Tucson, Ariz.
KRBB-TV, El Dorado, Ark.
KOAT-TV, Albuquerque, N.M.
KKTV, Colorado Springs, Colo.
KTEN, Ada, Okla.
WTVY-TV, Dothan, Ala.
KLFY-TV, Lafayette, La.
WXEX-TV, Richmond, Va.
WSIX-TV Nashville, Tenn.

## BULMER & JOHNSON INC.

| | | |
|---|---|---|
| Minneapolis, 2 | Roanoke Bldg.<br>Federal 8-7017 | Vivian H. Bulmer |

**TV Stations Represented (Minneapolis):**

KELO-TV, Sioux Falls, S.D.
KNOX-TV, Grand Forks, N.D.
WDSM-TV, Duluth, Minn.
KDLO-TV, Florence, S.D.
KPLO-TV, Reliance, S.D.
[Satellites of KELO-TV]

## BURKE-STUART CO. INC.

| | | |
|---|---|---|
| New York 22 | 60 E. 56th St.<br>Plaza 1-4646 | Allan Kerr, *V.P.* |
| Hollywood 28 | 6606 Selma Ave.<br>Hollywood 3-7194 | Bob Sperry |
| San Francisco 3 | 703 Market St.<br>Exbrook 2-7247 | Herb Stiller |
| Chicago | 35 E. Wacker Dr.<br>Franklin 2-1370 | Lawrence Buck |
| Detroit | Dime Bldg.<br>Woodward 1-1675 | Wendell Parmelee |

**TV Stations Represented:**

WATR-TV, Waterbury, Conn.
WAKR-TV, Akron, O.

## BURN-SMITH CO. INC.

| | | |
|---|---|---|
| New York 36 | 19 West 44th St.<br>Murray Hill 2-3124 | C. Stanley Bailey<br>*V.P. & Eastern Mgr.* |
| Chicago 1 | 307 N. Michigan Ave.<br>Central 6-4437 | John A. Toothill<br>*Pres. & Western Mgr.* |
| San Francisco 4 | 110 Sutter St.<br>Sutter 1-7971 | William E. Gilmore |
| Los Angeles 57 | 672 S. Lafayette<br>Park Place<br>Dunkirk 2-3200 | Harlan G. Oakes<br>*Pacific Coast Mgr.* |

**TV Station Represented:** WFLB-TV, Fayetteville, N.C.

## CBS TELEVISION SPOT SALES

**(Columbia Broadcasting System)**

| | | |
|---|---|---|
| **New York 22** | 485 Madison Ave.<br>**Plaza 1-2345**<br>TWX No.: NY 1-935 | John A. Schneider,<br>*Gen. Mgr.*<br>Bruce R. Bryant<br>*Eastern Sales Mgr.* |
| **Chicago 11** | 630 N. McClurg Court<br>Whitehall 4-6000 | Arthur C. Elliot,<br>***Midwest Sales Mgr.*** |
| **Detroit 2** | Fisher Bldg.<br>Trinity 2-5500 | Richard R. Loftus |
| **Los Angeles 28** | 1313 N. Vine St.<br>Webster 8-3011 | Edward A. Larkin |
| **San Francisco 5** | Palace Hotel<br>Yukon 2-7000 | John H. White |
| **Atlanta 5** | Peachtree Bldg., NE.<br>Trinity 6-0727 | **H. H. Holtshouser** |

**TV Stations Represented:**

WCBS-TV, New York, N.Y.
WHCT, Hartford, Conn.
**WCAU-TV, Philadelphia, Pa.**
**WTOP-TV, Washington, D.C.**
**WBTV, Charlotte, N.C.**
WBTW, Florence, S.C.
WMBR-TV, Jacksonville, Fla.
WXIX, Milwaukee, Wis.
WBBM-TV, Chicago, Ill.
KGUL-TV, Galveston-Houston
KSL-TV, Salt Lake City, Utah
KOIN-TV, Portland, Ore.
KNXT, Los Angeles, Cal.
CBS Television Pacific Network

## DONALD COOKE INC.

| | | |
|---|---|---|
| **New York 17** | 666 Fifth Ave.<br>Murray Hill 2-7270 | Donald Cooke |
| **Chicago 1** | 205 W. Wacker Dr.<br>State 2-5096 | Hooper Jones |
| **Los Angeles 48** | 111 N. LaCienega Blvd.<br>Olympia 2-1313 | Lee O'Connell |
| **San Francisco 4** | 110 Sutter St.<br>Garfield 1-6936 | John Palmer |

**TV Stations Represented:**

WKTV, Utica, N.Y.
KGEZ-TV, Kalispell, Mont.

## H. QUENTON COX & ASSOCIATES

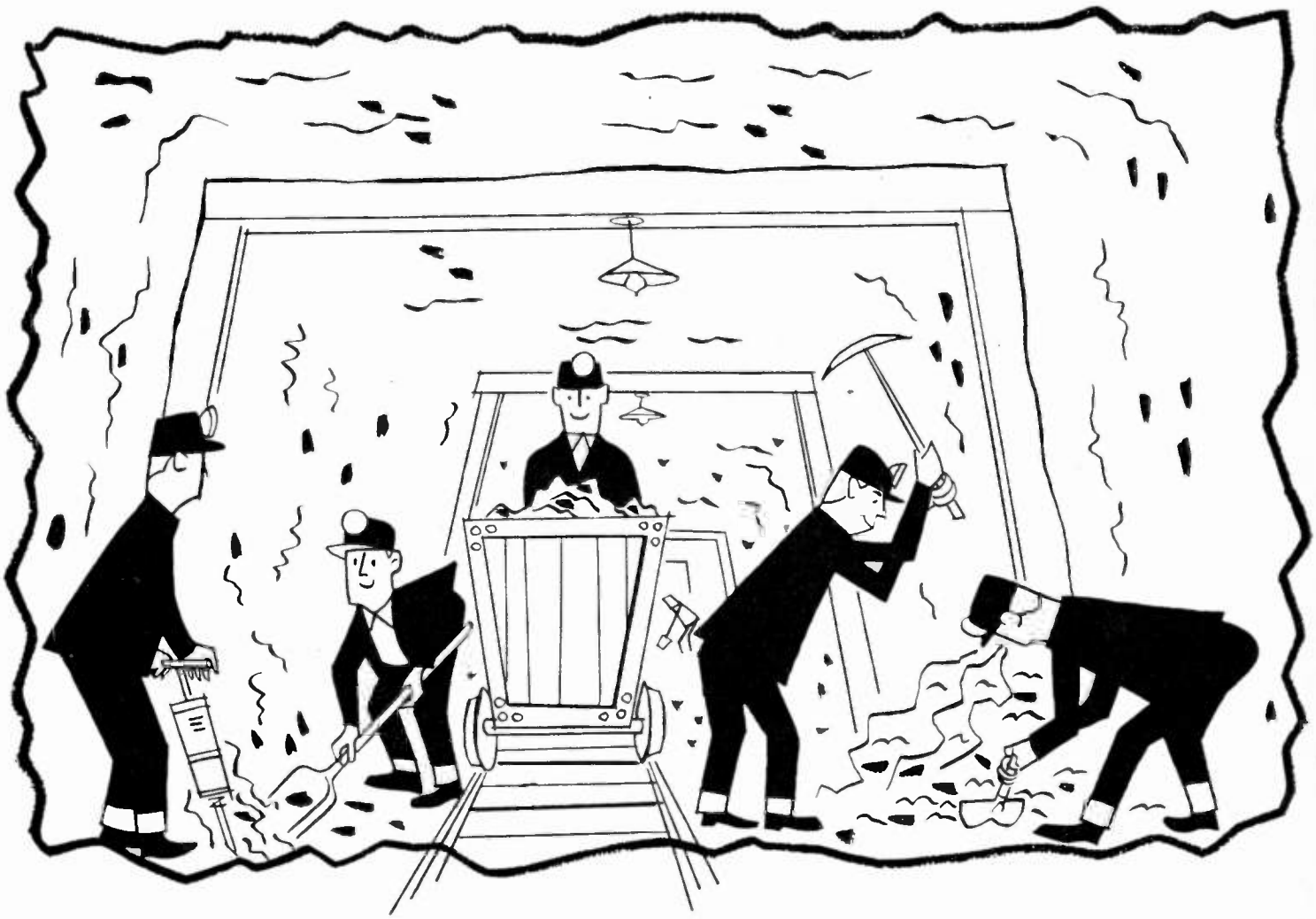
**(Associated with Hugh Feltis & Associates, Seattle)**

| | | |
|---|---|---|
| Portland 5, Ore. | Terminal Sales Bldg.<br>Capitol 8-5191 | H. Quenton Cox |

**TV Stations Represented (Portland area only):**

KTNT-TV, Tacoma, Wash.
KMSO-TV, Missoula, Mont.

# WORKING PARTNERS



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

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES INC.

Digging for business is our business! We've made it our business since the day when H-R was started by a group of Working Partners. And because the H-R partners are still working partners today, and our staff made up of mature, experienced and sales seasoned men, the stations we represent and the buyers of time we serve, all know that when H-R goes digging for business, "we always send a man to do a man's job."

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

35 E. Wacker Drive
Chicago 1, Illinois
FInancial 6-6440

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

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

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

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

910 Royal Street
Canal 3917
New Orleans, La.

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

# Station Reps

## CROSLEY BROADCASTING CORP.

| | | |
|---|---|---|
| Chicago 1 | 360 N. Michigan Ave.<br>State 2-6693 | Harry F. Albrecht<br>Bob Reisinger |
| New York 22 | 3 E. 54th St.<br>Plaza 1-5353 | H. Peter Lasker<br>Gene Sumner |
| Detroit 26 | Penobscot Bldg.<br>Woodward 1-1610 | NBC Spot Sales<br>John C. Treacy |
| San Francisco 2 | NBC Bldg.<br>Greystone 4-8700 | NBC Spot Sales<br>Bob Anderson |
| Hollywood 28 | Sunset & Vine Sts.<br>Hollywood 9-6161 | NBC Spot Sales<br>Walter B. Davison |
| Atlanta 8 | 710 Peachtree St., N.E.<br>Trinity 6-3726 | Bomar Lowrance &<br>Assoc., B. Lowrance |
| Dallas | Fidelity Union Bldg.<br>Riverside 2-8206 | Bomar Lowrance &<br>Assoc., Bob Keefe |
| Cleveland 14 | National City E. Sixth<br>Bldg. Main 1-7756 | James R. Sefert |

**TV Stations Represented:**

**WLW-T, Cincinnati, O.**
**WLW-D, Dayton, O.**
**WLW-C, Columbus, O.**
**WLW-A, Atlanta, Ga.**
WLW-I, Indianapolis, Ind.

## DEVNEY INC.

| | | |
|---|---|---|
| New York 17 | 366 Madison Ave.<br>Murray Hill 2-8755 | E. J. Devney |
| Chicago 1 | 185 N. Wabash Ave.<br>State 2-5282 | Gerald J. Kelly Jr. |
| Los Angeles 5 | 612 S. Serrano Ave.<br>Dunkirk 4-7352 | Fred Crawford |
| San Francisco 4 | 233 Sansome St.<br>Yukon 6-2981 | Wm. A. Ayres |
| Boston 16 | 419 Boylston St.<br>Commonwealth 6-0718 | Louis Borgatti |

TV Station Represented: WBPZ-TV, Lock Haven, Pa.

## DORA-CLAYTON AGENCY INC.

| | | |
|---|---|---|
| Atlanta 3 | Mortgage Guarantee<br>Bldg. Jackson 5-7841 | Dora C. Cosse<br>Clayton J. Cosse |

**TV Stations Represented (Southern region only):**

WMSL-TV, Decatur, Ala.
WLEX-TV, Lexington, Ky.
WAIM-TV, Anderson, S.C.
KCOR-TV, San Antonio, Tex.

## EVERETT-McKINNEY INC.

| | | |
|---|---|---|
| **New York 17** | 40 E. 49th St.<br>Plaza 3-9332<br>TWX No.: NY 1-2597 | Powell Ensign,<br>*Exec. V.P.* |
| **Chicago 11** | 410 N. Michigan Ave.<br>Superior 7-9052<br>TWX No.: CG 1574 | John B. Shelton |
| **Los Angeles** | 111 N. LaCienega Blvd.<br>Crestview 5-2022 | Lee F. O'Connell |
| San Francisco 4 | 110 Sutter St.<br>Garfield 1-6936 | John Palmer |

**TV Stations Represented:**

WCBI-TV, Columbus, Miss.
WDAN-TV, Danville, Ill.
WHEC-TV, Rochester, N. Y.
WKST-TV, New Castle, Pa.-Youngstown, O.

## HUGH FELTIS & ASSOCIATES

| | | |
|---|---|---|
| Seattle 1 | Tower Bldg.<br>Main 3-1868 | Hugh Feltis<br>John Mowbray |

**TV Stations Represented (Seattle-Tacoma area only):**

KHSL-TV, Chico, Cal.
KVIP, Redding, Cal.
KEYT, Santa Barbara, Cal.
KOVR, Stockton, Cal.
KVAR, Phoenix, Ariz.
KPTV, Portland, Ore.
KREM-TV, Spokane, Wash.
KOAT-TV, Albuquerque, N.M.
KUTV, Salt Lake City, Utah
KOOL-TV, Phoenix, Ariz.
KOLD-TV, Tucson, Ariz.
KIVA-TV, Yuma, Ariz.
KMSO-TV, Missoula, Mont.
KGEZ-TV, Kalispell, Mont.
KFBC-TV, Cheyenne, Wyo.
KLRJ-TV, Las Vegas, Nev.
KVIQ-TV, Eureka, Cal. (CP)

## FOSTER & CREED INC.

| | | |
|---|---|---|
| Boston 16 | Statler Office Bldg.<br>Hubbard 2-4845 | R. C. Foster<br>W. A. Creed |

**TV Station Represented (New England):** WGAN-TV, Portland, Me.

## FORJOE-TV INC.

| | | |
|---|---|---|
| New York 36 | 580 Fifth Ave.<br>Judson 6-3100 | Joseph Bloom, *Pres.* |
| Chicago 11 | 435 N. Michigan Ave.<br>Delaware 7-3504 | Tom Cinquina,<br>*Mgr.* |
| Los Angeles 48 | 451 N. La Cienega Blvd.<br>Oleander 5-7755 | Lawrence Krasner,<br>*V.P.* |
| San Francisco 5 | 593 Market St.<br>Sutter 1-7569 | Charles E. Haddix,<br>*Mgr.* |
| Atlanta 3 | 120 Marietta St.<br>Jackson 3-0518 | Barney Ochs, *Mgr.* |
| Philadelphia 19 | 310 W. Glenn Echo Rd.<br>Chestnut Hill 7-4510 | Morton Lowenstein,<br>*Mgr.* |

**TV Stations Represented:**

KVOS-TV, Bellingham, Wash.
WOWL-TV, Florence, Ala.
WITV, Fort Lauderdale-Miami.
WMUR-TV, Manchester, N.H.
*WATV, New York
KTRX, Kennewick-Pasco, Wash.
CHEK-TV, Victoria, B.C.
CJFB-TV, Swift Current, Sask

*except in New York

## GILL-PERNA INC.

| | | |
|---|---|---|
| New York 21 | 654 Madison Ave.<br>Templeton 8-4740 | Helen Gill, *Pres.*<br>John J. Perna Jr. |
| Boston | 80 Boylston St.<br>Liberty 2-6481 | Harry Wheeler |
| Chicago 1 | 75 East Wacker Drive<br>Franklin 2-8665 | Walter Beadell<br>*Mid-West Mgr.* |
| Los Angeles | 730 S. Western Ave.<br>Dunkirk 7-4388 | Robert W. Walker |
| San Francisco | 57 Post St.<br>Sutter 1-5568 | Rogers Parratt |

**TV Stations Represented:**

WTVP, Decatur, Ill.
KID-TV, Idaho Falls, Ida.
KMSO-TV, Missoula, Mont.
WKNX-TV, Saginaw, Mich.
KLIX-TV, Twin Falls, Ida.
WJPB-TV, Fairmont W.Va. (CP)
KWGB-TV, Goodland, Kan. (CP)

## HARRINGTON, RIGHTER & PARSONS INC.

| | | |
|---|---|---|
| **New York 17** | 589 Fifth Ave.<br>Murray Hill 8-7050<br>TWX No.: NY 1-3130 | John E. Harrington<br>Jr. |
| **Chicago 11** | Tribune Tower<br>Whitehall 4-0510<br>TWX No.: CG 2140 | Carroll Layman |
| **San Francisco 4** | 235 Montgomery St.<br>Sutter 1-4125 | Frank Dougherty |
| Atlanta 9 | 1430 Peachtree St. NW<br>Trinity 5-8458<br>TWX No.: AT 243 | Frank B. Rice |
| Boston | 80 Boylston St.<br>Liberty 2-7537 | Carter Knight |

**TV Stations Represented:**

W-TEN, Albany, N.Y.
WABT, Birmingham, Ala.
WBEN-TV, Buffalo, N. Y.
WFMY-TV, Greensboro, N. C.
WTPA, Harrisburg, Pa.
WTIC-TV, Hartford, Conn.
WDAF-TV, Kansas City, Mo.
WHAS-TV, Louisville, Ky.
WTMJ-TV, Milwaukee, Wis.
WRVA-TV, Richmond, Va.
WSYR-TV, Syracuse, N.Y.
WJRT, Flint, Mich. (CP)
WMTW, Poland Spring-Portland, Me.

## HEADLEY-REED TV

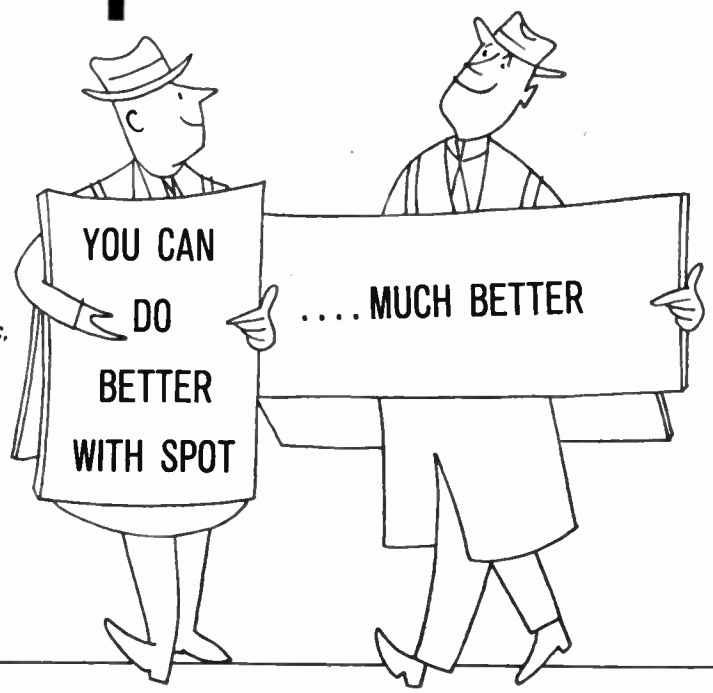
| | | |
|---|---|---|
| **New York 17** | 420 Lexington Ave.<br>Murray Hill 5-8700<br>TWX No.: NY 1-2620<br>*(Address will be 750 Third Ave. after April 15, 1958).* | Frank W. Miller, Sr.,<br>*Chairman*<br>Frank W. Miller Jr.,<br>*Director*<br>Sterling Beeson, *Pres.*<br>I. N. Hardingham<br>*V.P. & Sales Mgr.* |
| **Chicago 1** | 230 N. Michigan Ave.<br>Franklin 2-4686<br>TWX No.: CG 1099 | John H. Wrath,<br>*Exec. V.P.* |
| Atlanta 8 | Peachtree St. Bldg.<br>Trinity 4-2736<br>TWX No.: AT 599 | George Crumbley |
| **San Francisco** | 110 Sutter St.<br>Yukon 2-4912 | Fred Adair |
| **Hollywood 28** | Taft Bldg.<br>Hollywood 4-7738 | Clark Barnes<br>Arthur Astor |
| Philadelphia | Philadelphia Bank<br>Bldg. Locust 4-6027 | Robert S. Dome |
| St. Louis 1 | 915 Olive St.<br>Central 1-9151 | Wm. H. Shaw |

**TV Stations Represented:**

WAIM-TV, Anderson, S. C.
KOOK-TV, Billings, Mont.
KFVS-TV, Cape Girardeau, Mo.
WTVM-TV, Columbus, Ga.
WFRV-TV, Green Bay, Wis.
WKOW-TV, Madison, Wis.
WTOK-TV, Meridian, Miss.
WEEK-TV, Peoria, Ill.
[WEEQ-TV, La Salle, Ill.]
WTVO, Rockford, Ill.
KOTA-TV, Rapid City, S. D.
[KDUH-TV, Hay Springs, Neb.]
WBOC-TV, Salisbury, Md.
KEYT, Santa Barbara, Cal.
KGUN-TV, Tucson, Ariz.
WITN, Washington, N. C.
WBRE-TV, Wilkes-Barre, Pa.
WSJS-TV, Winston-Salem, N. C.
WFMJ-TV, Youngstown, O.

Note: Satellites listed under parent station in brackets.

# from 1953 thru 1957 national advertisers invested over $1,000,000,000.00 in spot TV!




**The Katz Agency,** INC.

NATIONAL ADVERTISING REPRESENTATIVES

477 MADISON AVE, NEW YORK 22
CHICAGO • LOS ANGELES
SAN FRANCISCO
ATLANTA • DALLAS
ST. LOUIS • DETROIT

# Station Reps

## GEORGE P. HOLLINGBERY CO.

| | | |
|---|---|---|
| Chicago 1 | 307 N. Michigan Ave.<br>Dearborn 2-6060<br>TWX No.: CG 839 | G. P. Hollingbery<br>Warren Nelson |
| New York 36 | 500 Fifth Ave.<br>Oxford 5-5560<br>TWX No.: NY 1-4788 | F. E. Spencer Jr.<br>Harry W. Wise Jr., |
| Atlanta 3 | 134 Peachtree St.<br>Jackson 4-8081<br>TWX No.: AT 362 | Richard N. Hunter |
| Los Angeles 13 | 3325 Wilshire Blvd.<br>Dunkirk 5-2071<br>TWX No.: LA 125 | Roy S. Edwards Jr. |
| San Francisco 4 | 417 Montgomery St.<br>Douglas 2-2541<br>TWX No.: SF 887 | George E. Lindman |
| Seattle 1 | Tower Bldg.<br>Elliot 1868<br>TWX No.: SE 672 | Hugh Feltis |
| Detroit 26 | Guardian Bldg.<br>Woodward 1-3555<br>TWX No.: DE 934 | Joseph D. Payne |

**TV Stations Represented:**

WJBF, Augusta, Ga.
WABI-TV, Bangor, Me.
WBRZ, Baton Rouge, La.
WINR-TV, Binghamton, N.Y.
WWTV, Cadillac, Mich.
WCIA, Champaign, Ill.
KFBC-TV, Cheyenne, Wyo.
*KSTF, Scottsbluff, Neb.
WRBL-TV, Columbus, Ga.
WHIO-TV, Dayton, O.
WEAU-TV, Eau Claire, Wis.
KTSM-TV, El Paso, Tex.
KVAL-TV, Eugene, Ore.
†KPIC, Roseburg, Ore.
WTVW, Evansville, Ind.
WNCT, Greenville, N.C.
KTRK-TV, Houston, Tex.
WLBT, Jackson, Miss.
KTVO, Kirksville, Mo.-Ottumwa, Ia.
WLVA-TV, Lynchburg, Va.
WJDM, Panama City, Fla.
WEAR-TV, Pensacola, Fla.
KOOL-TV, Phoenix, Ariz.
KVIP, Redding-Chico, Cal.
KTIV, Sioux City, Ia.
WSPA-TV, Spartanburg, S.C.
WWLP, Springfield-Holyoke, Mass.
**WRLP, Greenfield, Mass.
KYTV, Springfield, Mo.
KOVR, Stockton-Sacramento, Cal.
KTVW, Seattle-Tacoma, Wash.
KOPO-TV, Tucson, Ariz.
WTRF-TV, Wheeling, W.Va.
KIVA, Yuma, Ariz.
KVIQ-TV, Eureka, Cal. (CP)

†Satellite of KVAL-TV, Eugene, Ore.
*Satellite of KFBC-TV, Cheyenne, Wyo.
**Satellite of WWLP, Springfield-Holyoke, Mass.

## H-R TELEVISION INC.

| | | |
|---|---|---|
| New York 17 | 380 Madison Ave.<br>Oxford 7-3120<br>TWX No.: NY 1-4044 | Frank Headley, *Pres.*<br>Frank Pellegrin, *V.P.*<br>Paul Weeks, *V.P.*<br>Grant M. Smith |
| Chicago 1 | 35 East Wacker Drive<br>Financial 6-6440<br>TWX No.: CG 1961 | Dwight S. Reed, *V.P.*<br>Arthur D. Kelley<br>Terrence R. Hughes |
| San Francisco | 155 Montgomery St.<br>Yukon 2-5837<br>TWX No.: SF 1124 | James M. Alspaugh<br>John T. Bradley |
| Hollywood 28 | Equitable Bldg.<br>Hollywood 2-6453<br>TWX No.: LA 1770 | Harold Lindley<br>James C. McCormick<br>Bill MacCrystal |
| New Orleans | 910 Royal Street<br>Canal 3917 | Thomas J. Craig |
| Dallas 2 | Rio Grande Nat'l. Bldg.<br>Riverside 2-5148 | Clarke Brown<br>Andrew E. Peranni |
| Houston | 3520 Montrose Blvd.<br>Jackson 8-1601 | Jack Eisele |
| Atlanta 3 | Marietta St. Bldg.<br>Jackson 3-7797 | Bill McRae<br>John A. Hicks |
| Detroit 26 | Penobscot Bldg.<br>Woodward 1-4148<br>TWX No.: DE 738 | Andrew M. Gent |

**TV Stations Represented:**

*WOR-TV, New York City
WNAC-TV, Boston, Mass.
WDAU-TV, Scranton, Pa.
WIMA-TV, Lima, O.
KHJ-TV, Los Angeles, Cal.
KTVH, Wichita-Hutchinson, Kan.
WALA-TV, Mobile, Ala.
KNAC-TV, Fort Smith, Ark.
KNOE-TV, Monroe, La.
KOMU-TV, Columbia, Mo.
WREX-TV, Rockford, Ill.
WSJV, Elkhart-South Bend, Ind.
WKJG-TV, Fort Wayne, Ind.
WMAL-TV, Washington, D.C.
WRGP-TV, Chattanooga, Tenn.
WHBQ-TV, Memphis, Tenn.
WSIX-TV, Nashville, Tenn.
WSOC-TV, Charlotte, N.C.
WRAL-TV, Raleigh, N.C.
KONO-TV, San Antonio, Tex.
KLTV, Tyler, Tex.
KZTV, Corpus Christi, Tex.
KGBT-TV, Harlingen, Tex.
WKBT, La Crosse, Wis.
KBET-TV, Sacramento, Cal.
KSBW-TV, Salinas-Monterey, Cal.
**KSBY-TV, San Luis Obispo, Cal.
KELO-TV, Sioux Falls, S.D.
***KDLO-TV, Florence, S.D.
***KPLO-TV, Reliance, S.D.
KETV, Omaha, Neb.
WAVY-TV, Portsmouth-Norfolk, Va.
KTVU, Oakland-San Francisco, Cal. (CP)

* For West Coast.
** Satellite of KSBW-TV, Salinas Cal.
*** Satellite of KELO-TV, Sioux Falls, S.D.

## HAL HOLMAN CO.

| | | |
|---|---|---|
| Chicago 1 | 64 E. Lake St.<br>Franklin 2-0016 | Hal Holman |
| New York 17 | 366 Madison Ave.<br>Murray Hill 7-5365 | Ed Devney |
| Los Angeles 28 | 6381 Hollywood Blvd.<br>Hollywood 2-2351 | Tracy Moore |
| San Francisco 8 | 260 Kearney St.<br>Exbrook 2-6444 | John Funk |

**TV Stations Represented:**

KREX-TV, Grand Junction, Colo. [Also satellite KFXJ-TV, Montrose, Colo.]
WPBN-TV, Traverse City, Mich.
WLBC-TV, Muncie, Ind.
KDIX-TV, Dickinson, N.D.

## HARRY S. HYETT CO.

| | | |
|---|---|---|
| Minneapolis | Baker Bldg.<br>Federal 9-5636 | Harry S. Hyett |

**Stations Represented (Midwest only):**

KDAL-TV, Duluth, Minn.
KROC-TV, Rochester, Minn.
KFYR-TV, Bismarck, N.D.
WHBF-TV, Rock Island, Ill.
WDMJ-TV, Marquette, Mich.
WBAY-TV, Green Bay, Wis.
WKBT, La Crosse, Wis.
WSAU-TV, Wausau, Wis.

## THE KATZ AGENCY INC.

| | | |
|---|---|---|
| New York 22 | 477 Madison Ave.<br>Plaza 9-4460<br>TWX No.: NY 1-3994<br>*(Address will be 666 Fifth Ave., after April 15, 1958.)* | Scott Donahue Jr., *VP, TV Sales*<br>Walter Nilson, *Sales Mgr.* |
| Chicago 1 | Prudential Plaza<br>Mohawk 4-7150<br>TWX No.: CG 2084 | G. H. Gunst, *Mgr.*<br>Wm. W. Joyce, *Chicago Sales Mgr.* |
| Atlanta 3 | Fulton Bank Bldg.<br>Jackson 5-1637 | K. S. Byerly |
| Detroit 26 | Penobscot Bldg.<br>Woodward 3-8420<br>TWX No.: DE 992 | Arthur J. Underwood Jr. |
| Dallas 1 | 2006 Bryan St.<br>Riverside 1-4036 | David Rutledge |
| St. Louis 1 | 915 Olive St.<br>Central 1-1868<br>TWX No.: SL 417 | Alan T. Axtell |
| San Francisco 4 | Russ Bldg.<br>Douglas 2-7628<br>TWX No.: SF 973 | S. J. Reulman |
| Los Angeles 5 | 3325 Wilshire Blvd.<br>Dunkirk 5-6284<br>TWX No.: LA 1848 | Richard Hasbrook |

**TV Stations Represented:**

KGNC-TV, Amarillo, Tex.
WAGA-TV, Atlanta, Ga.
WMAR-TV, Baltimore, Md.
WBRC-TV, Birmingham, Ala.
WHIS-TV, Bluefield, W. Va.
WMT-TV, Cedar Rapids, Ia.
WKRC-TV, Cincinnati, O.
WJW-TV, Cleveland, O.
WTVN-TV, Columbus, O.
KLZ-TV, Denver, Colo.
KRNT-TV, Des Moines, Ia.
WJBK-TV, Detroit, Mich.
WOOD-TV, Grand Rapids, Mich.
WSAZ-TV, Huntington, W. Va.
WFBM-TV, Indianapolis, Ind.
WJTV, Jackson, Miss.
WJAC-TV, Johnstown, Pa.
KCMO-TV, Kansas City, Mo.
WBIR-TV, Knoxville, Tenn.
KABC-TV, Los Angeles, Cal.
WREC-TV, Memphis, Tenn.
WTCN-TV, Minneapolis-St. Paul, Minn.
WSFA-TV, Montgomery, Ala.
WLAC-TV, Nashville, Tenn.
WNHC-TV, New Haven-Hartford, Conn.
WWL-TV, New Orleans, La.
WKY-TV, Oklahoma City, Okla.
KPHO-TV, Phoenix, Ariz.
KOAM-TV, Pittsburg, Kan.
KTVT, Salt Lake City, Utah
KFSD-TV, San Diego, Cal.
KPIX, San Francisco, Cal.
KVTV, Sioux City, Ia.
KHQ-TV, Spokane, Wash.
KWK-TV, St. Louis, Mo.
WHEN-TV, Syracuse, N.Y.
WTVT, Tampa-St. Petersburg
WSPD-TV, Toledo, O.
KAKE-TV, Wichita, Kans.
WVUE, Wilmington-Philadelphia
WTAE, Pittsburgh, Pa. (CP)

## KETTELL-CARTER INC.

| | | |
|---|---|---|
| Boston | 118 Newbury St.<br>Kenmore 6-1966 | Elmer Kettell<br>Marjorie Carter |

**TV Stations Represented (New England only):**

WABI-TV, Bangor, Me.
WWLP, Springfield, Mass.
WAGM-TV, Presque, Isle, Me.

## JACK MASLA & CO. INC.

| | | |
|---|---|---|
| New York 17 | 551 Fifth Ave.<br>Yukon 6-7370 | Jack Masla, *Pres.* |
| Chicago 11 | 435 N. Michigan Ave.<br>Superior 7-6048 | Clem O'Neill |
| Beverly Hills | 111 N. La Cienega Blvd.<br>Olympia 2-1313 | Lee F. O'Connell |
| San Francisco | 110 Sutter St.<br>Garfield 1-6936 | John E. Palmer |

**TV Stations Represented:**

WBLN, Bloomington, Ill.
WMSL-TV, Decatur, Ala.
WSBA-TV, York, Pa.
WTWV, Tupelo, Miss.

## W. E. McCLENAHAN CO.

| | | |
|---|---|---|
| Milwaukee 17 | 611 E. Lakeview Ave.<br>Woodruff 4-3028 | W. E. McClenahan |

**TV Stations Represented (Milwaukee-Madison only):**

KDAL-TV, Duluth, Minn.
KROC-TV, Rochester, Minn.
WBAY-TV, Green Bay, Wis.
WSAU-TV, Wausau, Wis.
WHBF-TV, Rock Island, Ill.
WKOW-TV, Madison, Wis. (Milwaukee only)

## McGAVREN-QUINN CO.

| | | |
|---|---|---|
| San Francisco | 110 Sutter St.<br>Yukon 6-4112<br>TWX No.: SF 1055 | Daren McGavren |
| Hollywood | 1741 Ivar Ave.<br>Hollywood 4-6146<br>TWX No.: LA 1523 | Donald J. Quinn |
| New York | 33 W. 42nd St.<br>Longacre 5-4650 | Ralph Guild |
| Chicago | 333 N. Michigan Ave.<br>Randolph 6-2352 | Bill Heaton |

**TV Stations Represented:**

WXEX-TV, Petersburg-Richmond, Va. (West Coast only)
KSHO-TV, Las Vegas, Nev. (national)

## JOHN L. McGUIRE & CO.

| | | |
|---|---|---|
| Denver | Guaranty Bank Bldg.<br>Cherry 4-8191 | John L. McGuire |

**TV Stations Represented (Denver area only):**

KRDO-TV, Colorado Springs
KREX-TV, Grand Junction, Colo.
KFXJ-TV, Montrose, Colo. [Satellite of KREX-TV]
KCSJ-TV, Pueblo, Colo.
KOAT-TV, Albuquerque, N. M.
KTWO-TV, Casper, Wyo.
KWRB-TV, Riverton-Thermopolis, Wyo.

## THE MEEKER CO. INC.

| | | |
|---|---|---|
| New York 17 | 521 Fifth Ave.<br>Murray Hill 2-2170<br>TWX No.: NY 1-2060 | Robert Meeker, *Pres.*<br>E. B. Filion, *TV V.P.* |
| Chicago 1 | 333 N. Michigan Ave.<br>Central 6-1742<br>TWX No.: CG 1262 | Carlton F-J Jewett, *Midwest V.P.* |
| San Francisco 4 | Russ Bldg.<br>Yukon 6-4940 | Don Pontius |
| Los Angeles 28 | 6381 Hollywood Blvd.<br>Hollywood 2-2351 | Tracy Moore |

**TV Stations Represented:**

WTTV, Bloomington-Indianapolis
KTWO-TV, Casper, Wyo.
WTVC, Chattanooga, Tenn.
WPTA, Fort Wayne, Ind.
KHOL-TV, Kearney, Neb.
KHPL-TV, Hayes Center, Neb. [Satellite of KHOL-TV]
WGAL-TV, Lancaster, Pa.
KROC-TV, Rochester, Minn.
KSWS-TV, Roswell, N. M.
KWRB-TV, Riverton, Wyo.
WSAU-TV, Wausau, Wis.
WRAK-TV, Williamsport, Pa. (CP)

## CLYDE MELVILLE CO.

| | | |
|---|---|---|
| **Dallas, Tex.** | **Melba Bldg.**<br>Riverside 8-5239<br>TWX No.: DL 787 | **Clyde B. Melville** |

**TV Stations Represented (Southwest region only):**

KFSA-TV, Fort Smith, Ark.
KCMC-TV, Texarkana, Tex.-Ark.
KTRE-TV, Lufkin, Tex.
KSWS-TV, Roswell, N. M.
KCTV, San Angelo, Tex.

## ART MOORE & ASSOCIATES INC.

| | | |
|---|---|---|
| Seattle 1 | Jones Bldg.<br>Mutual 2-3377 | Art Moore<br>Jack Clarke<br>Bob Rogers |
| Portland 4, Ore. | Cascade Bldg.<br>Capitol 8-7284 | Ed Henry<br>Jack Swenson |

**TV Stations Represented (Pacific Northwest region only):**

KVOS-TV, Bellingham, Wash.
KHQ-TV, Spokane, Wash.
KIMA-TV, Yakima, Wash.
*KBAS-TV, Ephrata, Wash.
*KEPR-TV, Pasco, Wash.
*KLEW-TV, Lewiston, Ida.
KVAL-TV, Eugene, Ore.
**KPIC, Roseburg, Ore.
KOIN-TV, Portland, Ore.
KOOK-TV, Billings, Mont.
KXLF-TV, Butte, Mont.
KXLJ-TV, Helena, Mont.
KGEZ-TV, Kalispell, Mont.
KID-TV, Idaho, Falls, Ida.
KBOI-TV, Boise, Ida.
KLIX-TV, Twin Falls, Ida.

*Satellites of KIMA-TV, Yakima. **Satellite of KVAL-TV, Eugene.

## TRACY MOORE & ASSOCIATES

| | | |
|---|---|---|
| Los Angeles 28 | 6381 Hollywood Blvd.<br>Hollywood 2-2351 | Tracy Moore |
| San Francisco 8 | 260 Kearney St.<br>Exbrook 2-6444 | John Funk |

**TV Stations Represented (West Coast only):**

KSAN-TV, San Francisco, Cal.
KXLF-TV, Butte, Mont.
KCOR-TV, San Antonio, Tex.


# VENARD, RINTOUL & McCONNELL, INC.

OFFERS

*The Lamp Of* EXPERIENCE*

| | OUR EXPERIENCE | CHECK YOUR NEEDS |
|---|---|---|
| Station Sales Experience (local) | ✓ | ☐ |
| Station Sales Experience (national) | ✓ | ☐ |
| Station Ownership Experience | ✓ | ☐ |
| Station Sales Management Experience | ✓ | ☐ |
| Station Program Management Experience | ✓ | ☐ |
| Station Research Experience | ✓ | ☐ |
| Station Finance Experience | ✓ | ☐ |
| Station Promotion Experience | ✓ | ☐ |
| Representation Management Experience | ✓ | ☐ |
| Representation Sales Experience | ✓ | ☐ |
| Representation Research Experience | ✓ | ☐ |
| Network Relations Experience | ✓ | ☐ |
| Network Sales Experience | ✓ | ☐ |
| Technical Experience | ✓ | ☐ |

*Balanced Experience*

** I have but one lamp to guide my feet, and that is the lamp of experience.*

—Patrick Henry

# VENARD, RINTOUL & McCONNELL, INC.

*TV & Radio Station Representatives*

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

# Station Reps

## NBC SPOT SALES
**(National Broadcasting Co.)**

| | | |
|---|---|---|
| **New York 20** | 30 Rockefeller Plaza<br>Circle 7-8300<br>TWX No.: NY 1-3773 | Jack Reber<br>Richard H. Close<br>Edwin Jameson |
| **Chicago 54** | Merchandise Mart<br>Superior 7-8300<br>TWX No.: CG 3 | John Mulholland |
| Detroit 26 | Penobscot Bldg.<br>Woodward 1-1610<br>TWX No.: DE 27 | John C. Treacy |
| **Hollywood 28** | Sunset & Vine<br>Thornwall 5-7000<br>TWX No.: LA 790 | Walter B. Davison |
| **San Francisco 2** | Taylor & O'Farrell<br>Graystone 4-8700 | Kenneth Johnson<br>Robert Anderson |
| **Atlanta** | 710 Peachtree St., N.E.<br>Trinity 6-3726 | Bomar Lowrance & Assoc., *Sales Rep.* |
| Dallas | Fidelity Union Bldg.<br>Riverside 2-8206 | Bomar Lowrance & Assoc., *Sales Rep.* |

**TV Stations Represented:**

WNBC, Hartford-New Britain, Conn.
WRCA-TV, New York City
WRGB, Schenectady-Albany-Troy, N. Y.
WRCV-TV, Philadelphia, Pa.
WRC-TV, Washington, D.C.
WCKT, Miami, Fla.
WBUF, Buffalo, N.Y.
WAVE-TV, Louisville, Ky.
**WNBQ, Chicago, Ill.**
**KSD-TV, St. Louis, Mo.**
KOA-TV, Denver, Colo.
KOMO-TV, Seattle-Tacoma
KRCA, Los Angeles, Cal.
KONA, Honolulu, Hawaii

## JOHN E. PEARSON TELEVISION INC.

| | | |
|---|---|---|
| New York 22 | 444 Madison Ave.<br>Plaza 1-3366<br>TWX No.: NY 1-2896 | John E. Pearson |
| Chicago, Ill. | 333 N. Michigan Ave.<br>State 2-7494<br>TWX No.: CG 1412 | James D. Bowden |
| Dallas, Tex. | Fidelity Union Life Bldg. Riverside 7-3723 | Ralph Widman |
| Des Moines | Des Moines Bldg.<br>Cherry 4-7143 | Frank Frost |
| Los Angeles 5 | 3242 W. 8th St.<br>Dunkirk 5-5084 | David Cassidy |
| San Francisco 4 | 58 Sutter St.<br>Douglas 2-7159 | Mike Wurster |
| Atlanta | Glenn Bldg.<br>Jackson 5-2912 | Robert M. Baird |

**TV Stations Represented:**

KVSO-TV, Ardmore, Okla.
KICA-TV, Clovis, N.M.
KRDO-TV, Colorado Springs
KQTV, Fort Dodge, Ia.
WDAM-TV, Hattiesburg, Miss.
WJHL-TV, Johnson City, Tenn.
KHAD-TV, Laredo, Tex.
KSWO-TV, Lawton, Okla.
WKXP-TV, Lexington, Ky.
WOAY-TV, Oak Hill, W.Va.
WPSD-TV, Paducah, Ky.
WTAP, Parkersburg, W.Va.
KCSJ-TV, Pueblo, Colo.
KOLO-TV, Reno, Nev.
KDRO-TV, Sedalia, Mo.
WHIZ-TV, Zanesville, O.

## PETERS, GRIFFIN, WOODWARD INC.

| | | |
|---|---|---|
| New York 17 | 250 Park Ave.<br>Yukon 6-7900<br>TWX No.: NY 1-1157 | H. Preston Peters *Pres.*<br>Lloyd Griffin, *V.P.* |
| Chicago 1 | Prudential Plaza<br>Franklin 2-6373<br>TWX No.: CG 2391 | John A. Cory, *V.P.*<br>William J. Tynan *Midwest TV Sales Mgr.* |
| Detroit 26 | Penobscot Bldg.<br>Woodward 1-4255<br>TWX No.: DE 542 | Louis J. Hummel Jr. |
| Atlanta 3 | Glenn Bldg.<br>Murray 8-5667<br>TWX No.: AT 487 | Wm. J. Stubbs |
| Fort Worth 2 | 406 W. Seventh St.<br>Edison 6-3349 | W. Hal Thompson |
| Dallas | Merchandise Mart<br>Riverside 7-2398 | W. Hal Thompson |
| Hollywood 28 | 1750 North Vine Street<br>Hollywood 9-1688<br>TWX No.: LA 806 | Hal W. Hoag, *V.P.*<br>John A. Serrao |
| San Francisco 4 | Russ Bldg.<br>Yukon 2-9188<br>TWX No.: SF 850 | Wm. A. Exline |

**TV Stations Represented:**

WBZ-TV, Boston, Mass.
WGR-TV, Buffalo, N. Y.
KYW-TV, Cleveland, O.
WWJ-TV, Detroit, Mich.
WJIM-TV, Lansing, Mich.
WPIX, New York City
KDKA-TV, Pittsburgh, Pa.
WROC-TV, Rochester, N.Y.
WCSC-TV, Charleston, S. C.
WIS-TV, Columbia, S. C.
WSVA-TV, Harrisonburg, Va.
WFGA-TV, Jacksonville, Fla.
WTVJ, Miami, Fla.
WDBJ-TV, Roanoke, Va.
WHO-TV, Des Moines, Ia.
WOC-TV, Davenport, Ia.
WDSM-TV, Duluth, Minn.
WDAY-TV, Fargo, N. D.
KMBC-TV, Kansas City, Mo.
WISC-TV, Madison, Wis.
WCCO-TV, Minneapolis-St. Paul
WMBD-TV, Peoria, Ill.
KFDM-TV, Beaumont, Tex.
KRIS-TV, Corpus Christi, Tex.
WBAP-TV, Fort Worth-Dallas
KENS-TV, San Antonio, Tex.
KBOI-TV, Boise, Ida.
KBTV, Denver, Colo.
KGMB-TV, Honolulu, Hawaii
KHBC-TV, Hilo, Hawaii
KMAU-TV, Wailuku, Maui
[Satellites of KGMB-TV]
KTLA, Los Angeles, Cal.
KRON-TV, San Francisco, Cal.
KIRO-TV, Seattle, Wash.

## EDWARD PETRY & CO. INC.

| | | |
|---|---|---|
| New York 22 | 3 E. 54th St.<br>Murray Hill 8-0200<br>TWX No.: NY 1-456 | Edward Petry, *Pres.*<br>Martin L. Nierman, *V.P. Sales.* |
| Chicago 11 | 400 N. Michigan Ave.<br>Whitehall 4-0011<br>TWX No.: CG 1892 | Edward E. Voynow, *Exec. V.P.*<br>Louis A. Smith, *Sales Mgr.* |
| Atlanta 3 | 101 Marietta St.<br>Jackson 4-8861<br>TWX No.: AT 785 | Richard W. Hughes |
| Detroit 26 | Penobscot Bldg.<br>Woodward 3-0125<br>TWX No.: DE 150 | Franklin M. Walker |
| Los Angeles 14 | 530 W. 6th St.<br>Tucker 3171<br>TWX No.: LA 966 | Wm. Larimer |
| San Francisco 4 | Russ Bldg.<br>Yukon 2-3631<br>TWX No.: SF 576 | George Ledell |
| St. Louis 3 | 915 Olive St.<br>Chestnut 1-7191<br>TWX No.: SL 478 | Hugh O. Kerwin |
| Boston | Statler Office Bldg.<br>Hubbard 2-6440<br>TWX No.: BS 858 | Bill Walsh |

**TV Stations Represented:**

KOB-TV, Albuquerque, N.M.
WSB-TV, Atlanta, Ga.
KERO-TV, Bakersfield, Cal.
WBAL-TV, Baltimore, Md.
WNEM-TV, Bay City, Mich.
WGN-TV, Chicago, Ill.
WFAA-TV, Dallas, Tex.
WTVD, Durham-Raleigh, N. C.
WICU-TV, Erie, Pa.
WANE-TV, Fort Wayne, Ind.
KPRC-TV, Houston, Tex.
WHTN-TV, Huntington, W. Va.
KARK-TV, Little Rock, Ark.
KCOP, Los Angeles, Cal.
WPST-TV, Miami, Fla.
WISN-TV, Milwaukee, Wis.
KSTP-TV, Minneapolis-St. Paul
WSM-TV, Nashville, Tenn.
WTAR-TV, Norfolk, Va.
KMTV, Omaha, Neb.
WTVH, Peoria, Ill.
WJAR-TV, Providence, R.I.
KCRA-TV, Sacramento, Cal.
WOAI-TV, San Antonio, Tex.
KFMB-TV, San Diego, Cal.
KTBS-TV, Shreveport, La.
WNDU-TV, South Bend, Ind.
KREM-TV, Spokane, Wash.
KOTV, Tulsa, Okla.
KARD-TV, Wichita, Kan.

## WILLIAM G. RAMBEAU CO. INC.

| | | |
|---|---|---|
| New York 17 | 347 Madison Ave.<br>Murray Hill 6-5940 | Wm. G. Rambeau, *Pres.* |
| Chicago 1 | 185 N. Wabash Ave.<br>Andover 3-5566 | Mary Rudd |
| Los Angeles 28 | 1350 N. Highland Ave.<br>Hollywood 4-6017 | James C. Gates<br>Ted Rogers |
| San Francisco 4 | Merchants Exchange Bldg. Exbrook 2-4073 | Evelyn Wiggins |

**TV Stations Represented:**

WFAM-TV, Lafayette, Ind.
KNOX-TV, Grand Forks, N.D.

## PAUL H. RAYMER CO. INC.

| | | |
|---|---|---|
| New York 22 | 444 Madison Ave.<br>Plaza 9-5570<br>TWX No.: NY 1-629 | Paul H. Raymer, *Pres.*<br>Fred C. Brokaw, *Exec. VP.-Sales Mgr.* |
| Chicago 11 | 435 No. Michigan Ave.<br>Superior 7-4473<br>TWX No.: CG 239 | Clay E. Forker, *V.P.* |
| Dallas 1 | Mercantile Securities Bldg. Riverside 1-5663<br>TWX No.: DL 297 | John H. Hicks, Jr. |
| San Francisco 4 | Russ Bldg.<br>Douglas 2-8909<br>TWX No.: SF 335 | Ray Rhodes, *V.P.* |
| Detroit 26 | Penobscot Bldg.<br>Woodward 3-0764<br>TWX No.: DE 554 | Robert B. Rains |
| Hollywood 28 | 1680 Vine St.<br>Hollywood 2-2376<br>TWX No.: LA 208 | John D. Gale |
| Atlanta 3 | Glenn Bldg.<br>Jackson 5-6508<br>TWX No.: AT 462 | Edward D. Brandt |

**TV Stations Represented:**

KRBC-TV, Abilene, Tex.
KTBC-TV, Austin, Tex.
KPAC-TV, Beaumont-Port Arthur, Tex.
WNOK-TV, Columbia, S.C.
WFIE-TV, Evansville, Ind.
WKJG-TV, Ft. Wayne, Ind.
KMJ-TV, Fresno, Cal.
KTAG-TV, Lake Charles, La.
KCBD-TV, Lubbock, Tex.
KSLA-TV, Shreveport, La.
WSBT-TV, South Bend, Ind.
KWTX-TV, Waco, Tex.
KBTX-TV, Bryan, Tex.
[Affiliated with KWTX-TV]
KRGV-TV, Weslaco, Tex.
KFDX-TV, Wichita Falls, Tex.
WKBN-TV, Youngstown, O.

## SELECT STATION REPRESENTATIVES INC.

| | | |
|---|---|---|
| New York 17 | 400 Madison Ave.<br>Plaza 8-1850<br>TWX No.: NY 1-3916 | Zangwill Golobe<br>Albert Shepard<br>Joseph Ruggiero |

**TV Station Represented:** WXEX-TV, Petersburg-Richmond, Va.

**Note:** This firm represents WXEX-TV in New York, Philadelphia, Baltimore & Washington. Simmons Assoc. is midwest and New England rep.; McGavren-Quinn Co., West Coast; Clarke-Brown, South.

## SIMMONS ASSOCIATES INC.

| | | |
|---|---|---|
| New York 22 | 509 Madison Ave.<br>Murray Hill 6-2821 | David N. Simmons, *Pres.* |
| Chicago 1 | 333 N. Michigan Ave.<br>Dearborn 2-2375 | Gale Blocki, Jr., *V.P.* |

**TV Station Represented (midwest and New England):** WXEX-TV, Petersburg-Richmond, Va.

## ROY V. SMITH ASSOCIATES

| | | |
|---|---|---|
| New York 17* | 280 Madison Ave.<br>Murray Hill 4-4244 | Roy V. Smith |

**TV Stations Represented:**

WMFD-TV, Wilmington, N.C.
KHVH-TV, Honolulu, Hawaii
KTVA, Anchorage, Alaska
KTVF, Fairbanks, Alaska
KINY-TV, Juneau, Alaska

* For Chicago and midwest sales, call N.Y. collect.

## STARS NATIONAL INC.

| | | |
|---|---|---|
| New York 17 | 400 Madison Ave.<br>Plaza 8-0555 | Bernard Howard<br>Jack Davis<br>Larry Wasserstein |
| Chicago 1 | 35 E. Wacker Dr.<br>Central 6-2135 | Alan Bress |
| Atlanta | Box 1598<br>Dearborn 2143 | Paul Sanford |
| Los Angeles 28 | 6381 Hollywood Blvd.<br>Hollywood 2-2351 | Jerry Moore |
| San Francisco 5 | 260 Kearny St.<br>Exbrook 2-6444 | John Funk |
| Dallas | 1000 Main St.<br>Riverside 2-3605 | Stu Barondess |

**TV Station Represented:** KSAN-TV, San Francisco, Cal.

## VENARD, RINTOUL & McCONNELL INC.

| | | |
|---|---|---|
| New York 17 | 579 Fifth Ave.<br>Murray Hill 8-1088<br>TWX No.: NY 1-2431 | Lloyd George Venard<br>Stephen R. Rintoul<br>James V. McConnell |
| Chicago 1 | 35 E. Wacker Dr.<br>State 2-5260<br>TWX No.: CG 194 | Howard B. Meyers |
| San Francisco 4 | 85 Post St.,<br>Garfield 1-7950<br>TWX No.: SF 1037 | Duncan A. Scott |
| Los Angeles 57 | 1901 W. 8th St.<br>Dunkirk 8-4151<br>TWX No.: LA 830 | Wilt Gunzendorfer |

**TV Stations Represented:**

KTEN, Ada, Okla.
WTRI, Albany-Troy-Schenectady, N.Y.
WALB-TV, Albany, Ga.
KVII, Amarillo, Texas
WLOS-TV, Asheville, N.C.
WTWO, Bangor, Me.
KFSA-TV, Fort Smith, Ark
WMBV-TV, Green Bay-Marinette, Wis.
WDXI-TV, Jackson, Tenn.
KTRE-TV, Lufkin, Tex.
KMID-TV, Midland, Tex.
WSUN-TV, St. Petersburg-Tampa, Fla.
KCTV, San Angelo, Tex.
KCMC-TV, Texarkana, Tex.
WEAT-TV, W. Palm Beach, Fla.

## THE WALKER REPRESENTATION CO. INC.

| | | |
|---|---|---|
| New York 17 | 347 Madison Ave.<br>Murray Hill 3-5830<br>TWX No.: NY 1-2299 | Wythe Walker<br>C. Otis Rawalt<br>Lionel Colton |
| Chicago 1 | 360 N. Michigan Ave.<br>Andover 3-5771<br>TWX No.: CG 1637 | Norbert J. Cavanagh |
| Los Angeles 5 | 672 S. Lafayette Park Pl.<br>Fairfax 3200 | Harlan Oakes |
| San Francisco 4 | 110 Sutter St.<br>Sutter 1-7971 | William Gilmore |
| Atlanta | Mortgage Guarantee Bldg. Jackson 5-7841 | Dora C. Cosse<br>Clayton J. Cosse |
| Boston | 100 Boylston St.<br>Hubbard 2-4370 | George Bingham |

**TV Stations Represented:**

KXLF-TV, Butte, Mont.
KXLJ-TV, Helena, Mont. [Satellite of KXLF-TV]
WSIL-TV, Harrisburg, Ill.
KSPR-TV, Casper, Wyo.

## GRANT WEBB & CO.

| | | |
|---|---|---|
| New York 22 | 509 Madison Ave.<br>Murray Hill 8-7550 | Grant Webb, *Pres.*<br>Jack Baker |
| Chicago 2 | 69 W. Washington<br>State 2-3155 | Mabel Lucas |
| San Francisco | 665 Market St.<br>Yukon 2-3954 | Bob Babcock |
| Beverly Hills | 8622 Wilshire Blvd.<br>Oleander 5-8998 | Charles Cowling |
| Seattle 2 | 1243 E. Newton St.<br>Minor 8155 | Don McBride |

**TV Station Represented:** KXGN-TV, Glendive, Mont.

## WEED TELEVISION CORP.

| | | |
|---|---|---|
| New York 17 | 579 Fifth Ave.<br>Plaza 9-4700<br>TWX No.: NY 1-4830 | Joseph J. Weed, *Pres.*<br>E. J. Fitzsimmons, *V.P., Sales*<br>Bates Halsey, *East. Mgr.* |
| Chicago 1 | Prudential Bldg.<br>Whitehall 4-3434<br>TWX No.: CG 2421 | Neal Weed, *V.P.*<br>George Lindsay *Western Mgr.* |
| Detroit 26 | Book Bldg.<br>Woodward 1-2685<br>TWX No.: DE 687 | Bernard P. Pearse |
| Des Moines 9 | 509 Grand Ave.<br>Cherry 3-3930<br>TWX No.: DM 165 | Donald G. Peterson |
| Atlanta 3 | Glenn Bldg.<br>Cypress 4081<br>TWX No.: AT 527 | George L. Griesbauer |
| Hollywood 28 | 6331 Hollywood Blvd.<br>Hollywood 2-6676<br>TWX No.: LA 1136 | Edwin C. Metcalfe |
| San Francisco 5 | 625 Market St.<br>Exbrook 7-0535<br>TWX No.: SF 475 | Boyd Rippey |
| Boston 16 | Statler Bldg.<br>Hubbard 2-5677<br>TWX No.: BS 64 | Robert R. Reardon |

**TV Stations Represented:**

KALB-TV, Alexandria, La.
KBAK-TV, Bakersfield, Cal.
WCYB-TV, Bristol, Va.
WCAX-TV, Burlington, Vt.
WCNY-TV, Carthage-Watertown, N.Y.
KCRG-TV, Cedar Rapids, Ia.
WOI-TV, Des Moines (Ames), Ia.
WBAY-TV, Green Bay, Wis.
WUSN-TV, Charleston, S.C.
WFBC-TV, Greenville, S.C.
KHQA-TV, Hannibal, Mo. (Quincy, Ill.)
KHAS-TV, Hastings, Neb.
KPLC-TV, Lake Charles, La.
KLAS-TV, Las Vegas, Nev.
*KLEW-TV, Lewiston, Ida.
WDMJ-TV, Marquette, Mich.
KGLO-TV, Mason City, Ia.
KCJB-TV, Minot, N.D.
WJMR-TV, New Orleans, La.
WABD, New York City
*KEPR-TV, Pasco, Wash.
*KBAS-TV, Ephrata, Wash.
KTVK, Phoenix, Ariz.
WCSH-TV, Portland, Me.
KNTV, San Jose, Cal.
KTTS-TV, Springfield, Mo.
KTNT-TV, Tacoma (Seattle)
KXJB-TV, Valley City, N.D.
**KBMB-TV, Bismarck, N.D.
**KXAB-TV, Aberdeen, S.D. (CP)
WTTG, Washington, D.C.
KIMA-TV, Yakima, Wash.
XETV, Tijuana, Mex. (San Diego)

* Satellites of KIMA-TV, Yakima, Wash.
** Semi-satellite of KXJB-TV, Valley City, N.D.

**Canadian TV Stations Represented:**

CKX-TV, Brandon, Man.
CHCT-TV, Calgary, Alta.
CFCY-TV, Charlottetown, P.E.I.
CFCR-TV, Kamloops, B.C.
CHBC-TV, Kelowna, B.C.
CKCO-TV, Kitchener, Ont.
CJLH-TV, Lethbridge, Alta.
CFPL-TV, London, Ont.
CHAT-TV, Medicine Hat, Alta.
CHEX-TV, Peterborough, Ont.
CFCJ-TV, Port Arthur, Ont.
CKBI-TV, Prince Albert, Sask.
CFCM-TV, Quebec City, Que.
CKMI-TV, Quebec City, Que.
CKCK-TV, Regina, Sask.
CKRN-TV, Rouyn, Que.
CHSJ-TV, Saint John, N.B.
CJON-TV, St. John's, Nfld.
CJIC-TV, Sault Ste. Marie, Ont.
CKSO-TV, Sudbury, Ont.
CJCB-TV, Sydney, N.S.

## HARRY WHEELER & CO.

| | | |
|---|---|---|
| Boston | Little Bldg.<br>Liberty 2-6481 | Harry Wheeler, *Pres.* |

**TV Station Represented (New England only):** WHYN-TV, Springfield-Holyoke, Mass.

## YOUNG TELEVISION CORP.

| | | |
|---|---|---|
| New York 22 | 3 E. 54th St.<br>Plaza 1-4848<br>TWX No.: NY 1-2831 | Adam Young<br>Peter F. Yaman |
| Chicago 1 | Prudential Plaza<br>Michigan 2-6190<br>TWX No.: CG 3191 | James F. O'Grady Jr. |
| St. Louis | 317 N. 11th St.<br>Main 1-5020 | John B. Hetherington |
| Atlanta | 1182 W. Peachtree St.<br>Trinity 3-2564 | Harold M. Parks |
| Los Angeles 28 | 6331 Hollywood Blvd.<br>Hollywood 2-2289 | William L. Wallace |
| San Francisco 4 | Russ Bldg.<br>Yukon 6-6769 | Richard J. Kelliher |

**TV Stations Represented:**

CKLW-TV, Detroit, Mich.-Windsor, Ont.
WTVY, Dothan, Ala.
KELP-TV, El Paso, Tex.
WEHT, Evansville, Ind.
WSEE, Erie, Pa.
WMTV, Madison, Wis.
WCOV-TV, Montgomery, Ala.
KLFY-TV, Lafayette, La.
WLOF-TV, Orlando, Fla.
WGEM-TV, Quincy, Ill.-Hannibal, Mo.
WICS, Springfield, Ill.
WNOW-TV, York, Pa.
KULA-TV, Honolulu, Hawaii
KGHL-TV, Billings, Mont. (CP)

## Territorial and Foreign-Language Station Representatives

### ALASKA RADIO-TV SALES

| | | |
|---|---|---|
| New York 17 | 280 Madison Ave. Murray Hill 4-4244 | Roy V. Smith |
| Seattle 1 | Securities Bldg. Seneca 6333 | William J. Wagner, *Pres.* |
| San Francisco 4 | 85 Post Street Garfield 1-7950 | Duncan A. Scott Cy Jobson |

**TV Stations Represented:**

KTVA, Anchorage, Alaska
KTVF, Fairbanks, Alaska
KINY-TV, Juneau, Alaska

### CARIBBEAN NETWORKS INC.

| | | |
|---|---|---|
| New York 19 | 200 W. 57th St. Circle 7-8224 | A. M. Martinez, *Pres.* Juan J. Cerna, *V.P.* |

**TV Stations Represented:**

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

### DEL DAY

| | | |
|---|---|---|
| Seattle | Vance Bldg. Mutual 2-6535 | Del Day |

**TV Stations Represented (Western U.S.):**

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

### JAMES C. FLETCHER JR.

| | | |
|---|---|---|
| New York 19 | 60 W. 46th St. Circle 6-4084 | James C. Fletcher Jr. |

**TV Stations Represented:**

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

### INTER-AMERICAN PUBLICATIONS INC.

| | | |
|---|---|---|
| New York 17 | 41 E. 42d St. Murray Hill 2-0884 | Angel Ramos |

**TV Stations Represented:**

WKAQ-TV, San Juan, P.R.
WRIK-TV, Ponce, P.R.
WORA-TV, Mayaguez, P.R.

### INTERCONTINENTAL SERVICES LTD.

| | | |
|---|---|---|
| New York 17 | 15 E. 48th St. Plaza 3-7930 | S. A. Mann |

**TV Stations Represented:**

KUAM-TV, Agana, Guam
ZBM-TV, Hamilton, Bermuda

### NATIONAL TIME SALES

| | | |
|---|---|---|
| New York 17 | 370 Lexington Ave. Murray Hill 5-1300 | Arthur Gordon |
| Los Angeles | 672 S. Lafayette Park Place, Dunkirk 2-3200 | Harlan G. Oakes |
| San Francisco | 110 Sutter St. Sutter 1-7971 | Wm. G. Gilmore |

**TV Stations Represented:**

XEJ-TV, Juarez, Mex. (El Paso, Tex.)
WVMI-TV, Biloxi, Miss. (CP)
XEM-TV, Mexicali, Mex.-El Centro, Cal. (East and Midwest only).

### RICHARD O'CONNELL INC.

| | | |
|---|---|---|
| New York 22 | 527 Madison Ave. Plaza 5-9751 | Richard O'Connell |
| Chicago | 55 E. Washington St. Andover 3-6137 | Wm. J. Reilly Inc. |
| Los Angeles | 6381 Hollywood Blvd. Hollywood 2-2351 | Tracy Moore & Assoc. Inc. |
| San Francisco | Monadnock Bldg. Exbrook 2-6444 | Tracy Moore & Assoc. Inc. |

**TV Stations Represented:**

KCOR-TV, San Antonio, Tex. [Spanish Language Station.]
KRBB, El Dorado, Ark.

### PAN AMERICAN BROADCASTING CO.

| | | |
|---|---|---|
| New York 17 | 370 Lexington Ave. Murray Hill 5-1300 | E. Bernald |
| Los Angeles | 672 S. Lafayette Park Place Dunkirk 2-3200 | Harlan G. Oakes |
| San Francisco | 110 Sutter St. Sutter 1-7971 | Wm. E. Gilmore |

**TV Stations Represented:**

WSUR-TV, Ponce, P.R.
DZAQ-TV, Manila, P.I.

## CANADIAN REPRESENTATIVES

### ALL-CANADA TELEVISION

| | | |
|---|---|---|
| Toronto, Ont. | 80 Richmond St. W. Empire 6-9236 | Reo Thompson, *Mgr.* |
| Montreal, Que. | Dominion Square Bldg. University 6-9868 | K. Baker, *Mgr.* |
| Vancouver, B. C. | 1161 Melville St. Mutual 4-7461 | J. E. Baldwin |
| Calgary, Alta. | Taylor-Pearson & Carson Bldg. 2-7691 | J. E. Cavanaugh |
| Winnipeg, Man. | Electric Railway Chambers. Whitehall 2-6861 | B. Pirie |

**TV Stations Represented:**

CFCY-TV, Charlottetown, P.E.I.
CJCB-TV, Sydney, N. S.
CHSJ-TV, Saint John, N. B.
CKWS-TV, Kingston, Ont.
CHEX-TV, Peterborough, Ont.
CHCH-TV, Hamilton, Ont.
CFPL-TV, London, Ont.
CKNX-TV, Wingham, Ont.
CKLW-TV, Windsor, Ont.
CKSO-TV, Sudbury, Ont.
CJIC-TV, Sault Ste. Marie, Ont.
CFCJ-TV, Port Arthur-Fort William, Ont.
CKX-TV, Brandon, Man.
CKCK-TV, Regina, Sask.
CKBI-TV, Prince Albert, Sask.
CHCT-TV, Calgary, Alta.
CJLH-TV, Lethbridge, Alta.
CFCR-TV, Kamloops, B.C.
CHBC-TV, Okanagan Valley, B.C. (Kelowna).

### BROADCAST REPRESENTATIVES LTD.

| | | |
|---|---|---|
| Winnipeg, Man. | Lindsay Bldg. Whitehall 2-6374 | R. M. MacLennan |

**TV Stations Represented:**

CFRN-TV, Edmonton, Alta.
CFQC-TV, Saskatoon, Sask.
CJFB-TV, Swift Current, Sask.
CHEK-TV, Victoria, B. C.

### CANADIAN BROADCASTING CORP.

| | | |
|---|---|---|
| Toronto | 354 Jarvis St. Walnut 3-5461 | W. E. Powell, *commercial mgr.* |
| Montreal | Radio Canada Bldg. University 6-2571 | M. Valiquette, *commercial mgr. (Que.)* |

**TV Stations Represented:**

*CBFT, Montreal, Que.
CBMT, Montreal, Que.
CBOT, Ottawa, Ont.
*CBOFT, Ottawa, Ont.
CBLT, Toronto, Ont.
CBUT, Vancouver, B.C.
CBWT, Winnipeg, Man.
CBHT, Halifax, N.S.

* French language stations.

### JOS. A. HARDY & CO. LTD
**(TV Division)**

| | | |
|---|---|---|
| Toronto | 19 Richmond St. W. Empire 3-9433 | A. E. Stewart John McIlwaine |
| Montreal | 1489 Mountain St. Plateau 1101 | Gilles Losier Gilles Morin |

**TV Stations Represented:**

CKCO-TV, Kitchener, Ont.
CKRS-TV, Jonquiere, Que.
CFCM-TV, Quebec City [French language outlet]
CKRN-TV, Rouyn, Que.
CHLT-TV, Sherbrooke, Que.
CKTM-TV, Three Rivers, Que.
CKBL-TV, Matane, Que. (CP)

### JOHN N. HUNT & ASSOC.

| | | |
|---|---|---|
| Vancouver 5 | 307-1030 W. Georgia St. Mutual 4-6277 | John N. Hunt, *Pres.* C. A. Brian Scharf |

**TV Stations Represented (Western Canada):**

CKVR-TV, Barrie, Ont.
CKRS-TV, Jonquiere, Que.
CKCO-TV, Kitchener, Ont.
CFCM-TV, Quebec City, P.Q. [French language outlet]
CKGN-TV, North Bay, Ont.
CHCA-TV, Red Deer, Alta.
CKRN-TV, Rouyn, Que.
CHLT-TV, Sherbrooke, Que.
CFCL-TV, Timmins, Ont.
CFTM-TV, Trois Rivieres, Que.
CHEK-TV, Victoria, B. C.
KOMO-TV, Seattle, Wash.
CKBL-TV, Matane, Que (CP)

### ANDY McDERMOTT

| | | |
|---|---|---|
| Toronto, Ont. | 10 E. Adelaide St. Empire 6-8945 | A. A. McDermott |
| Montreal, Que. | 1543 Crescent St. Belair 7042 | E. G. Richmond |

**TV Stations represented (in Canada):**

WABD, New York, N. Y.
WKTV, Utica, N. Y.
WHEN-TV, Syracuse, N.Y.
WROC-TV, Rochester, N.Y.
WICU-TV, Erie, Pa.
WGAL-TV, Lancaster, Pa.
WMTW, Poland Spring, Me.
WJW-TV, Cleveland, O.
WSTV-TV, Steubenville, O.
WWJ-TV, Detroit, Mich.
WOOD-TV, Grand Rapids, Mich.
WNAC-TV, Boston, Mass.
WHIO-TV, Dayton, O.
WGN-TV, Chicago, Ill.
WFBM-TV, Indianapolis, Ind.
WOW-TV, Omaha, Neb.
WGR-TV, Buffalo, N.Y.
WPTZ, Plattsburgh, N.Y.
WCNY-TV, Carthage, N.Y.
KLOR, Portland, Ore.
KING-TV, Seattle, Wash.
WTCN-TV, Minneapolis, Minn.
WDSM-TV, Duluth, Minn.
WTVJ, Miami, Fla.
WFLA-TV, Tampa, Fla.

## PAUL MULVIHILL & CO. LTD.

| | | |
|---|---|---|
| Toronto | 77 York St.<br>Empire 3-8814 | Paul Mulvihill<br>Norman Bonnell |
| Montreal | 1543 Crescent St.<br>Plateau 1097 | Murray MacIvor |

**TV Stations Represented:**

CKVR-TV, Barrie, Ont. CKGN-TV, North Bay, Ont.
CFCL-TV, Timmins, Ont.

## LORRIE POTTS & CO.

| | | |
|---|---|---|
| Toronto | 100 Adelaide St. W.<br>Empire 3-4079 | Lorrie Potts |
| Montreal | Drummond Bldg.<br>Harbour 6448 | James Sheridan |

**TV Station Represented:** CHCA-TV, Red Deer, Alta.

## RADIO TIME SALES (QUEBEC) LTD.

| | | |
|---|---|---|
| Montreal | 1440 St. Catherine St.<br>W. University 6-2012 | Ralph Judge, *Pres.* |

**TV Station Represented:** WCAX-TV, Burlington, Vt.

## STOVIN-BYLES LTD.

| | | |
|---|---|---|
| Toronto 5, Ont. | 406 Jarvis St.<br>Walnut 4-5768 | W. D. Byles, *Pres.*<br>Lee Raeburn |
| Montreal, Que. | Keefer Bldg.<br>University 6-3392 | T. C. Maguire<br>D. Genin |
| Winnipeg, Man. | 1111-211 Portage Ave.<br>Whitehall 2-5097 | C. E. Montgomery |
| Vancouver, B. C. | 615 Pender St. W.<br>Tatlow 4831 | J. W. Stovin |

**TV Stations represented (in Canada):**

KVOS-TV, Bellingham, Wash.
WTTV, Bloomington, Ind.
WBZ-TV, Boston, Mass.
WEWS, Cleveland, O.
WBNS-TV, Columbus, O.
WOC-TV, Davenport, Ia.
WHIO-TV, Dayton, O.
WXYZ-TV, Detroit, Mich.
WEHT, Evansville, Ind.
WJAC-TV, Johnstown, Pa.
KHOL-TV, Kearney, Neb.
WKNY-TV, Kingston, N. Y.
WGAL-TV, Lancaster, Pa.
WJIM-TV, Lansing, Mich.
KABC-TV, Los Angeles, Cal.
WABC-TV, New York, N. Y.
KMTV, Omaha, Neb.
WFIL-TV, Philadelphia, Pa.
WHEC-TV & WVET-TV, Rochester, N. Y.
KROC-TV, Rochester, Minn.
KWSW-TV, Roswell, N. M.
KTVT, Salt Lake City, Utah
KGO-TV, San Francisco, Cal.
WNDU-TV, South Bend, Ind.
WSYR-TV, Syracuse, N. Y.
WSPD-TV, Toledo, O.
WSAU-TV, Wausau, Wis.
WPFH, Wilmington, Del.
WBRE-TV, Wilkes-Barre, Pa.
CKCW-TV, Moncton, N.B.
CJBR-TV, Rimouski, Que.
CJON-TV, St. John's, Nfld.
CJOX-TV, Argentia, Nfld. [Satellite of CJON-TV]
CKMI-TV, Quebec City, Que.
CHAT-TV, Medicine Hat, Alta.
CMBF-TV, Havana, Cuba
CMQ-TV network, Havana, Cuba
ZBM-TV, Bermuda

## TELEVISION REPRESENTATIVES LTD.

| | | |
|---|---|---|
| Toronto | 76 St. Clair Ave. W.<br>Walnut 4-0720 | Gordon Ferris, *Pres. & TV Sales Mgr.* |
| Montreal | 1411 Crescent St.<br>Avenue 8-4257 | Wilf Dipple |
| Vancouver | 1407 W. Broadway<br>Cedar 2211 | Ed Hall |
| Winnipeg | Lindsay Bldg.<br>9-6374 | R. J. MacLennan |

**TV Stations Represented:**

CFRN-TV, Edmonton, Alta. CHEK-TV, Victoria, B. C.
CFQC-TV, Saskatoon, Sask. [Except Vancouver]

## YOUNG CANADIAN LTD. *

| | | |
|---|---|---|
| New York 22 | 3 E. 54th St.<br>Plaza 1-4848<br>TWX No.: NY 1-2831 | Adam Young<br>Thomas F. Malone |
| Chicago 1 | Prudential Plaza<br>Michigan 2-6190 | James F. O'Grady Jr.<br>William B. Miller |
| St. Louis | 317 North Eleventh St.<br>Main 1-5020 | John B. Hetherington |
| Atlanta | 1182 W. Peachtree St.<br>Trinity 3-2564 | Harold M. Parks |
| Los Angeles 28 | 6331 Hollywood Blvd.<br>Hollywood 2-2289 | William L. Wallace |
| San Francisco 4 | Russ Bldg.<br>Yukon 6-6769 | Richard J. Kelliher |

**TV Stations Represented:**

CKVR-TV, Barrie, Ont.
CFRN-TV, Edmonton, Alta.
CHCH-TV, Hamilton, Ont.
CKRS-TV, Jonquiere, Que.
CKWS-TV, Kingston, Ont.
CKCW-TV, Moncton, N. B.
CKGN-TV, North Bay, Ont.
CJBR-TV, Rimouski, Que.
CFQC-TV, Saskatoon, Sask.
CHLT-TV, Sherbrooke, Que.
CKLW-TV, Windsor, Ont.
CKNX-TV, Wingham, Ont.

* Affiliated with Young Television Corp.

# United States Information Agency

**1776 Pennsylvania Ave., N.W., Washington 25, D.C.**
**Republic 7-8340**

George V. Allen, *director.*

Abbott Washburn, *deputy director.*

### BROADCASTING SERVICE (Voice of America)
**330 Independence Ave., S.W. Republic 7-7500.**

Robert E. Button, *director.*

Gordon Ewing, *deputy director.*

Lionel S. Mosely, *executive assistant.*

OFFICE OF RADIO MGR.: Barry Zorthian, radio mgr.; Robert Bauer, asst. radio mgr. (policy); Richard Erstein, asst. radio mgr. (programming); Philip B. Harkins, asst. radio mgr. (technical).

OFFICE OF TV MGR.: Frederick (Ted) Long, TV mgr.; Allen Moore, deputy TV mgr. Engineering Dept.: Edgar Martin, acting engineering mgr. & chief engineer; John Doud, facilities manager.

### BROADCAST ADVISORY COMMITTEE
**1776 Pennsylvania Ave., N.W.**

Joseph A. McDonald, NBC, acting chairman; Roger W. Clipp, WFIL-TV & WFIL, Philadelphia; Robert T. Colwell, J. Walter Thompson; Donley F. Fedderson, Educational TV & Radio Center; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Henry P. Johnston, WAPI, WAFM & WABT, Birmingham; Ralph N. Harmon, Westinghouse Bcstg. Co.; Howard S. Meighan, CBS; J. R. Poppele, South Orange, N.J.; Frank L. Marx, ABC; Sylvester J. (Pat) Weaver, New York, N.Y.

Categories of

# Ownership of Canadian TV Stations

**Canadian Broadcasting Corp.**—Owns and operates CBLT, Toronto (CBF); CBMT & French-language CBFT, Montreal (CBM); CBOT, Ottawa and French-language CBOFT (CBO); CBUT, Vancouver (CBU); CBWT, Winnipeg (CBW); CBHT, Halifax (CBH). Also operates 22 CBC-owned AM stations. For details, see CBC network above.

**Sen. W. Rupert Davies-Roy Thomson**—Sen. Davies owns 51%, Thomson 49% of CKWS-TV, Kingston, Ont. (CKWS) and CHEX-TV, Peterborough, Ont. (CHEX). Sen. Davies publishes *Kingston Whig Standard* and *Peterborough Examiner*. Thomson owns chain of 21 Canadian newspapers as well as *St. Petersburg* (Fla.) *Independent*. Other Thomson newspapers are *Edinburgh Scotsman* and *Dispatch, Weekly Scotsman* (all in Edinburgh, Scotland) and weekly *Canada Review* (London, England). Thomson also is chairman of Scottish Television Ltd., program contractor for British Independent Television Authority.

**Famous Players Canadian Corp.**—Royal Bank Bldg., Toronto, Ont. Telephone: Empire 4-0141. Owns 50% of CKMI-TV, Quebec City, and companion French language outlet CFCM-TV; also 50% of CKCO-TV, Kitchener, Ont. J. J. Fitzgibbons, president.

**Sifton Newspaper Interests**—Subsidiary Transcanada Communications Ltd. owns CKCK-TV, Regina, Sask. (CKCK) and radio CKRC, Winnipeg, Man. Clifford Sifton, pres., has minority interest in CHCH-TV, Hamilton, Ont. (through holdings in radio CKOC, which owns ⅓ of CHCH-TV). Sifton newspapers are *Regina Leader-Post* and *Saskatoon Star-Phoenix*.

**Southam Newspaper Interests**—Offices: 321 Bloor St. E., Toronto, Ont.; 1070 Bleury St., Montreal, Que. CHCT-TV, Calgary, Alta., 20% (through radio CFAC); CHCH-TV, Hamilton, Ont., 33⅓% (held by Southam Co. Ltd.); 60% of radio CJCA, Edmonton, Alta. Southam newspapers are *Ottawa Citizen, Hamilton Spectator, Calgary Herald, Edmonton Journal, Vancouver Province, Winnipeg Tribune, Medicine Hat News*. **President:** Philip S. Fisher, Montreal.

**Kamloops (B.C.) Sentinel**—Ownership interlocks with CFCR-TV, Kamloops (CFJC); Ian G. Clark, principal owner.

**Lethbridge (Alta.) Herald**—50% of CJLH-TV. Hugh Buchanan, pres.

**London (Ont.) Free Press**—Owns CFPL-TV (CFPL). Walter J Blackburn, pres. & publisher.

**Saint John (N.B.) Telegraph-Journal and Times-Globe**—Owns CHSJ-TV (CHSJ). Thomas P. Drummie, pres. & publisher.

**Sherbrooke (Que.) La Tribune**—Owns CHLT-TV (CHLT). Paul Desruisseau, pres.; Alphee Gauthier, v.p. & gen. mgr.

## Major Ownership Changes

# Sales & Transfers of Television Stations, 1949-58*

Volume References Are to Issues of *Television Digest* Reporting Details of Deals

**For Present Ownership, see Station Directory**

† Indicates FCC approval still pending as of February 15, 1958

### ALABAMA

**WABT Birmingham (Ch. 13)**—Purchased as part of Birmingham News Co. package (including, besides *Birmingham News* and *Huntsville Times*, radio stations WAPI, Birmingham & WHBS, Huntsville) by Samuel I. Newhouse interests for $18,700,000 from Victor Hanson Trust. (1955-56 Vols. 11:49 & 12:4). Birmingham News Co. had previously acquired WABT with leasehold on WAPI for $2,400,000 from Edward L. Norton and Thad Holt. Former calls letters WAFM-TV. (1953 Vol. 9:15, 17, 24).

**WBRC-TV, Birmingham (Ch. 6)**—Sold with AM & FM adjuncts for $6,350,000 by Storer to Hulbert Taft family, following FCC approval of Storer's purchase of WVUE (formerly WPFH), Wilmington; for details, see WVUE (1957 Vol. 13:13-14, 19). Storer previously acquired WBRC-TV & WBRC from Mrs. Eloise Hanna for $2,400,000 (1953 Vol. 9:13, 21).

**WKRG-TV, Mobile (Ch. 5)**—Transferred with WKRG to new Giddens Television Inc. in deal involving $1,180,000, with pres. Kenneth R. Giddens increasing holdings from 20% to 50%, other 50% owner being *Mobile Register* and *Press* (1957-58 Vols. 13:46; 14:8).

**WSFA-TV, Montgomery (Ch. 12)**—Purchased as it neared completion by WKY Radiophone Co., Oklahoma City, operator of WKY-TV & WKY there and publisher of *Daily Oklahoman*. Consideration $562,598 plus assumption of certain obligations, deal including radio WSFA. Selling group headed by Judge David E. Dunn included R. F. Hudson, published of *Montgomery Advertiser & Journal* (1954-55 Vols. 10:38, 40, 50; 11:8). WKY Radiophone later changed name to WKY Television System Inc. and sold radio WSFA for $175,000. (1956 Vol. 12:43, 50).

### ARIZONA

**KOY-TV, Phoenix (Ch. 10)**—Half-time station, sharing with KOOL-TV, sold for $200,000 to Gene Autry group and merged with KOOL-TV in order to give latter fulltime. KOY-TV principals were John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook, Glenn Snyder. (1954 Vol. 10:14, 19).

**KPHO-TV, Phoenix (Ch. 5)**—Purchased with KPHO (AM) by Meredith Publishing Co. *(Better Homes & Gardens, Successful Farming)* for $1,500,000 from John C. Mullins, et al. (1952 Vol. 8:18, 26). Ownership previously acquired from W. L. Pickens, R. L. Wheelock & H. H. Coffield, each holding 25% stock in original grantee company. (1949 Vol. 5:26 & 6:6, 20).

**KVAR, Phoenix (Ch. 12)**—Sold to KTAR Broadcasting Co. (and call letters changed from KTYL-TV) by Harry L. Nace estate, Dwight Harkins & Lorenzo K. Lisonbee in consideration of payment of about $251,242 liabilities. (1954 Vol. 10:18, 25).

**KDWI-TV, Tucson (Ch. 9)**—Sold for $533,000, including $115,000 obligations, by D. W. Ingram to group headed by H. U. Garrett (40%) and owners of radio KDET, Center, Tex., Tom E. Foster and son Tolbert Foster. (1956 Vol. 12:48, 51).

**KVOA-TV, Tucson (Ch. 4)**—Sold with radio KVOA for $450,000 to group headed by ex-Congressman Clinton McKinnon and Frank Oxarat, sales mgr. of Los Angeles KFWB, by John J. Louis family (Needham, Louis & Brorby) who previously had bought KVAR, Phoenix (Ch. 12) and operate KTAR. (1955 Vol. 11:11, 21, 27).

**KIVA, Yuma (Ch. 11)**—Sold to Harry Butcher in transaction involving $241,000 by Donald Ellsworth, Howard L. Roberts, Wm. S. Porter, and associates (1957 Vol. 13:29, 30).

### ARKANSAS

† **KNAC-TV, Fort Smith (Ch. 5)**—50% optioned to George T. Hernreich by Mrs. Salome Nakdimen, executrix of H. S. Nakdimen estate, with Hernreich becoming 50% partner in $150,000 stock subscription agreement, also assuming up to 50% of $150,000 in obligations (1957 Vol. 13:7, 9). Other 50% sold by Salome Nakdimen to Harry Pollock (33.33%) and Harry Newton Co. (16.66%) for $61,500, with Pollock agreeing to lend KNAC-TV $125,000 (1957 Vol. 13:19, 26). Pollock acquired control by purchasing 50% held by Hernreich for $175,000 (1957 Vol. 14:6).

### CALIFORNIA

**KBAK-TV, Bakersfield (Ch. 29)**—Sheldon Anderson and family sold 51⅔% control of TV and radio stations (then known as KAFY-TV & KAFY) for approximately $85,000 to *San Francisco Chronicle* group (1953 Vol. 9:47, 50). In April, 1954 Chronicle Publishing Co., San Francisco (KRON-TV), became 97⅓% owner by purchasing minority interests. (1954 Vol. 10:16).

**KERO-TV, Bakersfield (Ch. 10)**—Sold to Wrather-Alvarez Broadcasting Inc., owner of KFMB-TV, San Diego (KFMB) for $2,150,000 by group headed by Gene DeYoung, 51% owner (1957 Vol. 13:2, 11, 29).

**KVIQ-TV, Eureka (Ch. 11)**—50% of CP sold to KVIP-TV, Redding, Cal. (Ch. 7) for out-of-pocket expenses (1957 Vol. 13:20, 31).

**KABC-TV, Los Angeles (Ch. 7)**—Formerly KECA-TV. See WABC-TV, New York City.

**KCOP, Los Angeles (Ch. 13)**—Sold to Kenyon Brown-Bing Crosby group for $4,000,000 by Copley Press, publisher of *San Diego Union* and *Tribune* and 8 Los Angeles county dailies as well as other newspapers (1957 Vol. 13:16, 22, 34, 47, 50). Copley Press acquired station, as KLAC-TV, for $1,375,000 from Mrs. Dorothy Schiff Sonneborn publisher of *New York Post* (1953 Vol. 9:46, 49, 52).

**KHJ-TV, Los Angeles (Ch. 9)**—Purchased by Thomas C. Lee Enterprises Inc. (now General Teleradio Inc.) for $2,500,000 from Earl C. Anthony. Former call letters KFI-TV. (1951 Vol. 7:23, 32, 36).

**KNXT, Los Angeles (Ch. 2)**—Purchased by CBS for considerations totaling $3,600,000 from Thomas S. Lee estate. (1950 Vol. 6:52). Former call letters KTSL. CBS required to divest itself of 49% interest in KTTV, Los Angeles, which it sold to 51% owner *Los Angeles Times* for $200,900 and other considerations.

**KTTV, Los Angeles (Ch. 11)**—25% purchased for approximately $1,625,000 by Loew's Inc. (MGM), *Los Angeles Times* and *Mirror* retaining 75%. (1956 Vol. 12:33).

**KMBY-TV Monterey, Cal. (Ch. 8)**—Sold for $230,000 to time-sharing KSBW-TV, Salinas, Cal. in order to effect merger. Sellers included Kenyon Brown, George Coleman & Bing Crosby (1954-55 Vols. 10:45; 11:16).

**KCCC-TV, Sacramento (Ch. 40)**—Purchased for $67,500 cash, plus loan of $35,000 and assumption of more than $125,000 obligations, by Lincoln Dellar from Ashley L. Robison & Harry McCart. (1956 Vol. 12:36-37, 40). Note: Dellar took station off air May 31, 1957 and exchanged plant and stock for $202,399 worth of stock and debentures of KOVR, Stockton, plus option to acquire additional stock. (1957 Vol. 13:20-12). His interest in KOVR was acquired by Gannett interests when they took over control from H. Leslie Hoffman (1958 Vol. 14:2).

**KFMB-TV, San Diego (Ch. 8)**—Purchased with radio KFMB by John A. Kennedy interests for $925,000 and other considerations from Jack O. Gross. (1950-51 Vols. 6:46 & 7:17). Sold by Kennedy to Wrather-Alvarez Bcstg. Co. (Jack D. Wrather & Mrs. Helen Alvarez) for $3,150,000. (1953 Vol. 9:5, 9, 13). 22.22% interest sold in June 1953 to Edward Petry & Co. for $633,330. (1953 Vol. 9:23).

**KFSD-TV, San Diego (Ch. 10)**—46.22% interest in TV and KFSD acquired by *Newsweek* in deal with Fox, Wells & Rogers involving $1,502,900 (1957 Vol. 13:30, 33). Fox, Wells, retains control by means of stock pooling agreement with minority owners who control 19.63% (Fox, Wells stock now consisting of but 34.15%). Previously Fox, Wells & Co. acquired control of TV & radio from Tom Sharp, Charles E. Salik and TBC Television (about 40 stockholders) in $3,200,000 transaction (1954 Vol. 10:31, 32 34, 38, 42). TBC, headed by Harrison G. Sloan, acquired its ⅓ interest from Sharp and associates for about $350,000 as part of deal paving way for TV grant (1953 Vol. 9:46).

**KGO-TV, San Francisco (Ch. 7)**—See WABC-TV, New York City.

**KBAY-TV, San Francisco (Ch. 20)**—CP acquired by Sherrill C. Corwin (also 15% owner of KAKE-TV & KAKE, Wichita) for $1750 out-of-pocket expenses from Dr. and Mrs. Leonard Averett (1957 Vol. 13:8, 16). Averetts acquired CP from Lawrence Harvey in 1954, in transaction involving no money (1954-55 Vols. 10:45; 11:1).

**KPIX, San Francisco (Ch. 5)**—Acquired by Westinghouse in exchange-of-stock deal approved by FCC July 2, 1954; stock valued at $6,000,000 when deal was closed Feb. 15, 1954, valued at $7,787,280 on date of FCC approval. Sellers and considerations: Associated Broadcasters Inc., 100% owned by Wesley I. Dumm, for 81,755 shares of Westinghouse common; Philip G. Lasky, gen. mgr., 11,845 shares plus $209,994 cash; R.C.D. Bell, 8461 shares plus $149,980 cash; Franklin Dumm, 2538 shares plus $45,010 cash; George Hughes, 1692 shares plus $30,006 cash. (1954 Vol. 10:3, 4, 13, 15, 19, 27).

**KVEC-TV San Luis Obispo ((Ch. 6)**—Purchased by Salinas Valley Bcstg. Corp., operator of KSBW-TV & KSBW, Salinas-Monterey, for $50,000 plus payment of $77,450 advanced to TV by co-owners John C. Cohan and Jerome Kantro, also stockholders in KSBW-TV & KSBW (1957 Vol. 13:22, 29). At same time, Cohan acquired 100% control of radio KVEC by buying 50% held by Kantro for $50,000. Cohan & Kantro owned properties one year, having purchased KVEC-TV & KVEC for $450,000 from Christina M. Jacobson, ⅔ owner, and Leslie H. Hacker, ⅓ (1956 Vol. 12:20, 24).

**KEYT, Santa Barbara (Ch. 3)**—Optioned for $1,640,000 to Key TV Inc., headed by Richard C. D. Bell, ex-KPIX, San Francisco, with 16⅔%; Wm. F. Luton, 41⅔; Robert H. Dunlap, 41⅔%. Selling group included Harry C. Butcher, KIST; Colin M. Selph, gen. mgr.; Arthur F. Marquette, C. H. Jackson, Ronald Coleman, et al. (1956-57 Vols. 12:52; 13:9, 13).

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* **Editor's Note:** This tabulation does not purport to cover *all* TV station ownership changes, particularly does not undertake to list hundreds of minority stockholder changes; this list includes only those deals involving changes of control or otherwise regarded as being of major importance. For present ownership of individual stations, see individual listings in the Television Station Directory.

**KOVR, Stockton (Ch. 13)**—Sold to Gannett Co. Inc. by H. Leslie Hoffman interests for $1,100,000, with licensee Television Diablo Inc. also having obligations amounting to $2,000,000 (1957-58 Vols. 13:47, 14:2).

**KVVG, Tulare-Fresno (Ch. 27)**—Purchased for $10,000 and assumption of obligations by movie producer James Stacy from co-equal owners Joseph Justman and Milton B. Scott. (1956-57 Vols. 12:25; 13:5). They purchased station in 1955 for token $1 and assumption of about $350,000 in liabilities from Sheldon Anderson, who retained local radio KCOK. Previous sale to Byron Walter & Cordell Fray fell through after getting FCC approval, station going into hands of creditors. (1954-55 Vols. 10:41, 11:3, 12). Note: KVVG went off air Aug. 6, 1957 (Vol. 13:32). CP was cancelled Feb. 10, 1958.

### COLORADO

**KRDO-TV, Colorado Springs (Ch. 13)**—50.37% interest of Joseph Rohrer in TV and radio KRDO acquired for $24,500 by Wm. J. Gregory, now 39.21%; Harry Hoth Sr., 27.16%; Harry Hoth Jr., 22.93%; Priscilla Gitz, 6.13%. (1954 Vol. 10:44, 49).

**KBTV, Denver (Ch. 9)**—Purchased by partners John C. Mullins and Frank Leu from group of local businessmen for $900,000 and assumption of some $100,000 in obligations. (1955 Vol. 11:7, 13). Later in same year Leu sold his 50% interest to William Zeckendorf. (1955-56 Vols. 11:49 & 12:13).

**KLZ-TV, Denver (Ch. 7)**—Purchased with radio KLZ by Time Inc. from Aladdin Radio & TV Inc. (Harry E. Huffman, Hugh B. Terry, J. Elroy McCaw, Theodore R. Gamble, Frank H. Ricketson Jr., et al.) for total of $3,533,760. (1954 Vol. 10:11, 15, 18, 26).

**KTVR, Denver (Ch. 2)**—Purchased as KFEL-TV from Gene O'Fallon for approximately $400,000 plus assumption of some $300,000 in liabilities by J. Elroy McCaw, operator of KTVW, Tacoma, Wash. and 25% owner of KONA, Honolulu. (1955 Vol. 11:25, 28, 31). Subsequently, Founders Corp. (Tele-Trip Inc. subsidiary) exercised option to acquire 50% of KTVR from McCaw by assuming half of purchase price & liabilities. Founders also operate radios KPOA, Honolulu, and WTAC, Flint. (1955 Vo. 11:39, 47).

**KCSJ-TV, Pueblo (Ch. 5)**—Acquired with radio KCSJ by Bankers Life & Casualty Co., Chicago, which assumed $323,000 in obligations from owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%). (1954 Vol. 10:35, 40).

### CONNECTICUT

**WHCT, Hartford (Ch. 18)**—Purchased as WGTH-TV for approximately $650,000 by CBS from General Teleradio, latter having made deal with Gannett Newspapers' *Hartford Times* to acquire its 45% interest. (1955-56 Vols. 11:28, 36, 49; 12:8, 37).

**WNBC, New Britain-Hartford (Ch. 30)**—Purchased as WKNB-TV with WKNB by NBC from group headed by adman Julian Gross for $606,000 cash plus assumption of about $400,000 in obligations. (1955 56 Vols. 11:2, 9, 19, 22, 26 & 12:50).

**WNHC-TV, New Haven (Ch. 8)**—Purchased with radio WNHC by Triangle Publications Inc. (Walter Annenberg) for $5,400,000 cash from Aldo DeDominicis, Patrick J. Goode family, et al. (1956 Vol. 12:21, 22, 25).

### DELAWARE

**WVUE, Wilmington (Ch. 12)**—Sold as WPFH with radio WIBG by Paul F. Harron group to Storer Broadcasting Co. for approximately $5,626,312 plus assumption of $1,000,000 in obligations (1956-57 Vols. 12:51; 13:9, 13). Harron purchased station, then operating as WDEL-TV, from Steinman brothers for $3,720,500 (1955 Vol. 11:4, 13).

### DISTRICT OF COLUMBIA

**WTOP-TV, Washington (Ch. 9)**—Purchased 55% by *Washington Post*, operator of radio WTOP, and 45% by CBS for $1,400,000 from R. H. Macy interests in 1950; call letters then WOIC. (1950 Vol. 6:25). CBS sold its holdings in 1954 to *Washington Post* for sum in "excess of $3,000,000" (1954 Vol. 10:35, 42).

### FLORIDA

**WMBR-TV, Jacksonville (Ch. 4)**—Purchased with radio WMBR by Washington Post Co., publisher of *Washington Post* and then 55% owner of WTOP Inc. (WTOP-TV & WTOP, Washington) for $2,470,000 from Edward L. Norton, Frank King and Glenn Marshall Jr. (1952-53 Vols. 8:51, 9:1, 3).

**WGBS-TV, Miami (Ch. 23)**—Acquired by Storer Broadcasting Co. through purchase of CP for WMIN-TV, Miami (Ch. 27) for $5,400 [illegible] ses from E. D. Rivers Sr. and purchase of facilities of WFTL-TV, Ft. Lauderdale (Ch. 23) for $300,000 from *Ft. Lauderdale Daily News*. Shift of Ch. 27 to Ch. 23 approved by FCC Dec. 16, 1954. (1954 Vol. 10:47-51). WGBS-TV sold studio facilities, land & tower to WPST-TV for $500,000 and left air April 13, 1957 (1957 Vol. 13:14-15).

**WDBO-TV, Orlando (Ch. 6)**—Sold with radio adjuncts for $3,000,000 to firm controlled by Wm. Cherry, also pres. of WPRO-TV, Providence, R. I.; selling group was headed by Harold P. Danforth (1957 Vol. 13:14, 19).

**WJDM, Panama City (Ch. 7)**—96% sold by J. D. Manly for $60,000 to Mel Wheeler, who, with wife, owns other 4% of station (1957 Vol. 13:43, 47).

**WPTV, Palm Beach (Ch. 5)**—Purchased as WJNO-TV for $880,000, including around $300,000 liabilities, by John H. Phipps (owner of WCTV, Thomasville, Ga.) from radio WJNO (50%); Theodore Granik (21%); Wm. H. Cook (21%), et al. (1956 Vol. 12:40).

(Continued on next page)


# With pride and humility,

we began our fourth decade in business this year (1928-1958).

Looking back, we recall the many occasions where we have helped place competent broadcasters in properties which they have developed to the credit of their predecessors and their communities.

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# Sales & Transfers

### FLORIDA—(Continued)

**WTVT, Tampa (Ch. 13)**—Purchased for $3,500,000 plus assumption of $491,490 liabilities by WKY Radiophone Co. *(Oklahoma City Oklahoman)* from ex-Gov. Doyle E. Carlton-Walter Tison interests (1956 Vol. 12:26).

**WEAT-TV, West Palm Beach (Ch. 12)**—Optioned with radio WEAT to Palm Beach TV Co. Inc. (Rex Rand's WINZ, Miami, 80%; Bertram Lebhar, 20%, with option for 5% more from WINZ) for $600,000 by RKO Teleradio Pictures (1957 Vol. 13:12, 20). RKO Teleradio previously had acquired properties from J. Robert Meachem for $194,000 (1955 Vol. 11:27, 31).

### GEORGIA

**WLWA, Atlanta (Ch. 11)**—Purchased as WLTV by Crosley Broadcasting Corp. (Avco) for $1,500,000 from local group comprising Broadcasting Inc. (1952 Vols. 8:51 & 9:5). Broadcasting Inc. acquired station for $525,000 when CP for WCON-TV (built but not yet operating) was sold by *Atlanta Constitution* when it merged with *Atlanta Journal*, and *Journal* retained Ch. 2 for WSB-TV (1951 Vol. 7:32-34, 38-39).

**WRDW-TV, Augusta (Ch. 12)**—Purchased by Southeastern Newspapers Inc., publishers of *Augusta Chronicle* and *Herald*, for about $600,000 plus assumption of $400,000 liabilities from group headed by Grover C. Maxwell & Allen M. Woodall, latter mgr. of WDAK-TV, Columbus, Ga. (1955-56 Vols. 11:48; 12:7).

**WTVC, Chattanooga (Ch. 9)**—Purchased as WROM-TV, Rome, Ga. (with authorization to move to Chattanooga) by Martin Theatres of Georgia from Dean Covington and associates for $722,500 (1957 Vol. 13:40, 44).

**WCTV, Thomasville (Ch. 6)**—CP acquired for $88,700 by John H. Phipps from E. D. Rivers Sr.; Phipps also purchased Thomasville radio WKTG for $62,000 from Fred Scott family (1955 Vol. 11:5, 20).

### IDAHO

**KLIX-TV, Twin Falls (Ch. 11)**—The 25% held jointly by Frank C. Carman and Grant Wrathall was acquired by A. L. Glassman family *(Ogden Standard Examiner)*; for details see sale of KUTV, Salt Lake City.

### ILLINOIS

**WBLN, Bloomington (Ch. 15)**—Sold for token $1 and assumption of some $200,000 in liabilities to Worth S. Rough by Cecil W. Roberts (1955 Vol. 11:26, 29). Note: Resumed operation Dec. 1, 1957 after financial reorganization and sale of stock, which reduced Rough's holdings to 12% (1957 Vol. 13:51).

**WBBM-TV, Chicago (Ch. 2)**—Purchased (as WBKB) by CBS for $6,000,000 from newly merged ABC-United Paramount, AB-UP retaining WENR-TV but changing its call letters to WBKB. 1951-53 Vols. 7:21, 8:28, 46 & 9:7).

**WBKB, Chicago (Ch. 7)**—See WABC-TV, New York City.

**WIND-TV, Chicago (Ch. 20)**—CP acquired with radio WIND by Westinghouse in deal involving sale for approximately $5,000,000 in Westinghouse stock by Chicago's Atlass family, Wm. Wrigley family and *Chicago Daily News* (1956 Vol. 12:41, 45).

**WTVH-TV, Peoria (Ch. 19)**—Purchased with radio WTVH by Peoria Journal Star Inc. for $55,000 cash plus assumption of obligation totaling $155,000 from Hugh R. Norman (52%) and L. W. Hicks (36%); newspaper owns 92% (1954 Vol. 10:13-14, 18).

**WREX-TV, Rockford (Ch. 13)**—Sold for $2,850,000 to Bob Hope and associates (including Albert Zugsmith interests) by radio WROK and local businessmen headed by Louis E. Caster (1957 Vol. 13:24, 40, 44).

### INDIANA

**WEHT, Evansville (Ch. 50)**—Purchased with Evansville radio WEOA by WEHT Inc. (principals: Edwin G. Richter Jr. and Henry S. Hilberg and John R. Clark Jr. families, Cincinnati) for $820,000 from Malco Theatres Inc. (1956 Vol. 12:35, 37, 43).

**WFIE, Evansville (Ch. 62)**—Sold for approximately $580,000 by Jesse D. Fine theatre family to George W. Norton's WAVE Inc., operator of WAVE-TV, Louisville, Ky. (1956 Vol. 12:25, 29).

**WINT, Fort Wayne-Waterloo (Ch. 15)**—Sold by R. Morris Pierce group for $484,670 plus $200,000 in obligations to Universal Bcstg. Co., operator of WISH-TV, Indianapolis. (1956 Vol. 12:20, 24). For subsequent sale to Whitney interests, see WISH-TV, Indianapolis.

**WKJG-TV, Ft. Wayne (Ch. 33)**—Sold with radio WKJG for $1,925,000 to Truth Publishing Co. (60%), Walter R. Beardsley (25%), Geoffrey Wade (15%). Truth Publishing Co. is 49.5% owned by Beardsley, 35.5% by pres. John F. Dille Jr., 14.42% by Carl D. Greenleaf, publishes *Elkhart* (Ind.) *Truth* (WSJV & radio WTRC). Major selling principles: Clarence L. Schust, H. Leslie Popp, Edward G. & Walter L. Thoms (1957 Vol. 13:5, 11).

**WFBM-TV, Indianapolis (Ch. 6)**—Sold with WFBM by Consolidated Television & Radio Broadcasters Inc. (Bitner group) to Time Inc. in $15,750,000, package deal that also included WOOD-TV & WOOD, Grand Rapids, Mich. and WTCN-TV & WTCN, Minneapolis, after sale of properties to Crowell-Collier fell through. (1956-57 Vols. 12:47, 50-52; 13:11, 16).

**WISH-TV, Indianapolis (Ch. 8)**—Purchased with WINT, Ft. Wayne-Waterloo (Ch. 15) and radios WISH, Indianapolis and WANE, Ft. Wayne for $10,000,000 by J. H. Whitney & Co.'s Indiana Bcstg. Co. from Universal Broadcasting Co., headed by C. Bruce McConnell. (1956 Vol. 12:30, 34, 41).

**WFAM-TV, Lafayette (Ch. 59)**—Sold with radio WASK for $330,000 by O. E. Richardson to Henry Rosenthal, 25%; Albin H. Huth, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. (1957 Vol. 13:2, 4, 8).

### IOWA

**KCRG-TV, Cedar Rapids (Ch. 9)**—100% acquired, along with radio KCRG, by *Cedar Rapids Gazette*, already 30% owner, by purchasing holdings of 11 other stockholders for $101,500. Former call letters KCRI-TV & KCRI. (1954 Vol. 10:29, 33).

**KVTV, Sioux City (Ch. 9)**—Sold with radio WNAX,, Yankton, S.D. for $3,000,000 to People's Bcstg. Corp. (Nationwide Mutual Insurance Co. subsidiary) by Cowles Bcstg. Co. (1957 Vol. 13:41, 44, 48).

### KANSAS

**KTVH, Hutchinson-Wichita (Ch. 12)**—Purchased for $1,070,000 by *Minneapolis Star* and *Tribune* (Cowles), with 6 former owners obtaining 20% interest in new firm. (1955 Vol. 11:28, 43).

**WIBW-TV, Topeka (Ch. 13)**—Included in $7,000,000 sale of Capper Publications, along with radios WIBW, Topeka and KCKN, Kansas City, to Stauffer Publications; Stauffer transferring KCKN to Cy Blumenthal for $110,000. (1956 Vol. 12:38, 49, 51).

### KENTUCKY

**WKXP-TV, Lexington (Ch. 27)**—CP acquired with radio WLAP from Gilmore N. Nunn family for $346,000 by new co-owners Frederick Gregg, Charles Wright & Harry Feingold. (1956-57 Vols. 12:44, 13:3).

**WKLO-TV, Louisville (Ch. 21)**—CP for off-air uhf station and radio WKLO purchased from group headed by Joe Eaton for $350,000 by Great Trails Bcstg. Corp. (WING, Dayton, O.), owned by ex-Secy. of Commerce Charles Sawyer. (1955 Vol. 11:27, 31).

### LOUISIANA

**KALB-TV, Alexandria (Ch. 5)**—Transferred to new Lanford Telecasting Co. Inc. in $333,155 deal whereby T. B. Lanford reduces holdings to 51% and Bill L. Fox gets 49% "limited" stock interest under option agreement reached when radio KSYL, Alexandria, dropped application for Ch. 5 (1956-57 Vols. 12:49; 13:2). Lanford had previously acquired 97% control by purchasing 52% of stock from W. H. Allen for $150,000 (1955 Vol. 11:32, 36).

**WAFB-TV, Baton Rouge (Ch. 28)**—WDSU Broadcasting Corp., New Orleans (WDSU-TV), increased holdings from approximately 27% to 57.8% by purchases of $132,500 worth of stock in WAFB-TV during 1955, bringing total investment there to approximately $225,000 (1955-56 Vols. 11:51 & 12:3, 11).

### MAINE

**WABI-TV, Bangor (Ch. 5)**—Murray Carpenter sold his 50% interest in WABI-TV & WABI for $125,000 in deal whereby ex-Gov. Horace Hildreth increased holdings from 50% to 60%; radio WPOR, Portland, acquired 34%; radio WTVL, Waterville, Me. acquired 6%. (1953 Vol. 9:31, 41).

**WAGM-TV, Presque Isle (Ch. 8)**—95% control of TV and radios WAGM, Presque Isle and WABM, Houlton, Me., acquired for $525,000 by Community Bcstg. Co. (Horace Hildreth) from Harold Glidden (1957 Vol. 13:30, 39). Glidden acquired control when Harry E. Umphrey sold 830 shares (47.4%) back to corporation for $30,000 (1956 Vol. 12:48, 51).

### MARYLAND

**WJZ-TV, Baltimore (Ch. 13)**—Sold as WAAM to Westinghouse for approximately $4,400,000 by WAAM Inc., controlled by Ben & Herman Cohen families (1957 Vol. 13:18-19, 22, 26).

### MASSACHUSETTS

**WCDC, Adams-Pittsfield (Ch. 19)**—Sold as WMCT for $379,260 by Leon Podolsky group to WCDA, Albany, N.Y. which operates it as satellite (1956-57 Vols. 12:49; 13:6).

**WHYN-TV, Springfield-Holyoke (Ch. 55)**—50% acquired, along with radio WHYN, by Republican Television Inc., owned by Employes Beneficial Fund of the *Springfield Union, News* and *Sunday Republican* for consideration of $250,000. Wm. Dwight, publisher, of *Northampton Gazette*, relinquished ⅔ control, *Holyoke Transcript* gen. mgr. Chas. DeRose, ⅓. (1954 Vol. 10:30).

### MICHIGAN

**WXYZ-TV, Detroit (Ch. 7)**—See WABC-TV, New York City.

**WMCN, Grand Rapids (Ch. 23)**—50% of CP purchased by H. & E. Balaban Corp. (also holders of 50% of uhf stations WICS, Springfield, Ill. and WTVO, Rockford, Ill.) from Peninsular Broadcasting Co. (John D. Loeks, pres.) for $7500 (1956 Vol. 12:28, 37).

**WOOD-TV, Grand Rapids (Ch. 8)**—Acquired with radio WOOD by Time Inc. from Consolidated Television & Radio Broadcasters, Inc. (Bitner group) in package deal; see WFBM-TV, Indianapolis (1956-57 Vols. 12:51-52; 13-11, 16). TV station (as WLAV-TV) previously acquired by Harry Bitner interests for $1,382,086 from Leonard A. Versluis (1951 Vol. 7:19, 38).

**WJMS-TV, Ironwood (Ch. 12)**—CP transferred by Wm. L. Johnson for $10,000 expenses to WDMJ-TV, Marquette, Mich., which plans satellite operation in Ironwood (1957-58 Vols. 13:46; 14:2).

**WTOM-TV, Lansing (Ch. 54)**—Leased for $5000 monthly, with option to buy for $166,254 at end of 2 years, to Inland TV Co., headed by Thomas B. Shull, by John C. Pomeroy and associates. Call letters formerly WILS-TV. (1954 Vol. 10:36, 39). Station left air Oct. 9, 1956, being taken over by receiver John L. Mayer, Detroit (1956 Vol. 12:41).

### MINNESOTA

† **KMMT, Austin (Ch. 6)**—Optioned with radio KAUS to owners of KWWL-TV, Waterloo, Ia. (Ralph J. McElroy, pres.), who paid $41,000 for stock, assumed $146,948 in notes due 5 former co-equal owners headed by Charles A. Weseman (1957 Vol. 13:6).

**KMGM-TV, Minneapolis (Ch. 9)**—75% acquired for $650,000 by National Telefilm Associates Inc. (NTA), from United Television Inc., headed by Thomas P. Johnson & Sy Weintraub (1957 Vol. 13:34, 47). Remaining 25% was acquired by NTA for $138,411 from Loew's Inc. (1957 Vol. 14:7). Loew's Inc. (MGM) acquired its 25% interest in $750,000 deal involving film purchases (1956 Vol. 12:44). Had previously been purchased (as KEYD-TV) by United TV Inc. (Thomas P. Johnson, chairman, then pres. of WENS, Pittsburgh) for $1,500,000 from Minneapolis Tower Co. (Morris T. Baker) which had acquired control of CP, with radio KEYD, for $337,200 from founding group headed by Lee L. Whiting (1954 Vol. 10:34, 38). Later, United TV made deal to sell radio KEYD to gen. mgr. Robert Purcell and attorney James A. McKenna for $35,000 (1956 Vol. 12:14, 21).

**WCCO-TV, Minneapolis (Ch. 4)**—CBS acquired 47% interest in old WTCN-TV by turning over to Midwest Radio-Television Inc. (Ridder Newspapers) 53% interest in radio WCCO in July, 1952. (Vol. 8:10, 53). CBS sold its interest to Minneapolis Star & Tribune Co. (Cowles) in Nov. 1954 for $3,950,000. (1954 Vol. 10:45).

**WTCN-TV, Minneapolis (Ch. 11)**—Acquired with radio WTCN by Time Inc. from Consolidated Radio & Television Inc. (Bitner group) in package deal; see WFBM-TV, Indianapolis (1956-57 Vols. 12:51-52; 13:11, 16). Previously acquired by Bitners with time-sharing WMIN-TV, St. Paul & radio WTCN for $3,135,000, WTCN-TV becoming full-time outlet. Robert Butler got $1,900,000 for WTCN-TV & WTCN. N. L. Bentson group got $1,235,000 for WMIN-TV, having previously sold radio WMIN for $75,000 to Wm. F. Johns family (1955 Vol. 11:5, 15).

### MISSISSIPPI

† **WDAM-TV, Hattiesburg (Ch. 9)**—Plant sold to grantee WTLM, Laurel, Miss. (Ch. 7) for $160,000 after Ch. 9 was switched to Baton Rouge, La. for use by WAFB-TV, which had been operating on Ch. 28 (1957 Vol. 13, 44). WDSU-TV, New Orleans, which owns control of WAFB-TV, acquired 51% of WDAM-TV for $51,000, with remaining 49% being equally held by 4 founding partners (1956 Vol. 12:31, 38).

**WJTV, Jackson (Ch. 25)**—Merged with WSLI-TV (Ch. 12) in deal whereby WJTV call letters were retained and Mississippi Publishers Corp. (*Jackson Clarion Ledger* and *Daily News*) paid $176,000 for 40% of new stock in vhf; latter, in turn, paid newspaper $175,000 for physical assets of its uhf plant after uhf was discontinued (1955 Vol. 11:16, 21).

### MISSOURI

**KODE-TV, Joplin (Ch. 12)**—Purchased as KWSM-TV with radio adjunct by WSTV Inc. (Jack N. Berkman-John J. Laux "Friendly Station" interests), operators of WSTV-TV, Steubenville, O. (Ch. 9), for $591,000 from Mr. & Mrs. Austin Harrison and minority stockholders (1956 Vol. 12:39, 44).

**KCMO-TV, Kansas City (Ch. 5)**—Purchased with KCMO by Meredith Publishing Co. (WHEN-TV, WOW-TV, KPHO-TV) from Tom Evans and Lester E. Cox for $2,000,000 plus long-term debt not to exceed $450,000. (1953 Vol. 9:40-42, 46).

**KCTY, Kansas City (Ch. 25)**—Transferred by Empire Coil Co. (Herbert L. Mayer) to DuMont Network Dec. 31, 1953 for token consideration of $1. (1954 Vol. 10:1). Operation discontinued by DuMont March 1, 1954. (1954 Vol. 10:7).

**KMBC-TV, Kansas City (Ch. 9)**—Half-time station (sharing Ch. 9 equally with WHB-TV) sold by Arthur B. Church interests, along with KMBC and KFRM, Concordia, Kan., to Cook Paint & Varnish Co., owning WHB-TV & WHB; under merger Cook subsidiary became KMBC Broadcasting Co., with KMBC call letters retained, WHB-TV dropped and WHB (AM) sold. Purchase price: $1,750,000 cash plus assumption of about $865,000 in obligations, plus 10-year contract with Mr. & Mrs. Arthur B. Church at $25,000 a year. (1954 Vol. 10:17, 20, 24).

**WDAF-TV, Kansas City (Ch. 4)**—Sold with radio WDAF for $7,500,000 to National Theatres Inc. by *Kansas City Star* in compliance with govt. anti-trust consent decree, 1957 Vol. 13:47, 48).

**KFEQ-TV, St. Joseph (Ch. 2)**—Purchased with radio KFEQ from Kenyon Brown-Bing Crosby group for $841,091 by Jesse D. Fine and family (1957 Vol. 13:34, 38). Sellers (co-equal owners Kenyon Brown, Bing Crosby, George Coleman & Joseph A. Thomas) acquired properties from Barton Pitts for $550,000 and assumption of $200,000 in liabilities (1955 Vol. 11:34, 47, 52).

† **KTVI, St. Louis (Ch. 2)**—22.7% acquired by *St. Louis Globe-Democrat* (Newhouse) for $172,000 plus loan of $360,000 from Harry Tenenbaum & Paul E. Peltason, after KWK-TV, in which *Globe-Democrat* had 23% interest was sold to CBS (1957 Vol. 13:43). Note: Louisiana Purchase Co. stockholders hold option to purchase 9.92% of additional stock to be issued (1958 Vol. 14:6).

† **KWK-TV, St. Louis (Ch. 4)**—Sold to CBS for $2,500,000, plus additional $1,500,000 for building owned by *St. Louis Globe Democrat* (1597-58 Vols. 13:36, 39, 43-44, 48: 14:1-2). Sale included agreement whereby CBS turned over CP for Ch. 11 there to 220 Television Inc., which in turn is to issue $200,000 in debentures to both St. Louis Telecast and Broadcast House, other 2 losers in Ch. 11 hearing. These 3 have agreed to terminate all litigation challenging CBS's right to Ch. 11. KWK-TV sellers were Robert T. Convey (28% as voting trustee), KSTP Inc., St. Paul (23%), *Globe-Democrat*, (23%), 800 North 12th Inc. (23% held by former owners of KXOK Inc.), Missouri Valley Television stockholders (3%). Two years earlier, Samuel I. Newhouse acquired *St. Louis Globe-Democrat* and its 23% interest in KWK-TV for $6,250,000 (1955 Vol. 11:13). Note: FCC has approved sale but court appeal filed by St. Louis Amusement Co. has held up transfer (Vol. 14:1-2).

(Continued on next page)


# *R. C. CRISLER & CO., Inc.*

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# Sales & Transfers

### MONTANA

**KOOK-TV, Billings (Ch. 2)**—Montana Network, TV-AM licensee corporation, bought up stock of J. Carter Johnson and 11 other stockholders for $403,650. Control of corporation acquired by Joseph S. Sample, who increased holdings from 10.8% to 93.28% by paying $136,425 for stock held by C. L. Crist & V. V. Clark (1956 Vol. 12:45, 50).

† **KFBB-TV, Great Falls (Ch. 5)**—Sold with radio KFBB for $760,000 to E. B. Craney and Arthur Schwieder by Joseph P. Wilkins and associates (1958 Vol. 14:5).

### NEBRASKA

**KOLN-TV, Lincoln (Ch. 10)**—Purchased as Ch. 12 outlet with radio KOLN by Fetzer Broadcasting Co., controlled by John Fetzer (WKZO-TV & WKZO, Kalamazoo, Mich.), from Edwin M. O'Shea-Barrett S. Martin interests for $145,000 cash plus assumption of about $500,000 in liabilities. (1953 Vol. 9:30, 34). Fetzer interests also purchased KFOR-TV, Lincoln (then Ch. 10) for $300,000 from James Stuart, and FCC authorized KOLN-TV to take over KFOR-TV's Ch. 10. (1954 Vol. 10:13-14). Ch. 12 turned over to U. of Nebraska by Fetzer interests, now operated as non-commercial KUON-TV. (1954 Vol. 10:31). In 1955 John Fetzer personally acquired all stock of KOLN-TV.

**WOW-TV, Omaha (Ch. 6)**—Purchased with radio WOW by Meredith Publishing Co. interests for $2,525,000 from Francis P. Matthews (deceased) and John J. Gillen estate, purchaser acquiring surplus account of $720,000 (1951 Vol. 7:32, 39).

### NEVADA

**KLAS-TV, Las Vegas (Ch. 8)**—67.525% control acquired by Herman Greenspun, publisher of *Las Vegas Sun*, who increased holdings from 22.77% by paying R. G. Jolley $50,000 for 124½ shares—Jolley also selling his remaining 500 shares back to company for $270,000 (1956-57 Vols. 12:25; 13:9).

**KSHO-TV, Las Vegas (Ch. 13)**—Purchased by Mervyn & Nathan Adelson from Television Co. of America (Albert Zugsmith interests) for $70,000 (1957 Vol. 13:34, 42, 47). Zugsmith interests acquired TV and radio KBMI, Henderson, Nev. from Moritz Zenoff for $300,000 including liabilities (1956 Vol. 12:24, 38, 48).

### NEW MEXICO

**KOAT-TV, Albuquerque (Ch. 7)**—Sold by A. M. Caldwell-Walter Stiles group to Clinton D. McKinnon, 25% owner of KVOA-TV & KVOA, Tucson, for approximately $800,000, mainly obligations (1957 Vol. 13:2, 6).

**KOB-TV, Albuquerque (Ch. 4)**—Sold with radio KOB to KSTP Inc. (Stanley E. Hubbard) for $1,500,000 by Time Inc. and Wayne Coy, each 50% owner (1957 Vol. 13:2, 11). Sale was made to comply with FCC 5-limit rule in view of Time Inc.'s acquisition of Bitner group; see WFBM-TV, Indianapolis (1956 Vol. 12:51-52). Was first TV to be acquired by Time Inc., having been purchased with KOB for $900,000, including net quick assets of $300,000, from T. H. Pepperday, publisher of *Albuquerque Journal* (1952 Vol. 8:9, 16, 17, 22).

**KAVE-TV, Carlsbad (Ch. 6)**—54.16% of TV and radio KAVE sold by Mrs. Nancy H. Battison for $43,500 to Ralph V. Davis, who became 26% owner, and Edward P. Talbott, who increased holdings to 51% by purchasing additional unissued stock from corporation (1958 Vol. 14:2, 8). Mrs. Battison purchased control of KAVE and CP for KAVE-TV for $150,000 from group headed by Val Lawrence, gen. mgr. of KROD-TV, El Paso, but Edward Talbott retained his 16% of stock. (1955 Vol. 11-32, 45).

**KICA-TV, Clovis (Ch. 12)**—⅓ of TV and KICA sold for $36,666 to parent KICA Inc. by Garfield C. Packard (1957 Vol. 13:18, 22).

### NEW YORK

**WCDA, Albany (Ch. 41)**—83.8% control purchased by Lowell Thomas-Frank Smith group, along with radio WROW, for $298,800 cash plus assumption of $380,000 obligations, with Louis H. Gross retaining 7.88% and Congressman Dean Taylor, 8.66%. Call letters formerly WROW-TV. (1954-55 Vols. 10:42, 45, 49, 51 and 11:1-3, 5, 6, 9, 18, 20, 45). Dec. 1, 1957 station changed call to WTEN and began operating on Ch. 10, also having consolidated holdings in WTEN and WTVD, Durham, N.C. under new Capital Cities Television Corp. (1957 Vol. 13:49, 51).

**WNBF-TV, Binghamton (Ch. 12)**—Sold with WNBF for $3,000,000 less $300,000 net quick assets, to Triangle Publications Inc. (Walter Annenberg) by John C. Clark interests. Triangle operates WFIL-TV, Philadelphia, publishes *Philadelphia Inquirer, TV Guide* and other publications (1955 Vol. 11:11, 19).

**WINR-TV, Binghamton (Ch. 40)**—CP included with sale of radio WINR for $165,000 to *Binghamton Press* (Gannett) by group headed by Mayor Donald W. Cramer. This replaces previous sale of properties to Peter Bordes and Joseph L. Rosenmiller in summer of 1956 (1956-57 Vols. 12:36, 46; 13:2).

**WBUF, Buffalo (Ch. 17)**—Sold to NBC for $312,000 by Sherwin Grossman-Garry Cohen group. (1955 Vol. 11:9, 11, 15, 39). Transfer approved Dec. 30, 1955 (1955 Vol. 11:41,45,48-49,53).

† **WATV, Newark-New York (Ch. 13)**—Sold with radios WAAT & WAAT-FM to National Telefilm Assoc. for $3,500,000, plus $950,000 in obligations, by Irving Rosenhaus interests (1957 Vol. 13:40, 44). **Note:** Sale is being contested by N.Y. Board of Regents (Vol. 13:49-51).

**WABC-TV, New York City (Ch. 7)**—Transferred as WJZ-TV in merger of American Broadcasting Co. with United Paramount Theatres Corp. (now American Broadcasting-United Paramount Inc.), along with WENR-TV, Chicago (now WBKB); WXYZ-TV, Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles (now KABC-TV); and AM counterparts. Approved by FCC Feb. 9, 1953. (1953 Vol. 9:7).

**WOR-TV, New York City (Ch. 9)**—Merged with Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.), along with radio WOR, in November, 1951; sale by R. H. Macy Co. involved payment of $4,500,000 cash or other assets, plus 25-year lease on New York studio & transmitter properties at $315,000 a year, plus 10% stock interest in Thomas S. Lee Enterprises Inc., now General Teleradio Inc. (1951 Vol. 7:46). In 1955 R. H. Macy Co. sold its interest in WOR-TV and other stations operated by General Teleradio for $2,250,000. (1955 Vol. 11:48, 51).

**WPTZ, Plattsburgh (Ch. 5)**—Sold to Rollins Bcstg. Co. by group headed by Carl F. Stohn for $48,750 cash, plus redemption of preferred stock and assumption of all liabilities; total outlay about $500,000. Former call letters WIRI. (1956 Vol. 12:7, 13)

**WROC-TV, Rochester (Ch. 5)**—Sold as WHAM-TV with radios WHAM & WHFM by Stromberg-Carlson div. of General Dynamics Corp. for approximately $5,000,000 to Transcontinent TV Corp., which later sold WHAM & WHFM for $500,000 to attorney John S. Riggs & adman F. Robert Greene (1956 Vol. 12:14, 24, 26, 34).

### NORTH CAROLINA

**WQMC, Charlotte (Ch. 36)**—Transferred to new Century Advertising Co. Inc. by Hugh A. Deadwyler. Principles are to lend new firm $125,000 (1957 Vol. 13:7). Deadwyler previously acquired station for token $4 from G. W. Dowdy, B. T. Whitmire, J. Horton Doughton & Harold H. Thoms and changed call from WAYS-TV. Station left air March 15, 1955 reverting to CP status (1954-55 Vols. 10:51; 11:1).

**WTVD, Durham (Ch. 11)**—Purchased by Durham TV Co. Inc. (controlled by Lowell Thomas interests) for $1,621,800 from founding group headed by Harmon L. Duncan and J. Floyd Fletcher, with Duncan and Fletcher also holding stock in Durham TV Co. Inc. (1957 Vol. 13:14, 21).

**WITN, Washington (Ch. 7)**—Control of CP acquired by W. R. Roberson family from W. H. Anderson and R. M. Fountain, each of whom got $65,920 for his 25.38% interest (1955 Vol. 11:33, 40).

**WMFD-TV, Wilmington (Ch. 6)**—60% sold by Mr. & Mrs. Richard A. Dunlea for $153,850 to WNCT, Greenville, N.C and J. W. Jackson, with other 40% being retained by Dan D. Cameron (1957 Vol. 13:44, 50).

**WSJS-TV, Winston-Salem (Ch. 12)**—33⅓% sold to Piedmont Publishing Co. (which became 100% owner) by Mary Pickford Rogers and Buddy Rogers for undisclosed sum (1957 Vol. 13:1).

### OHIO

**KYW-TV, Cleveland (Ch. 3)**—NBC made deal with Westinghouse to exchange WNBK with radio WTAM, plus $3,000,000 cash, for WPTZ, Philadelphia (Ch. 3) & KYW. Cleveland calls were changed to KYW-TV (KYW). (1955-56 Vols. 11:21, 25-26, 43, 47, 52; 12:3).

**WJW-TV Cleveland (Ch. 8)**—Sold with KPTV, Portland, Ore. and Empire Coil Co., New Rochelle, N. Y., for total consideration of approximately $10,000,000, to Storer Broadcasting Co., by Herbert L. Mayer interests. Call letters formerly WXEL. (1954 Vol. 10:2, 44).

**WTVN-TV, Columbus (Ch. 6)**—Purchased by Radio Cincinnati Inc. (Taft) for $1,500,000 from Edward Lamb (1953 Vol. 9:3, 9).

**WLOK-TV, Lima (Ch. 73)**—Acquired with radio WLOK for $750 plus $150,000 liabilities by Northwestern Ohio Bcstg. Corp., operator of WIMA and holding CP for WIMA-TV (Ch. 35). WIMA owners dropped CP for WIMA-TV (Ch. 35) after getting shift to Ch. 35 for WLOK-TV, kept radio WIMA, dropped radio WLOK. (1954 Vol. 10:44, 49).

### OKLAHOMA

**KOCO-TV, Enid-Oklahoma City (Ch. 5)**—Sold by Streets Electronics Inc. (P. R. Banta, pres.) for $2,500,000 to L. E. Caster (75%) and Ashley L. Robison (25%), with Banta acquiring 10% from Caster after transfer (1957-58 Vols. 13:41, 50; 14:5). **Note:** Caster subsequently reduced holdings to 41.5%, selling additional 23.5% to five new stockholders. Call letters formerly KGEO-TV. (1958 Vol. 14:7).

**KTVQ, Oklahoma City (Ch. 25)**—Transferred to attorney-oilman Jack Farris (who cancelled $100,000 indebtedness) by John Esau & Duke Duval, bankruptcy trustees. Off air. (1954-55, Vols. 10:52; 11:20-21, 50-51).

**KOTV, Tulsa (Ch. 6)**—Sold for $4,000,000 to J. H. Whitney & Co. by General Television Inc. (Mrs. Helen Maria Alvarez, 50%; Jack D. Wrather Jr., 25%; Mrs. Mazie Wrather, 25%). Transfer approved in May 1954 (1954 Vol. 10:14, 20). Station had been purchased in 1950 by General Television Inc. for $2,500,000 from George Cameron Jr. & Mrs. Helen Maria Alvarez (1952 Vol. 8:19).

### OREGON

**KFJI-TV, Klamath Falls (Ch. 2)**—CP acquired by KBES-TV, Medford, Ore. from W. L. Miller for $30,000 out-of-pocket expenses. (1956 Vol. 12:16, 20).

**KLOR, Portland (Ch. 12)**—Sold to George Haggarty for $2,500,000 by Julius L. Meier Jr., Henry A. White, Stephen E. Thompson and associates. Haggarty also optioned NBC-TV affiliate KPTV (Ch. 27) from Storer for $1,183,921 plus assumption of service contracts—on May 1 Ch. 12 began using KPTV studios and switched call to KPTV, Ch. 27 having left air previous day. (1957 Vol. 13:10-11, 16-18).

**KOIN-TV, Portland (Ch. 6)**—Mitzi E. & Samuel I. Newhouse Jr. purchased 50% interest in KOIN-TV and KOIN for $556,500, having sold Portland radio KGW for $500,000 under option agreement. Later their stock was turned over to Newhouse parent firm, Central New York Bcstg. Corp., licensee of WSYR-TV, Syracuse (1954 Vol. 10:36, 43).

**KPTV, Portland (Ch. 27)**—See WJW-TV, Cleveland, O. Note: Optioned by Storer to George Haggarty, see KLOR. Portland, above.

**PENNSYLVANIA**

**WFBG-TV, Altoona (Ch. 10)**—Purchased by Triangle publications Inc. (WFIL-TV, Philadelphia), with WFBG from Gable dept. store interests for $3,500,000. (1955-56 Vols. 11:32, 33, 39, 47; 12:2).

**WTPA, Harrisburg (Ch. 71)**—Swapped transmitters, towers & channels with off-air WCMB-TV (Ch. 27) in deal whereby it also gave WCMB-TV $150,000, also got FCC permission to switch to Ch. 27 (1957 Vol. 13:15, 20).

**WLBR-TV, Lebanon (Ch. 15)**—Off-air station purchased for $115,000 plus assumption of $125,000 indebtedness by Triangle Publications Inc. (WFIL-TV-*Philadelphia Inquirer*) from owners of radio WLBR, holding 52% and *Lebanon News*, 36%; returned to air by Triangle on May 2, 1957. (1955-57 Vols. 11:27, 31, 45; 13:18).

† **WCAU-TV, Philadelphia (Ch. 10)**—Sold with radio WCAU to CBS for $20,000,000 by *Philadelphia Bulletin* (1957 Vol. 13:51).

**WRCV-TV, Philadelphia (Ch. 3)**—Purchased as WPTZ by Westinghouse for $8,500,000 from Philco Corp. (1953 Vol. 9:8, 22). Sold (with radio KYW) to NBC in exchange deal for NBC Cleveland stations WNBK & WTAM (see KYW-TV, Cleveland). Call letters changed to WRCV-TV (WRCV). (1955-56 Vols. 11:21 & 12:3). Note: NBC-WBC swap of Cleveland-Philadelphia station is subject of anti-trust suit by Dept. of Justice (Vols. 12:49, 51; 13:18, 20).

**WVUE, Philadelphia-Wilmington**—See WVUE, Wilmington, Del.

**KDKA-TV, Pittsburgh (Ch. 2)**—Purchased by Westinghouse from DuMont for $9,750,000 cash. Former call letters WDTV. (1954 Vol. 10:49-50).

**WIIC, Pittsburgh (Ch. 11)**—50% optioned to H. Kenneth Brennen & family for $500,000 by *Pittsburgh Post-Gazette*, as part of merger agreement (1957 Vol. 13:40, 44).

**WNEP-TV, Scranton (Ch. 16)**—WARM-TV, Scranton, merged with WILK-TV, Wilkes-Barre (Ch. 34) and call letters of WARM-TV changed to WNEP-TV. Deal involved $1,500,000, and provided that WILK-TV leave air and that WILK-TV & WARM-TV principals get 20% each in merged station, Transcontinent TV Corp. other 60% (1957-58 Vols. 13:42, 46; 14:7).

**WGBI-TV, Scranton (Ch. 22)**—50% ownership (75% voting control) acquired for $650,000 by *Philadelphia Bulletin* (WCAU-TV & WCAU) from Mrs. M. E. Megargee & family (1956 Vol. 12:31, 42).

**WRAK-TV, Williamsport (Ch. 36)**—CP acquired with radio WRAK by Steinman brothers' WGAL-TV, Lancaster (Ch. 8) for $125,000 from George E. Joy-Margaretta T. Steele interests (1956-57 Vols. 12:39; 13:6).

**WNOW-TV, York (Ch. 49)**—Sold with radio WNOW for $255,000 to Wm. F. Rust Jr. and wife (70%) and Ralph Gottlieb (30%) by partners Morgan E. Cousler and Lowell W. Williams. Previously licensee Helm Coal Co. acquired 30.4% from H. J. Williams estate for $125,731, which increased Cousler's holdings to 62.5%, Williams' to 37.5% (1957 Vol. 13:11, 27).

**SOUTH CAROLINA**

**WUSN-TV, Charleston (Ch. 2)**—29.5% interest held by *Charleston Evening Post* sold to Preview Theatre Inc. and three other N.Y. firms controlled by Hazard E. Reeves for $206,310 (1955 Vol. 11:52).

**TENNESSEE**

**WRGP-TV, Chattanooga (Ch. 3)**—50% purchased by Ramon G. Patterson, becoming 100% owner, from Judge Will Cummings for $95,800, Patterson also paying off $32,000 in notes due Cummings (1956 Vol. 12:46, 48).

**WJHL-TV, Johnson City (Ch. 11)**—45.4% interest in TV and radio WJHL held in trust for S. H. Campbell Jr. family acquired for $200,000 by W. H. Lancaster Jr. family (1955-56 Vols. 11:53 & 12:4).

**WTSK-TV, Knoxville (Ch. 26)**—Sold for $300,000, including assumption of $216,500 liabilities, by W. R. Tuley, 80% owner, and Harold Thoms & J. Horton Doughton, 10% each, to So. Central Broadcasting Co. (John A. Engelbrecht, pres.), licensee of radio WIKY, Evansville, Ind. (1954 Vol. 10:23, 29, 31).

**WHBQ-TV, Memphis (Ch. 13)**—Acquired with WHBQ by General Teleradio Inc., subsidiary of General Tire & Rubber Co., from Harding College under 15-year leasing arrangement at total rental of $2,879,046 (1954 Vol. 10:11, 14, 27).

**WLAC-TV, Nashville (Ch. 5)**—50% acquired for $200,000 equally by T. B. Baker Jr. & A. G. Beaman from Bankers Life & Casualty Insurance Co., Nashville, which retained 50% and full control of radio WLAC (1954 Vol. 10:19, 36).

**WSIX-TV, Nashville (Ch. 8)**—Louis R. Draughon became ⅔ owner by acquiring ⅓ from W. H. Crisswell for $250,000 (1956 Vol. 12:38, 41). In 1954 the Draughon estate had sold WSIX-TV with radio WSIX to new WSIX Inc. for $800,000, Louis R. Draughon to continue as gen. mgr. and ⅓ owner, other equal owners being W. H. Crisswell & R. D. Stanford Jr., Nashville contractors. (1954 Vol. 10:17, 19, 32, 36).


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# Sales & Transfers

### TEXAS

**KRBC-TV, Abilene (Ch. 9)**—Purchased with radio KRBC by oilman Lewis J. Ackers and family for $500,000 from group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks (1953 Vol. 9:35, 38).

**KFDA-TV, Amarillo (Ch. 10)**—75% control, with radio KFDA, transferred to Texas State Network for $550,000; 25% retained by Charles B. Jordan, TSN v.p. (1953 Vol. 9:46).

**KGNC-TV, Amarillo (Ch. 4)**—91.8% control acquired by Roy N. Whittenburg family (previously holding 35.6%) from Parker Prouty group in deal whereby Whittenburgs paid $3,864,540 for 64,409 additional shares of Globe-News Publishing Co. Globe-News operates KGNC-TV, radios KGNC and KFYO, Lubbock, and publishes *Amarillo News* and *Globe Times* and *Lubbock Avalanche* and *Journal* (1955 Vol. 11:19, 26).

**KBST-TV, Big Spring (Ch. 4)**—50% sold by group of local businessmen, headed by Wm. J. Wallace, to Texas Telecasting Inc. (KDUB-TV, Lubbock & KPAR-TV, Sweetwater-Abilene) under arrangement whereby Texas Telecasting leases station for 5 years for $300,000, then has option to buy 50% of stock and control of programs and sales for $147,448 (1957 Vol. 13:1, 4-5).

**KVDO-TV, Corpus Christi (Ch. 22)**—Sold to local businessmen headed by E. J. Healey and Hubert J. Schmidt for $94,300 cash, plus assumption of $100,000 indebtedness, by Gabriel Lozano and associates (1957 Vol. 13:2, 14). Note: Now off air (1957 Vol. 13:43).

**WFAA-TV, Dallas (Ch. 8)**—Purchased by *Dallas News* for $575,000 from Tom Potter. Former call letters KBTV (1950 Vol. 6:4, 11).

**KELP-TV, El Paso (Ch. 13)**—Sold as KILT with radio KELP by McLendon Investment Corp. (Barton R. McLendon, pres. 50%; Gordon B. McLendon, v.p. 49%) for $750,000 to owners of KXLY-TV, Spokane, Wash. (1956-57 Vols. 12:49; 13:12).

**KGUL-TV, Galveston-Houston (Ch. 11)**—Sold for $4,250,000 to new corporation, 90% owned by J. H. Whitney & Co., with Paul Taft retaining 10% (1956 Vol. 12:19-28).

**KPRC-TV, Houston (Ch. 2)**—Purchased as KLEE-TV by *Houston Post* for $740,000 from W. Albert Lee (1950 Vol. 6:13, 21).

**KXYZ-TV, Houston (Ch. 29)**—CP sold with radio KXYZ to Milton R. Underwood family for $600,000 by Glenn H. McCarthy; investment firm of Underwood, Neuhas & Co. selling 3.75% it owned of radio KTHT, Houston (1957 Vol. 13:9, 13).

**KOSA-TV, Odessa (Ch. 7)**—50% sold under option agreement by Cecil Trigg and associates to brothers Jack C. Vaughn and Grady H. Vaughn Jr. in deal involving $20,000 cash and assumption of $400,000 in obligations (1956-57 Vols. 12:51; 13:4).

**KTXL-TV, San Angelo (Ch. 8)**—75% sold by co-owners A. D. Rust and B. P. Bludworth; Rust sold all stock, Bludworth retained 25%. Lewis O. Seibert's San Angelo radio KGKL paid $32,288 for 50%; Roy H. Simmons, $50,000 for 25% (1957 Vol. 13:7, 11).

**KENS-TV, San Antonio (Ch. 5)—Purchased as KGBS-TV with radio KGBS for $3,500,000 by *San Antonio Express* from Storer** (1954 Vol. 10:26, 44). Previously Storer had acquired KEYL (TV) for $1,050,000 from W. L. Pickens-R. L. Wheelock-H. H. Coffield (1951 Vol. 7:30, 41), along with radio KABC, for $700,000 and changed call letters to KGBS-TV & KGBS (1953 Vol. 9:26, 34).

**KLTV, Tyler (Ch. 7)**—20% sold to Marshall Pengra for $7460 and assumption of 20% of obligations by Lucille Ross Lansing, who reduced stock holdings from 100% to 40%, with other 40% going to Gerald Hall Lansing (1957 Vol. 13:8).

**KWTX, Waco (Ch. 10)**—29% acquired by KTBC-TV, Austin Tex. (controlled by Claudia T. Johnson) in transaction whereby physical assets of off-air KANG-TV, Waco (Ch. 34) were turned over to KWTX-TV in return for $25,000 cash, plus assumption of $109,000 obligations (1956 Vol. 12:1). KTBC-TV had previously acquired KANG-TV by assuming $134.000 indebtedness of founder Clyde Weatherby (1954 Vol. 10:48-49).

**KRGV-TV, Weslaco (Ch. 5)—50% acquired by Mrs. Lyndon B. Johnson's KTBC-TV, Austin, for $5000 and loan of $140,000, plus advances on obligations** (1956 Vol. 12:11, 14).

**KWFT-TV, Wichita Falls (Ch. 6)**—Purchased with KWFT for $825,000 by Sidney Grayson, Nat Levine and six Dallas businessmen (also operators of Wichita Falls radio KSYD) from E. H. Rowley family & Kenyon Brown, with proviso whereby Brown bought back radio for $75,000 (1955-56 Vols. 11:46, 48; 12:12).

### UTAH

**KTVT, Salt Lake City (Ch. 4)**—Purchased with KDYL (AM) by Time Inc. for $2,100,000 from S. S. Fox group, mgr. G. Bennett Larson acquiring 20% of new operating company. Former call letters KDYL-TV (1953 Vol. 9:14, 26).

**KUTV, Salt Lake City (Ch. 2)**—Acquired jointly by publishers of *Salt Lake Tribune* (Kearns-Tribune Corp., previously 50% owner of KUTV), the *Ogden Standard Examiner* (A. L. Glassman family) and George O. Hatch & wife (daughter of A. L. Glassman), in deal involving more than $800,000 whereby Frank C. Carman, Grant R. Wrathall, et al turned over to A. L. Glassmann family their interests in KUTV. Salt Lake City; KLIX-TV & KLIX, Twin Falls, Ida.; and radios KGEM, Boise, Ida. & KOPR, Butte, Mont. Frank Carman also became sole owner of radio KLUB (formerly KUTA), Salt Lake City, by acquiring 62.5% of stock from Grant Wrathall and Edna O. Powers for $150,000 (1955-56 Vols. 11:31, 38; 12:6, 10).

### VIRGINIA

**WSVA-TV, Harrisonburg (Ch. 3)**—Purchased with WSVA for approximately $800,000 from Frederick L. Allman by equal owners Hamilton Shea & Transcontinent TV Corp. (1956 Vol. 12:15, 22).

**WACH-TV, Newport News (Ch. 33)**—Off-air station acquired with radio WACH by United Broadcasting Co. (Richard Eaton) for $54,000 under bankruptcy proceeding. Former owner Eastern Bcstg. Corp. was headed by John Doley (1956 Vol. 12:29, 32).

**WTOV-TV, Norfolk (Ch. 27)**—Sold to Tim Brite Inc., Hyattsville, Md. (Temus Bright, used cars) for $85,000 after going dark Oct. 3, 1954. Resumed operation May 25, 1955 (1955 Vol. 11:6, 11). Louis H. Peterson's radio WNOR, Norfolk, later acquired 50% for $53,000, with Bright retaining other 50% (1957 Vol. 13:27, 29).

### WASHINGTON

**KING-TV, Seattle (Ch. 5)**—Purchased by Mrs. A. Scott Bullitt for $375,000 from P. K. Leberman (1949 Vol. 5:20); 25% interest sold to Hearst Radio for $375,000 (1951 Vol. 7:26) but repurchased from Hearst for $450,000 in 1953 (1953 Vol. 9:11). Former call letters KRSC-TV.

**KREM-TV, Spokane (Ch. 2)**—Sold with radio KREM for $2,000,000 by Louis Wasmer to King Bcstg. Co. (KING-TV, Seattle) and KING-TV principal stockholder Mrs. A. Scott Bullitt (1957 Vol. 13:28, 34, 39, 47, 51).

**KXLY-TV, Spokane (Ch. 4)**—Sold with radio KXLY for $1,750,000 to Northern Pacific Television Corp., 42½%, and Northern Pacific Radio Corp., 57½%, whose identical stockholders are: Joseph Harris, 45%; Norman Eisenstein, 45%; Richard E. Jones, 10%. Sellers: Symons Bcstg. Co., 50%; Bing Crosby, 47.6%. Symons 49.6% owned by E. B. Craney, 33.23% by Mrs. Burton K. Wheeler, 16.37 by John L. Wheeler (1953-54 Vols. 9:49 & 10:2).

**KTVW, Tacoma (Ch. 13)**—Sold for $300,000 by Carl Haymond to J. Elroy McCaw. Former call KMO-TV (1954 Vol. 10:28, 34, 38).

### WEST VIRGINIA

**WCHS-TV, Charleston (Ch. 8)**—40% by Capital TV Inc. (Sam G. Rahall & family) for undisclosed price to Tierney Co., owner of radio WCHS, increasing TV stock to 100% (1957 Vol. 13:35).

**WBOY-TV, Clarksburg (Ch. 12)—Radio WBOY and CP for WBOY-TV**, along with radio WPAR, Parkersburg, W.Va. purchased by owners of WSTV-TV, Steubenville, O. for approximately $250,000 from *Wheeling* (W.Va.) *Intelligencer & News-Register*. Former call WBLK-TV & WBLK. (1955-57 Vols. 11:32, 46; 12:39; 13:14).

**WJPB-TV, Fairmont (Ch. 35)**—75% control, along with radio WVVW, sold by J. Patrick Beacom to Donn Baer for $147,000, Beacom retaining 25%. (1953 Vol. 10:47, 51). Station left air Feb. 28, 1955 reverting to CP status. (1955 Vol. 11:9). Beacom June 7, 1955, got FCC permission to set aside transfer to Baer, in order to take back 70%, bringing his holdings to 94% in return for assuming liabilities, station meanwhile having returned to air. (1955 Vol. 11:23, 27). Station left air again in fall of 1955 reverting to CP status (1956 Vol. 12:2).


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**WHTN-TV, Huntington (Ch. 13)**—Purchased with radio WHTN from S. J. Hyman theatre family for $638,000 by Cowles Broadcasting Co., operator of KVTV, Sioux City, Ia. (1956 Vol. 12:18, 25).

**WTAP, Parkersburg (Ch. 15)**—Purchased by *Zanesville Times-Recorder* and *Signal* (majority owner of WHIZ-TV, Zanesville, O.) for $124,609 from Frank Baer-Howard Chernoff group (1955 Vol. 11:10, 14).

### WISCONSIN

**WFRV-TV, Green Bay (Ch. 5)**—Control of CP acquired by operators of WNAM-TV, Neenah-Appleton-Menasha (Ch. 42) which dropped UHF operation in order to go on Ch. 5 in Green Bay—WFRV-TV group retaining part interest (1954-55 Vols. 10:49 & 11:9, 17, 21).

**WMTV, Madison (Ch. 33)**—Sold by Gerald A. Bartell family for $550,000 to WMTV Inc., 50% owned by WTVJ, Miami, and pres. Mitchell Wolfson, 25% by Lee Ruwitch, WTVJ exec. v.p.-gen. mgr. and 25% by radio WMAY, Springfield, Ill. (1957 Vol. 13:22, 26, 30).

† **WMBV-TV, Marinette-Green Bay (Ch. 11)**—55% of TV and radio WMAM acquired by Morgan Murphy interests, for $211,-000, plus assumption of $360,000 obligations, from W. E. Walker & Joseph D. Mackin, who retain 5% each under new corporate organization (1957-58 Vols. 13:52; 14:2).

**WISN-TV, Milwaukee (Ch. 12)**—Purchased by Hearst Corp. for $2,000,000 (about $900,000 cash, remainder assumption of obligations and liabilities). Selling group headed by L. F. Gran, Paul A. Pratt and Loron Thurwachter. Former call letters WTVW (1955 Vol. 11:2, 5, 10).

**WXIX, Milwaukee (Ch. 19)**—Sold as WOKY-TV to CBS by Bartell family for $350,000 in Oct. 1954; CBS also purchased physical facilities of WCAN-TV (Ch. 25) for $650,000 from Lou Poller group (1955 Vol. 10:43, 47; 11:3).

# Sales & Transfers

### ALASKA

**KENI-TV, Anchorage, Alaska (Ch. 2)**—(Formerly KFIA)—Control sold for $100,000 by Richard R. Rollins to Midnight Sun Broadcasting Co. (Lathrop Co.), operator of 4 AM stations in Alaska, which also took over CP for KFIF, Fairbanks (Ch. 2), now on air as KFAR-TV. Rollins retained 19% (1954-55 Vols. 10:47 & 11:1).

### HAWAII

**KGMB-TV, Honolulu (Ch. 9)**—6.73% acquired for $125,000 from Mormon Church by Consolidated Amusement Co., bringing holdings to 75.45%. Church was told its interest in KGMB-TV with 2 satellites; KSL-TV, Salt Lake City; KID-TV, Idaho Falls, Ida. and KBOI-TV, Boise, Ida. violated 5-vhf ownership limit and FCC ordered sale of one station (1957 Vol. 13:7).

**KONA, Honolulu (Ch. 11)**—Transferred to new company 50% owned by *Honolulu Advertiser* (KGU) and 50% by J. Elroy McCaw & John D. Keating (KPOA) by Herbert M. Richards group, on condition KPOA sold within 90 days of transfer (1953 Vol. 9:13, 23).

**KULA-TV, Honolulu (Ch. 4)**—Purchased with radio KULA for $600,000 by Television Corp. of America Ltd. (Albert Zugsmith interests) from American Broadcasting Stations Inc. and Dolph-Petty Broadcasting Co. (1955-56 Vols. 11:46; 12:2).

### PUERTO RICO

**WAPA-TV, San Juan (Ch. 4)**—80% acquired by WTOB-TV, Winston-Salem, N.C. for $320,000, plus $431,733 in obligations from Jose Ramon Quinones and two minority owners (1957 Vol. 13:13-14, 18).

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Directory of

# TELEVISION PROGRAM SOURCES & SERVICES

## Offering Film & Live Programs and Production Facilities

**Revised to February 1, 1958**

These listings are based on data supplied by companies known to be serving TV and responding to our questionnaires. Symbols indicate nature of services and are used by arrangement with Broadcast Information Bureau, 535 Fifth Ave., New York 17, N.Y. which also provides quarterly subscription service listing actual shows currently available from each company (see advertisement p. 333).

### SYMBOLS

**AN** = Animation
**AR** = Artists Representative
**DF** = Distributor of features
**DIF** = Distributor of Industrial & Educational films (lease or loan)
**DN** = Distributor of newsreels
**DOE** = Distributor of open-end film commercials (made for TV)
**DRF** = Distributor of religious films
**DSh** = Distributor of Motion Picture shorts
**DFL** = Distributor of Foreign Language films
**DFS** = Distributor of TV Film series
**Ex** = Exporter of films
**FB** = Film Buyer
**FH** = Film Handlers. Service—picking up, shipping, handling, etc., film programs commercial for ad agencies, stations, or sponsors, or for producer-distributors
**IF** = Importer of films
**IFS** = Importer of TV Film series
**Ki** = Kinescope
**Lab** = Laboratory Facilities & Services
**ML** = Music Library
**N** = News
**PFC** = Producer of Film Spot Commercials
**PFO** = Producer of Film Programs on Order
**PFS** = Producer of Film series
**PIF** = Producer of Industrial & Educational films (lease or loan)
**PN** = Producer of Newsreels (& special events)
**POE** = Producer of Open-end Film Commercials (made for TV)
**PRF** = Producer of Religious Films
**Props** = Properties for Lease
**PSC** = Producer of Slides & Balops (telops), and Slide Film Commercials
**PSh** = Producer of Theatrical Shorts
**RF** = Recording Facilities
**SF** = Stock Footage
**SR** = Sales Representative
**StF** = Studio Facilities for Rent
**TR** = TV Rights
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**ACADEMY FILM PRODUCTIONS Inc.,** 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-5877. Bernard Howard, pres. & exec. producer. **AN O PFS PFC PIF PRC PFO PSC RF StF.**

**ACADEMY PICTURES,** 49 W. 45th St., New York 36, N.Y. Plaza 7-0744. C. Moray Foutz, pres. **Branch:** Los Angeles—433 S. Fairfax Ave. **AN PFC PIE POE PSC.**

**ACME FILM LABORATORIES Inc., 1161 N. Highland Ave., Hollywood 38, Cal.** Hollywood 4-7471. Samuel Sawelson, pres. **Lab.**

**ACUS PICTURES Corp.,** 165 W. 46th St., New York City. Plaza 7-2265. Patrick E. Shanahan, pres. **DF DSH.**

**ADELPHIA BOOKING SERVICE,** 309 N. 13th St., Philadelphia, Pa. Robert E. Gabriel, pres. **SR.**

**ADVERTISERS' BROADCASTING Co.,** 117 W. 46th St., New York 36, N.Y. Plaza 7-3560. Sholom Rubinstein, executive producer. **PFS O RF.**

**AGRA FILMS Inc.,** Jefferson Rd., Athens, Ga. **DIF Lab O PFC PIF StF.**

**ALADDIN TELEVISION PRODUCTIONS.** 346 N. Larchmont, Los Angeles 4, Cal. Hollywood 2-6686. Julius Tuchler, gen. mgr. **PFS.**

**ALEXANDER FILM Co., Alexander Film Bldg., Colorado Springs,** Colo. Melrose 3-1771. Jay Berry, v.p. & gen. mgr.; Earl Austin, mgr., Alexander Productions. **AN DOE FH Lab ML O PFC PIF POE PFC.**

**M & A ALEXANDER PRODUCTIONS Inc., 6040 Sunset Blvd.,** Hollywood 28, Cal. Hollywood 4-3414. Arthur Alexander, pres.; Max Alexander, v.p.-secy. **DF DTS.**

**ALL-CANADA TELEVISION (TV Film Div.),** 80 Richmond St. W., Toronto. Empire 6-9236. Reo Thompson, mgr.; Dana Murray, sales mgr.; Dennis Goodwin, production mgr. **Branches:** Montreal—Dominion Square Bldg.; University 6-9868; Ken Baker, mgr. Winnipeg—706 Electric Railway Chambers; telephone: Whitehall 2-6861; Bruce Pirie, mgr. Calgary—Taylor-Pearson Carson Bldg.; telephone: 2-7691; Jack Cavanaugh, mgr. Vancouver—1161 Melville St.; Tatlow 7461; J. E. Baldwin, mgr. **DFS.**

**ALLEND'OR PRODUCTIONS Inc., 607 N. La Brea Ave., Los Angeles** 36, Cal. Webster 8-2191. Algernon G. Walker, pres. **Branch:** New York City—60 W. 46th St. **PFC O PIF.**

**ALLEN-MOORE PRODUCTIONS Inc., 7936 Santa Monica Blvd.,** Hollywood 46, Cal. Oldfield 4-8015. **PIF.**

**PAUL ALLEY PRODUCTIONS, 619 W. 54th St., New York 19,** N.Y. Judson 6-2393. Paul Alley. **PFC PIF PN.**

**ALLIED ARTISTS PRODUCTIONS Inc. (subsidiary of Allied Artists Pictures, Corp.),** 4376 Sunset Drive, Los Angeles 27, Cal. Normandy 2-9181. Steve Broidy, pres. **StF.**

**ALL-SCOPE PICTURES Inc. (20th Century Fox Commercial Film Div.),** 1417 N. Western Ave., Hollywood 27, Cal. Hollywood 2-6231. Gordon S. Mitchell, pres. **PFC PIF.**

**ALPHA FILM PRODUCTIONS,** P.O. Box 5325, Baltimore 9, Md. **PFC PIF StF PN Lab.**

**AMANDA TELEVISION PRODUCTIONS,** 1270 Avenue of the Americas, New York 20, N.Y. Judson 2-4040. Seymour Poe, pres. **DFL Ex.**

**AMENIC Inc.,** 2421 N. Ramsey, Springfield, Mo. Telephone: 5-1367. **AN (talking trademarks) PFC PFO PFS Props RF StF.**

**AMERICAN FILM Co., 1329 Vine St., Philadelphia 7, Pa.** Walnut 2-1800. Ben Harris, mgr. **PFO.**

**AMERICAN FILM PRODUCERS, 1600 Broadway, New York 19, N.Y.** Plaza 7-5915. Robert Gross, exec. producer. **AN FH PFC PFO PFS PIF POE PSC.**

# Program Sources

**THE AMERICAN FORUM (also Youth Wants to Know),** 1627 K St. NW, Washington 6, D.C. National 8-4600. Theodore Granik, producer, J. A. Bartolini, associate.

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS,** 575 Madison Ave., New York 22, N.Y. Murray Hill 8-8800. Paul Cunningham, pres. **ML.**

**CLYDE ANDERSON,** 334 A St., Salt Lake City, Utah. Telephone: 3-5337. **PFC PIF.**

**ANIMATED FILM PRODUCERS OF AMERICA,** 159 E. Chicago Ave., Chicago 11, Ill. Whitehall 3-2424. Cal Dunn, exec. prod.; I. Yarbrough, prod. dir. **AN PFC PIF PSC.**

**ANIMATED PRODUCTIONS Inc.,** 1600 Broadway, New York 19, N.Y. Columbus 5-2942. Al Stahl. **AN PRC O.**

**ANIMATION EQUIPMENT Corp.,** 38 Hudson St., New Rochelle, N.Y. New Rochelle 6-8138. John W. Oxberry, pres. **Mfg-AN.**

**ANIMATION Inc.,** 8564 Melrose Ave., Hollywood 46, Cal. Olympia 2-3540. Earl Klein, pres. **AN PFC PIF POE.**

**ANIMOTION ASSOCIATES Inc.,** 333 West 52nd St., New York 19, N.Y. Circle 6-3817. Graham Place, pres.; Donald Fellows & Harry Basch, sales mgrs. **AN O PFO.**

**APEX FILM Corp.,** 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 3-5106. Jack Chertok, pres. **PFS PIF PFC.**

**APOLLO PICTURES INC.,** 522 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-8480. Gerald A. Bartell, pres. **P DFS DOE.**

**EDDY ARNOLD ENTERPRISES Inc., Franklin Rd.,** Brentwood, Tenn. Cypress 2-0578. Eddie Arnold, pres. **PFS.**

**J. ARMSTRONG & Co., 19 W. 44th St., New York City.** Murray Hill 7-0669. Joseph Armstrong, pres. **POE PFC.**

**ARTISTS RECORDING STUDIOS,** 818 Grand Ave., Kansas City, Mo. Harrison 1-6109. Bill L. Godden, pres. **AR O RF PSC PFC.**

**ASHLEY-STEINER Inc.,** 579 Fifth Ave., New York 17, N.Y. Murray Hill 8-8330. Ted Ashley, pres. **AR SR.**

**THE ASSOCIATED PRESS,** 50 Rockefeller Plaza, New York 20, N.Y. Plaza 7-1111. Frank J. Starzel, gen. mgr.; Oliver Gramling, asst. gen. mgr.; John Aspinwall, radio news editor. **N.**

**ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.),** 221 Fourth Ave., New York 3, N.Y. Orchard 4-7400. Edward Hochhauser Jr., v.p.-gen. mgr. **ML.**

**ASSOCIATION FILMS Inc.,** 347 Madison Ave., New York 17, N.Y. Murray Hill 5-8573. J. R. Bingham, pres.; A. L. Fredrick, treas.; Robert Finehout, adv. & promotion dir. **Branches:** Ridgefield, N.J.—Broad at Elm; Whitney 3-8200; E. K. Pearson. La Grange, Ill.—561 Hillgrove Ave.; Fleetwood 4-0576; M. G. Weiland. San Francisco—799 Stevenson St.; Underhill 1-5305; W. O. Siler. Dallas—1108 Jackson St.; Riverside 2-3144; Carl Stahl. **DIF.**

**ATLANTIC TELEVISION Corp.,** 130 W. 46th St., New York 36, N.Y. Judson 2-1287. Fred Bellin, pres.; Anthony Tarell, secy.-treas.; David A. Bader, sales v.p. **DF DSh.**

**ATLAS FILM Corp.,** 1111 South Blvd., Oak Park, Ill. Austin 7-8620. L. P. Mominee, pres.; J. L. Herman, public relations dir. Branches: Chicago—228 N. LaSalle St.; Jack D. Danielson, TV director. Washington, D.C.—Warner Bldg.; Republic 7-2203; R. C. Barrett. **AN Lab ML O PFC PFO PFS PIF PSh RF SR StF.**

**ATLAS TELEVISION Corp.,** 225 E. 46th St., New York 17, N.Y. Eldorado 5-7943. Dr. Henry Brown, pres. **DF-Sh Lib-SF.**

**AUDIO-MASTER Corp.,** 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. **ML.**

**AUDIO PRODUCTIONS Inc.,** 630 Ninth Ave., New York 36, N.Y. Plaza 7-0760. Frank K. Speidell, pres.; Harold R. Lipman, TV mgr. **DIF PFC PIF.**

**AUDIO-VIDEO RECORDING Co. Inc.,** 730 Fifth Ave., New York 19, N.Y. Judson 6-5095. Julius S. Impellizzeri, pres.; Charles T. Lynch, v.p.; Robert H. Foster, sales mgr. **RF SF.**

**AURORA FILM DISTRIBUTORS,** 1410 Howard St., Omaha 2, Nebr. Atlantic 8476. Keith T. Smith, mgr.; Margareth M. Smith, sales. **DFS.**

**AUSLENDER LELAND PRODUCTIONS,** 8721 Sunset Blvd., Hollywood 46, Cal. Olympia 2-6939. Leland Auslender, managing dir. **PFO** and live shows.

**AUSTIN PRODUCTIONS Inc.,** 232 No. Main St., Lima, O. Telephone: Catherine 9-7881. B. Otto Austin, Jr., pres. **P DIF PFC O PIF.**

**AUSTRALIAN NEWS & INFORMATION BUREAU,** 636 Fifth Ave., New York 20, N.Y. Circle 5-4000. S. S. Brown, director. **IF.**

**AWARD TELEVISION Corp.,** 130 Cuttermill Rd., Great Neck, N.Y. Great Neck 2-1363. M. J. Salzburg, pres.; Robert Kranz, v.p. **P DFS.**

**AZTECA FILMS Inc.,** 1743 So. Vermont Ave., Los Angeles 6, Cal. Republic 3-2191. Hermann Rasch, pres.; Francisco Salas-Porras, secy.-treas. **Branches:** New York City—1564 Broadway; Plaza 7-6950; John Colin. San Antonio—410 San Pedro Ave.; Capitol 6-7266; Jewell Truex. **PFO** (Spanish dialogue).

**GEORGE BAGNALL & ASSOCIATES Inc.,** 8827 Olympic Blvd., Beverly Hills, Cal. Crestview 1-5133. Geo. L. Bagnall, pres.; J. J. O'Loughlin, sales v.p.; Fred C. Lindquist, secy. Branches: New York City—25 Vanderbilt Ave.; Murray Hill 6-7543; Les Anthony. Chicago—520 N. Michigan Ave.; Michigan 2-5231. **DF.**

**THE BALDWIN ORGANIZATION Inc.,** 133 E. 54th St., New York 22, N.Y. Plaza 5-9830. Ted Baldwin, pres.; Elsie Jordan, film distribution director. **DIF PIF.**

**JEROME BALSAM FILMS, Inc.,** 1501 Broadway, New York 36, N.Y. Longacre 3-6187. Jerome Balsam, pres. **DFS.**

**C. O. BAPTISTA FILMS,** Sunnyside Ave., Wheaton, Ill. Wheaton 8-4050. C. O. Baptista, pres. **P DRF.**

**(Continued on page 320)**

# Newsreels, News Photos and News Services

**AMERICAN BROADCASTING Co.,** 7 West 66th St., New York City. Susquehanna 7-5000. John C. Daly, v.p. in charge of news, special events, sports & public affairs; Fritz Littlejohn, director of news and public affairs; Donald Coe, director of special events and operations.

**AMERICAN NEWSREEL,** 222 East 46th St., New York City. Murray Hill 7-2913. (Specializing in Negro news.)

**ASSOCIATED PRESS,** 50 Rockefeller Plaza, New York City. Plaza 7-1111. Frank J. Starzel, gen. mgr.; Oliver Gramling, asst. gen. mgr.

**ASSOCIATED PRESS PHOTOS.** 50 Rockefeller Plaza, New York 20, N.Y. Plaza 7-1111. F. A. Resch, executive newsphoto editor; Wm. Brown, newsphoto editor.

**BRITISH UNITED PRESS Ltd.,** 585 University St., Montreal, Que. University 6-9357. R. W. Keyserlingk, business mgr.; Dennis Landry, editor.

**BROADCAST NEWS Ltd.,** 55 University Ave., Toronto, Ont. Empire 4-2692. Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer. Branches in Halifax, Montreal, Ottawa, Winnipeg, Edmonton, Vancouver.

**COLUMBIA BROADCASTING SYSTEM Inc.,** 485 Madison Ave., New York City. Plaza 1-2345. Sig Mickelson, v.p. in charge of news & public affairs; John Day, director of news; Irving Gitlin, director of public affairs; Elmer W. Lower, director of special projects; Howard Kany, mgr. of newsfilm.

**DuMONT BROADCASTING CORP.-WABD N.Y.,** 205 E. 67th St., New York 21, N.Y. Lehigh 5-1000. Ted Yates, Jr., vice president of Newsmaker Productions, Inc. Producer of The Mike Wallace Interview, ABC TV network.

**HEARST METROTONE NEWS Inc.** (News of the Day and Telenews) 450 West 56th St., New York City. Plaza 7-4120. C. B. Stratton, executive v.p. Services include Telenews Daily, documentary and commercial programs, sports reel, fashions, women's features, children's activities, news film library.

**INTERNATIONAL NEWS PHOTOS,** 235 East 45th St., New York City. Murray Hill 7-8800. Edwin C. Stein, managing editor.

**INTERNATIONAL NEWS SERVICE,** 235 East 45th St., New York City. Murray Hill 7-8800. Kingsbury Smith, gen. mgr.; Barry Faris, associate gen. mgr. and editor-in-chief; Robert H. Reid, TV sales mgr.; Kenneth Smith, promotion mgr.

**MARATHON TV NEWSREEL,** 10 East 49th St., New York City. Murray Hill 8-0985. Konstantin Kalser, pres.-exec. producer; Kenneth Baldwin, production v.p.; Esther Karp, distribution mgr.

**MOVIETONEWS Inc. (Subsidiary of 20th Century-Fox Film Corp.),** 460 W. 54th St., New York, N. Y. Columbus 5-7200. Jack Haney, gen. mgr.; Edmund H. Reek, producer.

**NATIONAL BROADCASTING Co.,** 30 Rockefeller Plaza, New York. Circle 7-8300. Wm. R. McAndrew, v.p.-director of news, radio-TV; Leonard Allen, TV news editor; Joseph Meyers, mgr. of news; Edward Stanley, director of public affairs.

**NATIONAL CATHOLIC WELFARE CONFERENCE, NEWS SERVICE,** 1312 Massachusetts Ave., NW, Washington, D.C. Republic 7-3553. Frank A. Hall, director, press dept.; Burke Walsh, assistant director; Neil Wolford, editor news script.

**REUTERS Ltd.,** 229 W. 43rd St., New York 36, N.Y. Bryant 9-8558. D. Kimpton Rogers, manager.

**CLETE ROBERTS PRODUCTIONS Inc.,** 321 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-8125. Clete Roberts, president; Joseph Brenner, exec. v.p.

**UNITED PRESS ASSNS.,** 220 East 42nd St., New York 17, N. Y. Murray Hill 2-0400. Frank H. Bartholomew, president & gen. mgr.; Mims Thomason, v.p. gen. business mgr.; Earl J. Johnson, v.p.-gen. news mgr.; LeRoy Keller, v.p.-gen. sales mgr.

**UNITED PRESS MOVIETONE NEWS,** 460 West 54th St., New York City. Columbus 5-7200. William R. Higginbotham, manager; Burt Reinhardt, news editor.

**UNITED PRESS NEWSPICTURES,** 461 Eighth Ave., New York City. Pennsylvania 6-8500. Frank Tremaine, v.p. & general manager.

**UNIVERSAL NEWSREEL,** 105 East 106th St., New York City. Trafalgar 6-5020. Thomas Mead, managing director.

GEORGE T. SHUPERT

# HE KNEW 14 YEARS AGO

## THE PLACE OF FILMS IN TELEVISION

by GEORGE T. SHUPERT

*Excerpts from article in Television Magazine, Spring, 1944 issue.*

What are we going to use to program a television station? Will it be live talent, spot news, sporting events, motion pictures, or something entirely new?

Undoubtedly, good use will be made of many types of programs. Motion pictures afford letter perfect performance due to time and care in editing. There will be no embarrassing mistakes before the camera.

From one to a hundred or more television transmitters can offer the same program either simultaneously or at different times. Series of television programs recorded on film in advance of telecast assure continuity.

Production short cuts known to capable motion picture producers will assure reasonable costs.

Initial cost and maintenance of television transmission equipment and personnel capable of telecasting film programs is much less than for live talent programs.

The minute movie type of film transcription offers an economical means of spot advertising.

Speaking generally, it isn't going to make a great deal of difference to the viewing, listening audience whether the picture is being recorded from live talent in the studio or from a film made several months ago—*as long as it is well produced and interesting.*

Of course cost is a very important consideration. Television will undoubtedly be supported by advertising much as is standard radio today. The advertiser will not support it unless he gets *more* than his money back.

Greater Impact

A recent survey was made comparing industrial motion pictures with other advertising media. In many instances the cost per thousand of audience of Industrial movies was less than that for full page ads in national magazines—based on those who read the ad through. This seems to be a fair basis for comparison because a motion picture usually gets the complete attention of its audience. While in many instances, films cost more to make and distribute than other media, in every case checked the advertisers felt that the greater impact of the motion picture was well worth the additional expense.

**So it seems reasonable to assume that motion picture film, because of its many advantages may well prove to be basic television programming for some time to come.**


# WHAT EVERYBODY KNOWS NOW

We think you'll agree that the 1944 observations and predictions of pioneer George Shupert, then a Paramount television executive and now president of ABC Film Syndication, make pertinent reading for 1958, too.

Knowing that TV film will continue as an increasingly profitable advertising medium, ABC Film Syndication is dedicated to filling the individual needs of stations, advertisers and their agencies now and in their future planning.

Call ABC Film Syndication *first.*

**ABC FILM SYNDICATION, Inc.**

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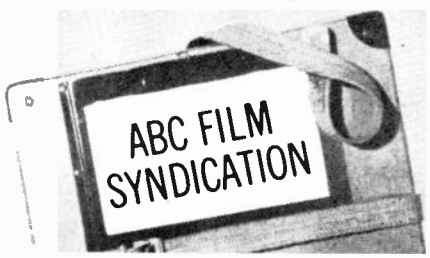

# Program Sources

**THOS. J. BARBRE PRODUCTIONS,** 2130 S. Bellaire St., Denver 22, Colo. Skyline 6-8383. **PFS PFC.**

**BARNETT INTERNATIONAL FORWARDERS Inc.,** 543 W. 43rd St., New York 36, N.Y. Bryant 9-1616. William Barnett, pres.; Norman Barnett, v.p.; Alan Barnett, treas. **FH.**

**BARRY & ENRIGHT,** 667 Madison Ave., New York City. Templeton 2-8600. Jack Barry and Dan Enright, partners.

**BARRY-GRAFMAN & ASSOCIATES,** 203 N. Wabash Ave., Chicago 1, Ill. Central 6-1805. **SR DFS.**

**BASCH RADIO & TV PRODUCTIONS,** 17 E. 45th St., New York 17. N.Y. Murray Hill 2-8877. Charles J. Basch Jr. **PFC PIF AN PFO PSC IF.** Live shows.

**BASS FILMS Inc.,** 200 Fourth Ave., New York 3, N.Y. Gramercy 5-0684. Roger Bass, pres. **KI.**

**BEACON TV FEATURES Inc.,** 115 Newbury St., Boston 16, Mass. Commonwealth 6-6881. J. Leonard Sanderson, pres. **PFC PIF PFS.**

**V. S. BECKER PRODUCTIONS,** 551 Fifth Ave., New York 17, N.Y. Murray Hill 2-0777. Viola S. Becker, Thomas W. Bieder, partners. **AR DFS PFC PFO PFS PLS SR.**

**BEELAND-WOOD FILMS, Inc.,** 752 Spring St. NW. Atlanta, Ga. Trinity 6-7558. Bernard I. Ochs, gen. mgr. **PIF.**

**BEMILLER PRODUCTIONS,** P.O. Box 27833, Hollywood 27, Cal. Atlantic 1-9847. Robert H. Bemiller, pres. **POE PIF PFC AN DRF DFS PFO PFS PRF.**

**BENGAL PICTURES,** 1028 N. Western Ave., Hollywood, Cal. Hollywood 3-3657. Phil E. Cantonwine. **PFS PFC PIF.**

**RUSSELL R. BENSON PRODUCTIONS,** 136 N. Delaware St., Indianapolis, Ind. Melrose 7-0306. Russell R. Benson, pres.; Duncan P. Schiedt, director photography. **PIF PFC.**

**BEST IN SPORTS Inc.,** 130 Cuttermill Rd., Great Neck, N.Y. Great Neck 2-1363. Milton J. Salzburg, pres.; Robert Kranz, v.p.

**GUY BIDDICK,** 1046 S. Olive St., Los Angeles 15, Cal. Richmond 9-8800. Guy Biddick, mgr. **AN PFC.**

**THE BIG FIGHTS Inc.,** 9 E. 40th St., New York 16, N.Y. Lexington 2-1717. William Cayton, pres.; Fred Ladd, sales mgr. **P DFS.**

**BIOGRAPH TELEVISION Co.,** 5 E. 97th St., New York City. Plaza 9-5813. Paul Killiam, pres. **PFS.**

**FRITZ BLOCKI PRODUCTIONS,** 7266¼ Fountain Ave., Hollywood 2-8971. Fritz Blocki, mgr. Live shows.

**BONDED TV FILM SERVICE Inc.,** 630 Ninth Ave., New York City. Judson 6-1030. Chester M. Ross, pres. Branches: Los Angeles—8290 Santa Monica Blvd. Chicago—1301 S. Wabash Ave. **FH.**

**BORDEN PRODUCTIONS Inc.,** 20 Spruce St., Boston, Mass. Lafayette 3-6974. Richard Borden, pres. **P-DFS P-DIF.**

**WILLIAM BOYD ENTERPRISES Inc.,** 8901 Wilshire Blvd., Beverly Hills, Cal. Olympia 2-7090. Marguerite Cherry, business mgr. **PFS.**

**BRANDON FILMS, Inc.,** 200 W. 57th St., New York City. Circle 6-4868. Thomas J. Brandon, pres. **DSh.**

**BRAY STUDIOS INC.,** 729 Seventh Ave., New York 19, N.Y. Circle 5-4582. J. R. Bray, pres.; Paul A. Bray, v.p.; Max Fleischer & Wm. G. Gilmartin, animation directors; B. D. Hess, distribution mgr. **P DFS PFC AN PFS PIF Ex DFL DIF TR.**

**BRENNAN-WESTGATE Corp.,** 9336 W. Washington Blvd., Culver City, Cal. Irving Pincus, Norman Pincus. **PFS.**

**BRIGET PRODUCTIONS, Inc.,** 9336 W. Washington. Blvd., Culver City, Cal. **PFS.**

**BRISKIN PRODUCTIONS Inc.,** 1334 N. Beachwood Dr., Hollywood 28, Cal. Hollywood 2-3111. Irving Briskin, pres. **PFS.**

**BRITISH INFORMATION SERVICES,** 45 Rockefeller Plaza, New York 20, N.Y. Circle 6-5100. Rodney Chalk, TV-radio div.; Alan Waple, production; Natalie Demidov, programming. **DF DN DSh DFS.**

**BROADCAST MUSIC Inc.,** 589 Fifth Ave., New York City. Plaza 9-1500. Carl Haverlin, pres; Robert J. Burton, v.p. in charge of domestic performing rights administration; Glenn R. Dolberg, in charge of station relations. Music licensor, script services to licensees.

**BROADCASTING AND FILM COMMISSION** (National Council of Churches), 220 Fifth Ave., New York 1, N.Y. Oregon 9-2968 Dr. S. Franklin Mack, exec. dir.; Wesley B. Goodman, assoc. exec. dir.; Ben E. Wilbur, program, dir.; Alexander Ferguson, TV films dir. **Branch:** Hollywood—5746. Sunset Blvd.; Hollywood 4-7464; George A. Heimrich. **P DRF.**

**BROADCASTING PROGRAM SERVICE,** 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. **Ex.**

**MYRON L. BROUN,** 34 Grosvenor St., London W.1, England. **DF PFC PFO.**

**HIMAN BROWN TELEVISION FILMS,** 221 W. 26th St., New York 1, N.Y. Oregon 5-2211. Himan (Hi) Brown, pres. **PFS.**

**BRUCE-HALL PRODUCTIONS,** 333 N. Michigan Ave., Chicago, Ill. Franklin 2-7100. Robert B. Hicks, pres. & sales mgr. **PFS.**

**BUREAU OF COMMUNICATION RESEARCH Inc.,** 13 E. 37th St., New York 16, N.Y. Murray Hill 9-4175. James W. Britton, TV film dir. **DIF.**

**BILL BURRUD PRODUCTIONS,** 1522 N. Van Ness, Los Angeles, Cal. Hollywood 7-4159. **PFS.**

**BYRON Inc.,** 1226 Wisconsin Ave., Washington 7, D.C. Federal 3-4000. Byron Roudabush, pres.; Dudley Spruill, gen. mgr. **AN Lab O PFC PFO PIF RF StF.**

**C & C FILMS Inc.,** 400 Park Ave., New York City. Plaza 1-6800. Matthew M. Fox, pres.; Erwin H. Ezzes, sales v.p. **DF.**

**C AND G FILM EFFECTS,** 1600 Broadway, New York 19, N.Y. Plaza 7-2098. Hugo A. Casolaro. **TS.**

**S. W. CALDWELL Ltd.,** 447 Jarvis St., Toronto 5, Ont., Canada. Walnut 2-2103. S. W. Caldwell, pres.; Gordon F. Keeble, v.p. S. Coxford, comptroller; K. Page, sales mgr. (Film). **Branches:** Montreal—1410 Stanley St.; Avenue 8-0528; J. R. DeBow. Winnipeg—Lindsay Bldg.; Whitehall 2-4643. Vancouver—1111 W. Georgia St.; Marine 8733. Florence Ward. **AN DN DOE FH IF IFS Ki Lab ML O PFC PFO PFS PIF PN POE Props PSC PSh RF StF.**

**CALHOUN STUDIOS Inc.,** 266 E. 78th St., New York 21, N.Y. Lehigh 5-2120. Brian Calhoun, pres.; Paul A. Goldschmidt, v.p.; Charles P. Gennell, sales mgr. **Branch:** Washington—Shoreham Bldg.; District 7-1830; P. Bateman Ennis. **PFS PFI PFC StF.**

**CALIFORNIA NATIONAL PRODUCTIONS Inc.**—See NBC Television Films.

**CALIFORNIA STUDIOS Inc.,** 650 N. Bronson Ave., Los Angeles 4, Cal. Hollywood 2-7141. Philip N. Krasne, pres.; Jack J. Gross, v.p.; Mickey Gross, studio mgr. **STF P-DFS.**

**CALLAHAN ASSOCIATES,** 5675 W. Washington Blvd., Los Angeles 16, Cal. Webster 4-2652. Robert E. Callahan. **P-FSh.**

**CAMPUS FILM PRODUCTIONS Inc.,** 14 E. 53rd St., New York, N. Y. Plaza 3-3280. Nat Campus, pres. Robert Braverman, exec. producer; Ellis W. Meyers, client liaison. **PFO PFC DIF FH O PIF PSC SF.**

**CANADIAN FILM INDUSTRIES Co. Ltd.,** 310 Lakeshore Rd., Toronto, Canada. Clifford 1-5211. Arthur Gottlieb pres.; David Coplan, managing director. **AN Lab ML O PFC PFO PIF PSC PSh RF StF.**

**CANADIAN TRAVEL FILM LIBRARY,** 630 Fifth Ave., New York 20, N.Y. Judson 6-2400. Ron C. Ward, Canadian travel film director. **DIF.**

**CAPITAL FILM LABORATORIES Inc.,** 1905 Fairview Ave. NE, Washington 2, D.C. Lawrence 6-4634. James A. Barker, pres.; Arthur Rescher, sales mgr. Walter K. Scott, sales rep. **ML O RF Lab.**

**CAPITAL FILM SERVICE,** 224 Abbott Rd., East Lansing, Mich. Edgewood 2-3544. James Robert Hunter, pres. **Lab O PFC PFO PIF PN KI RF PFS POE PSC SF StF ML O.**

**CAPITOL RECORDS Inc. (Capitol Library Services),** Hollywood & Vine, Hollywood 38, Cal. Hollywood 2-6252. **ML.**

**CAPTAIN Z-RO PRODUCTIONS Inc.,** 3630 Jackson St., San Francisco 18, Cal. Bayview 1-2202. **Branch:** New York City—225 E. 46th St.; Eldorado 5-7443. **PFS.**

**CARAVEL FILMS Inc.,** 20 West End Avenue, New York 23, N.Y. Circle 7-6110. David I. Pincus, pres.; Calhoun McKean, v.p. for TV. **PIF PFC.**

**CARDINAL FILMS LIMITED,** 277 Victoria St., Toronto 2, Ont. Harry J. Allen, pres. **D.**

**CAROUSEL FILMS Inc.,** 1501 Broadway, New York 36, N.Y. Bryant 9-6734. David Dash, sales mgr. **DF.**

**CARTHAY SOUND STAGE,** 5907 W. Pico Blvd., Los Angeles 35, Cal. Webster 8-2101. Jack Miles, studio mgr. **StF.**

**CASCADE PICTURES OF CALIFORNIA Inc.,** 1027 N. Seward St., Hollywood 38, Cal. Hollywood 2-6481. Bernard J. Carr, pres. **PFC PFI.**

**CATE & McGLONE,** 1521 Crossroads of the World, Hollywood 28, Cal. Hollywood 5-1118. T. W. Cate, pres.; E. D. McGlone, v.p.-treas. **PIF PFC SF.**

**CATHEDRAL FILMS,** 140 N. Hollywood Way, Burbank, Cal. Thornwall 8-6637. J. K. Friedrich. **PRF.**

**CATHOLIC MOVIES,** 1409 Seventy-ninth St., N. Bergen, N.J. Union 9-1193, Stan Lewek, mgr. **Branch:** New York—220 W. 42nd St.; Wisconsin 7-9130. **DRF.**

**CAVALCADE TELEVISION PROGRAMS,** 7904 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-4144. Harvey Pergament. **DFS DFL, DSh Ex IF IFS TR.**

**CBS TELEVISION FILM SALES Inc., (Columbia Broadcasting System),** 485 Madison Ave., New York, N.Y. Plaza 1-2345. Leslie Harris, v.p.-gen. mgr.; Fred Mahlstedt, dir. of operations & production; John F. Howell, gen. sales mgr. **Branches:** Chicago—630 N. McClurg Court; Whitehall 4-6000; Henry A. Gillespie. Los Angeles—1313 N. Vine St.; Webster 8-3261; William Perkinson. San Francisco—Palace Hotel; Yukon 2-7000; Edward Hewitt. Boston—Statler Office Bldg.; Hubbard 2-2323; H. Roy Marks. Atlanta—805 Peachtree St., NE; Trinity 6-0727; James McCormick. Dallas—Fidelity Union Life Bldg., Riverside 8-4996; Carter Ringlep. St. Louis—9th & Sidney Sts.; Prospect 3-1120; George Diederich. Detroit—Fisher Bldg.; Trinity 2-5500; Barr Sheets. Canada—Represented by S. W. Caldwell, Ltd. **DFS.**

**CENTAUR STUDIOS,** 7657 Melrose Ave., Hollywood 46, Cal. Webster 1-8154. Carl Swanstrom, pres. **STF.**

**CENTER FOR MASS COMMUNICATION (Div. of Columbia University Press),** 1125 Amsterdam Ave., New York City. University 5-2000. Dorothy Oshlag, mgr. **PIF.**

**CENTRON CORP. Inc.,** W. 9th at Avalon Road. Lawrence, Kan. Viking 3-0400. Arthur H. Wolf, pres. **ML PFC PIF PRF RF.**

**HU CHAIN ASSOCIATES.** 40 E. 40th St., New York 16, N.Y. Murray Hill 5-7220. **PFC PIF.**

**BRUCE CHAPMAN CO.,** 125 W. 41st St., New York 36, N.Y. Wisconsin 7-9244. Bruce Chapman, pres. **PFS PFC.**

**JACK CHERTOK TELEVISION Inc.**—Same as Apex Film Corp.

**CHERYL TV Corp.,** 3084 Motor Ave., Los Angeles 64, Cal. Texas 0-6136. Simon Lipson, pres.; Jack Broder, v.p.; John Ettlinger, national sales mgr.; Laura Raphael & Helen Sweet, film bookers. **DF.**

**CHESHIRE & ASSOCIATES,** 6606 Selma Ave., Hollywood 28, Cal. Hollywood 3-3498, Hollywood 9-4580. Bob Reichenbach, mgr.; Joy Russell-Smith, music librarian. **AR DFS ML.**

**THE CHRISTOPHERS Inc.,** 18 E. 48th St., New York 17, N.Y. Plaza 9-4050. Rev. James Keller, M.M., dir. **P-DRF.**

**CHICAGO FILM LABORATORY Inc.,** 56 E. Superior St., Chicago 11, Ill. Whitehall 4-6971. A. G. Dunlap, pres.; Robert D. Casterline, sales dir. **Lab PFC PFO RF ML O.**

**CINECRAFT PRODUCTIONS Inc.,** 2515 Franklin Ave., Cleveland 13, O. Superior 1-2300. Ray Culley, pres. **PFC PIF PFO.**

**CINEFFECTS Inc.,** 115 W. 45th St., New York 36, N.Y. Circle 6-0951. Nathan Sobel, pres. **AN Lab.**

**CINEMA CORP. OF AMERICA,** 55 Valhalla Way, Wayne, N.J. Mountain View 8-2377. Charles A. Stroh, pres.; Alan F. Martin, v.p. & secy. **DRF.**

**CINEMA-VUE Corp.,** 243 W. 55th St., New York 19, N. Y. Judson 6-1336. Joseph P. Smith, pres.; Francis D. Smith, sales v.p. **DF Dsh DFS PFS DOE PFC.**

**CINEQUE COLORFILM LABORATORIES Inc.,** 424 E. 89th St., New York 28, N.Y. Sacramento 2-5837. Sam Marcus, pres. **Lab PSE.**

**CINE TELE PRODUCTIONS,** 6325 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 5-3376. Harry J. Lehman, pres. **AN PFC PFS PIF ORF SF.**

**CINE-VIDEO PRODUCTIONS Inc.,** Milford, Conn. Trinity 4-6590. Garo W. Ray, pres. **PIF PFC PFO PRF.**

**BOB CLAMPETT STUDIO** (a division of Don Fedderson Prod.), 721 Bronson Ave., Hollywood 38, Cal. Hollywood 2-6661. John R. Jacobs, gen. mgr.; Bob Clampett, producer. **PFS PFC.** Live shows.

**BERT CLASTER TELEVISION PRODUCTIONS,** 2326 N. Charles St., Baltimore 18, Md. Bert Claster, pres. Live syndicated.

**COFFMAN FILMS Inc.,** 4519 Maple Ave., Dallas, Tex. Lakeside 8-3692. Hammond Coffman, pres. **DOE PFC PFO PFS PIF POE PRF RF StF.**

**GEO. W. COLBURN LABORATORY Inc.,** 164 N. Wacker Dr., Chicago 6, Ill. State 2-7316. George W. Colburn, pres.; John E. Colburn, exec. v.p. & treas. 16 mm film processing and printing.

**COLMES-WERRENRATH PRODUCTIONS,** 540 Lake Shore Dr., Chicago 11, Ill. Michigan 2-7470. Walter Colmes, Reinald Werrenrath. **PFC.**

**COLORAMA FEATURES,** Inc., 1501 Broadway, New York 36, N. Y. Longacre 4-5592. Jules B. Weill, pres. **DF** (color).

**COLORFILM Inc.,** 520 N. Barry Ave., Mamaroneck, N.Y. We. 3-3322. Richard N. Jayson, pres. **Lab.**

**COLOR REPRODUCTION Co.,** 7936 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-8010. **Lab.**

**COLOR SERVICE Co. Inc.,** 115 W. 45th St., New York 36, N.Y. Judson 6-0853. **Lab.**

**COLUMBIA ARTISTS MANAGEMENT Inc.,** 113 W. 57th St., New York 19, N.Y. Circle 7-6900. Humphrey Doulens, v.p.-director of radio & TV. **Branch:** Los Angeles—427 W. 5th St.; David Ferguson, Cleone Pottenger. **AR.**

**COMMODORE PRODUCTIONS & ARTISTS Inc.,** 6636 Hollywood Blvd., Hollywood 28, Cal. Hollywood 9-7502. Walter White Jr., pres. **PFS PIF SF ML.**

**COMMONWEALTH FILM & TELEVISION Inc.,** 723 Seventh Ave., New York 19, N.Y. Circle 5-6456. Mort Sackett, pres.; Leo Gottlieb, sales mgr. **Branches:** San Francisco—821 Market St.; Exbrook 2-5203; Jim Diamond. Montreal—1434 St. Catherine St.; University 6-9255; N. Vaillancourt. Chicago—203 N. Wabash Ave.; State 2-2818. Barry-Grafman. **DF DSh P-DFS.**

**CONSOLIDATED FILM INDUSTRIES,** 959 Seward St., Hollywood 38, Cal. Hollywood 9-1441. Sidney P. Solow, v.p. **Lab.**

**CONTINENTAL PRODUCTIONS Corp.,** 539 Vine St., Chattanooga, Tenn. J. E. Webster, pres. & sale mgr. **PFC.**

**FRANK COOPER ASSOCIATES,** 17 E. 54th St., New York City. Plaza 1-0725. Sy Fisher. **Branch:** Hollywood, Cal.—9145 Sunset Blvd.; Crestview 4-6321; Frank Cooper. **AR.**

**CORELLI-JACOBS FILM MUSIC Inc.,** 723 Seventh Ave., New York City. Judson 6-6673. Alfonso Corelli, pres. **ML O.**

**CORNELL FILM Co.,** 130 Cuttermill Rd., Great Neck, N. Y. Great Neck 2-1363. Milton J. Salzburg, pres.; Robert Kranz, secy.-treas. **P-DSh.**

**CORONET FILMS** (Div. of Esquire Inc.), 65 E. South Water St., Chicago 1, Ill. Dearborn 2-7676. Ellsworth C. Dent, v.p.; E. N. Nelsen, sales mgr. **P-DSh.**


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Robert Cummings . . . . 97 Min.

**DR. SCHWEITZER (1955)**
Jungle Doctor
Pierre Fresnay . . . . . 96 Min.

**DYNAMITERS (1954)**
Wayne Morris . . . . . 74 Min.

***CAVALLERIA RUSTICANA (1952)**
Mario Del Monaco of
Metropolitan Opera . 52½ Min.

**HOUR OF DECISION (1955)**
Jeff Morrow . . . . . 74 Min.

***MEN OF SHERWOOD FOREST (1954)**
Don Taylor as Robin Hood
. . . . . 82 Min.

**MILL ON THE FLOSS (1940)**
James Mason
Geraldine Fitzgerald . . . 77 Min.

**PASSPORT TO TREASON (1955)**
Rod Cameron . . . . . 71 Min.

**PAGLIACCI (1950)**
Gina Lollobrigida
Tito Gobbi of
Metropolitan Opera . . . 68 Min.

**FEAR (1953)**
Ingrid Bergman . . . . . 84 Min.

**STRANGER IN TOWN (1956)**
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**COUSENS PRODUCTIONS Inc.,** 1600 Broadway, New York City. Columbus 5-7380. Clayton W. Cousens, pres. **PFC PIF.**

**COX FILMS ENTERPRISES,** 140 S. Orange Dr., Hollywood 36, Cal. William G. Cox, producer. Webster 4-8590. **PIF PFC PN PSC.**

**ROLAND D. CRANDALL PRODUCTIONS,** 31 Heusted Dr., Old Greenwich, Conn. Neptune 7-0425. Roland D. Crandall, pres. **AN PFC POE.**

**CRAWLEY FILMS LTD.,** 19 Fairmont Ave., Ottawa, Ont., Canada. Telephone: Parkway 8-3513. F. R. Crawley, pres.; Graeme Fraser, v.p.; Donald Carter, director of production; James Turpie, mgr., TV film production div. **Branches:** Toronto—181 Eglinton Avenue, East; Empire 4-5283; Stewart Reburn. Montreal—1467 Mansfield St.; Avenue 8-2264; Alasdair Fraser. **PFC PFO PIF AN Lab O PFS PSh RF StF.**

**CRITERION FILM LABS,** 33 W. 60th St., New York 23, N.Y. Columbus 5-2180. Complete color and b&w processing. **Lab.**

**BING CROSBY ENTERPRISES Inc.,** 9028 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-1171. Everett N. Crosby, pres.; Basil F. Grillo, exec. v.p.

**CROSSROADS TV PRODUCTIONS,** 1121 S. Glenstone, Springfield, Mo. Telephone: 2-4422. John B. Mahaffey & E. E. Siman, Jr., managing v.p.'s. Live shows. **AR PFC PFO RF StF.**

**CTN FILM PRODUCTIONS,** 608 Fifth Ave., New York 20, N. Y. Circle 5-8820. Lloyd W. Durant, pres.; William F. Hogan, v.p.; Edward B. Bell, v.p.; H. Don Reynolds, secy.-treas. **PFC PFO PIF.**

**SHAMUS CULHANE PRODUCTIONS Inc.,** 207 E. 37th St., New York 16, N.Y. Murray Hill 2-6812. Shamus Culhane, pres. **Branch:** Hollywood—6226 Yucca; Hollywood 4-1128, Dave Lurie **AN PFC PIF.**

**DALTON FILM Co.,** Daniel Bldg., Tulsa 3, Okla. Lu 5-9973. Russell W. Kurtz, pres. **DFS DOE PFC PFS TR.**

**DANNY DEE ENTERPRISES Inc.,** 400 Madison Ave., New York City. Plaza 3-4153. Irwin N. Rosee, pres. **Owns FS.**

**RONALD DAWSON ASSOCIATES,** 545 Fifth Ave., New York 17, N.Y. Murray Hill 7-6865. **Ronald Dawson. Live shows.**

**GORDON M. DAY PRODUCTIONS,** 256 Hollywood Ave., Douglaston, Queens, N.Y. Bayside 9-6859. Gordon M. Day, pres. **PFC.**

**DeFRENES Co.,** 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-1686. Joseph DeFrenes, pres.; Richard DeFrenes, secy. **AN PFC PIF RF StF.**

**LOUIS deROCHEMONT ASSOCIATES Inc.,** 380 Madison Ave., New York 17, N.Y. Oxford 7-0350. F. Borden Mace, pres. **AN DF IF PFS PIF PRF PSh TR.**

**DE LUXE LABORATORIES Inc.,** 850 Tenth Ave., New York City. Circle 7-3220. Alan E. Freedman, pres. **Lab.**

**DEMBY PRODUCTIONS Inc.,** 1 W. 58th St., New York 19, N.Y. Plaza 9-2495. Emanuel H. Demby, pres. **PFS PFC DFC DIF DFS PFO PSC TR.**

**JACK DENOVE PRODUCTIONS Inc.,** 6611 Santa Monica Blvd., Los Angeles 38, Cal. Hollywood 4-8331. Jack Denove, pres. **PFS PFO PIF PFC AN.**

**DENSON-FREY & AFFILIATES,** 12 E. 41st St., New York City. Murray Hill 3-3295. Erwin M. Frey, pres. **P-DIF PFS PIF.**

**DEPHOURE STUDIOS Inc.,** 782 Commonwealth Ave., Boston, Mass. Beacon 2-5722. Joseph Dephoure, pres.; Milton Levy, sales v.p. **PFC PIF PNO PFS StF Lab PSC RF ML KI AN.**

**DEPICTO FILMS Corp.,** 254 W. 54th St., New York 19, N.Y. Columbus 5-7620. J. R. von Maur, pres. **O PFC PIF PSC.**

**DESILU PRODUCTIONS Inc.,** 846 No. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Desi Arnaz, pres.; Martin Leeds, exec. v.p. **Branch:** New York City—220 Madison Ave.; Oregon 9-8297. Edward Hamilton. **PFC PFS DFS O PFO PIF POE Props SF StF.**

**DIAMOND ARTISTS LTD.**—Same as Abner J. Greshler Production, Inc.

**LEO DINER FILMS,** 332 Golden Gate, San Francisco 2, Cal. Leo Diner, pres. **AN Ki Lab PFC PFO PIF PN RF StF.**

**WALT DISNEY PRODUCTIONS Inc.,** 2400 W. Alameda Ave., Burbank, Cal. Victoria 9-3411. Walter E. Disney, ch. of bd.; Roy O. Disney, pres.; Oliver B. Johnston, v.p. character merchandising; William H. Anderson, v.p. studio operations; E. Cardon Walker, advertising & sales v.p. **Branch:** New York City—477 Madison Ave.; Plaza 9-3880. **PFS PFC.**

**DOUGFAIR Corp.,** 666 N. Robertson Blvd., Los Angeles 46, Cal. Olympia 2-7490. H. Alexander MacDonald, pres. **PFO PFS.**

**JACK DOUGLAS ENTERPRISES,** 8961 Sunset Blvd., Los Angeles 46, Cal. Crestview 5-4477. Live and film shows.

**DRAGNET PRODUCTIONS** —— See MARK VII Ltd.

**DUDLEY TELEVISION Corp.,** 9908 Santa Monica Blvd., Beverly Hills, Cal., Crestview 1-7258. Carl W. Dudley, pres.

**DYNAMIC FILMS Inc.,** 405 Park Ave., New York City. Trafalgar 3-6221. Nathan Zucker, chairman; Lee Bobker, v.p.; Lester S. Becker, exec. producer; Maury Glaubman, dir. public affairs div.; Sol S.Feuerman, dir. medical div.; Murry Schlesinger, dir. film distrib. **P-DFS PFC PIF DFC DIF StF.**

**ECONOMEE TELEVISION PROGRAMS (Affiliate of Ziv Television Programs Inc.),** 488 Madison Ave., New York 22, N. Y. Murray Hill 8-4700. Pierre Weis, gen. mgr.; Ben Philley and Ken Joseph, Spot sales mgrs. **DN DFS DRF.**

**EDITORIAL FILMS Inc.,** 10 E. 40th St., New York 16, N.Y. Murray Hill 6-3773. Babette J. Doniger, pres. **DIF PIF PFO PFS.**

**EDUCATIONAL TV & RADIO CENTER,** Ann Arbor, Mich. **DFS.**

**ED-VENTURE FILMS,** 1122 Calada St., Los Angeles 23, Cal. **PFC PFO PIF.**

**PETER ELGAR PRODUCTIONS, Inc.,** 75 W. 45th St., New York 36, N.Y. Judson 6-1870. Peter F. Elgar, pres.; Julius Edelman, exec. v.p. **PFC PIF.**

**ELLIOT UNGER & ELLIOT, Inc.,** 414 W. 54th St., New York 19, N.Y. Judson 6-5582. Stephen Elliot, pres. **PFC.**

**EMERSON FILM Corp.,** 540 Lakeshore Dr., Chicago 11, Ill. Michigan 2-7470. Walter Colmes, pres.; James D. Krane, exec. v.p. **PFC PIF PFS.**

**EMPEROR PRODUCTIONS,** 6757 Hollywood Blvd., Hollywood, Cal. Hollywood 9-8282. Martin Ross, pres.; Edward Leftwich, producer. **PFS.**

**EMPIRE FILMS Inc.,** 580 Fifth Ave., New York City. Plaza 7-3770. A. Joseph Handel, pres. **TR-F DF IF.**

**ENDORSEMENTS Inc.,** 65 E. 55th St., New York 22, N.Y. Plaza 1-0315. Jules Alberti, pres.; Robert Brilmayer, v.p. **Branch:** Hollywood—9172 Sunset Blvd.; Crestview 6-1272; C. F. Rivers, v.p. Endorsements and testimonials (live and film).

**ENTERTAINMENT PRODUCTIONS Inc.,** 575 Madison Ave., New York 22, N. Y. Plaza 9-3700. Harry Fleischman, pres.; Steven R. Carlin, executive producer; Pauline S. Cowan, v.p.; J. Kyle Faber, Jr., treas. Live shows.

**ESKIMOLAND PICTURES,** 551 Twin Palms Dr., San Gabriel, Cal. Murray de Atlee. **PFS.**

**ESPANA-MEXICO-ARGENTINA,** S.A. de C. V., Calle Cordoba No. 48, Mexico 7,D.F. Telephone: 25-01-53. Manuel Barbachano Ponce, pres. **PF SH PFC PSh.**

**JOHN A. ETTLINGER ASSOCIATES,** 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6635. John A. Ettlinger, pres.; Tholen E. Gladden and Dorrie Harris, bookers. **SR.**

**EXPLORERS PICTURES Corp.,** 1501 Broadway, New York City. Longacre 4-5592. Jules B. Weill, pres. **DF SH.**

**JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA Inc.** 1330 N. Vine St., Hollywood 28, Cal. Hollywood 2-1101. Jerry Fairbanks, pres. **Branches:** Chicago—520 N. Michigan Ave.; Whitehall 4-0196; Robert Kemper. San Antonio—219 Majestic Bldg.; Capitol 4-8641; Jack Mullen. **PIF PFC PSh.**

**FAMILY FILMS Inc.,** 5823 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 2-2243. Sam Hersh, pres. **PRF PRS.**

**FAMILY THEATER,** 7201 Sunset Blvd., Hollywood 46, Cal. Hollywood 2-1317. James J. Ambrose, film mgr. **P-DRF.**

**FAMOUS ARTISTS ASSOCIATES Inc.,** 9441 Wilshire Blvd. Beverly Hills, Cal. Crestview 4-7433. **Branch:** New York City—610 Fifth Ave.; Circle 7-6200. **AR SR PFS.** Live shows.

**FEATURE STORY FILM PRODUCTIONS,** P.O. Box 405, Clermont, Fla. Exeter 4-4652. Rosemary Young, pres. **DIF DN PIF PN O.**

**DON FEDDERSON PRODUCTIONS,** 120 El Camino Dr.; Beverly Hills, Cal. Don Fedderson, pres.; Fred Henry, v.p. **PFS PFO.** Live shows.

**FEDERAL TELEFILMS Inc.,** 959 Seward, Hollywood, Cal. Hollywood 5-4319. William Collier, pres.; Harry Joe Brown, v.p.; Louis L. Goldman, secy.-treas. **PFO PFS.**

**GUSTAVE FEIG & Co.,** 759 Tenth Ave., New York City. Columbus 5-0800. Sydney A. Feig, secy. **Props.**

**PAUL J. FENNELL Co.,** 404 N. La Cienega Blvd., Los Angeles 48, Cal. Olympia 2-2612. Paul J. Fennell, owner. **Branch:** New York City, N.Y.—60 E. 42nd Street; Murray Hill 2-4813, Miss Vera Cocchi. **PFC AN PIF.**

**FRANK FERRIN Co.,** 6528 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-3628. Frank Ferrin, pres. **PFS.**

**FILMACK STUDIOS,** 1327 S. Wabash Ave., Chicago 5, Ill. Harrison 7-3395. Irving Mack, pres.; Bernard Mack, sales v.p. **Branch:** New York City—630 Ninth Ave.; Plaza 7-0900; Don Mack. **AN PFC PIF Lab ML O POE PSC RF.**

**FILM-ART SERVICE Inc.,** 41 W. 47th St., New York 36, N. Y. Circle 6-2426. Neil Sessa, pres. Art service preparing animated drawings and slidefilms ready for camera.

**FILM ARTS PRODUCTIONS Inc.,** 1700 S. 19th St., Milwaukee 4, Wis. Mitchell 5-0523. Harlan P. Croy, pres. **PFC PFO PIF PSC RF StF Lab ML O.**

**FILM ASSOCIATES Inc.,** 4600 S. Dixie Highway, Dayton 39, O. Axminster 3-2164. E. Raymond Arn, pres.; Edward R. Lang, gen. mgr. **AN Ki ML O PFC PFO PIF POE RF StF.**

**FILM COMMERCIALS Inc.,** 87 Madison Ave., New York 16, N.Y. Oregon 9-3970. John C. Ryder, v.p. **DOE.**

**FILMCRAFT PRODUCTIONS,** 8451 Melrose Ave., Los Angeles 46 Cal. Olive 3-2430. Regina Lindenbaum, pres.; E. Chas. Straus, v.p.; Ferenz H. Fodor, technical supervisor. **PFO PFS PFC RE StF.**

**FILMEFFECTS OF HOLLYWOOD,** 1153 N. Highland Ave., Hollywood 38, Cal. Hollywood 9-5808.. Linwood G. Dunn, gen. mgr. **Lab.**

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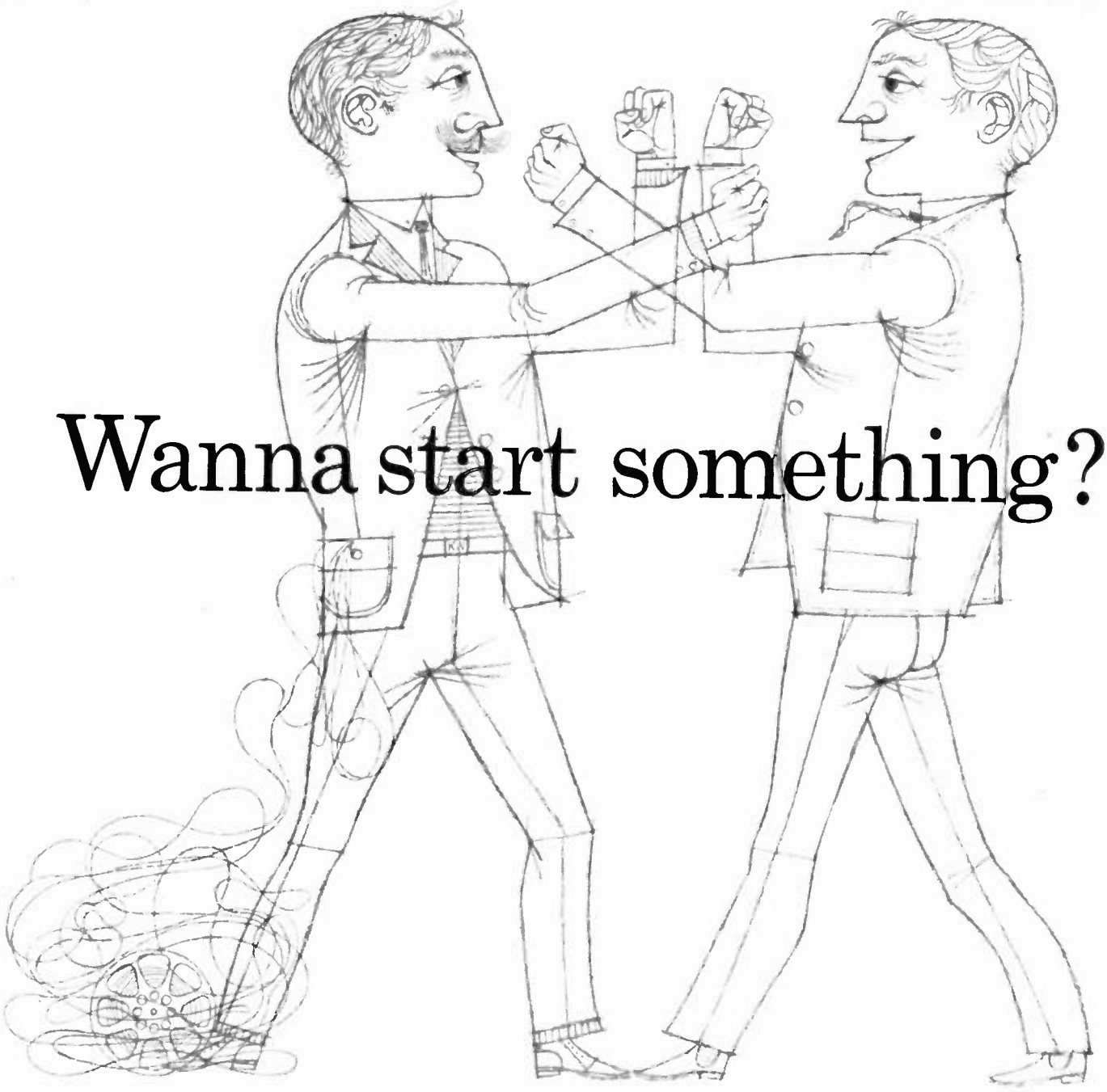

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**FILM IMAGES Inc.,** 1860 Broadway, New York 23, N.Y. Circle 7-1877. Rosalind Kossoff, pres. **DSh.**

**FILM OPTICALS Inc.,** 421 W. 54th St., New York 19, N.Y. Plaza 7-7120. Leon Levy, pres. **PSC Art.**

**FILMS OF INDIA,** 109 So. Edinburgh Ave., Hollywood 48, Cal. Webster 1-3822. R. M. Bagai, pres. **DF SH.**

**FILMS OF THE NATIONS DISTRIBUTORS Inc.,** 62 W. 45th St., New York 36, N. Y. Murray Hill 2-0040. Ronald T. Groen, exec. director. **DSh DIF SF.**

**FILM VISION Corp.,** 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules Weill, pres. **DF DFS.**

**FISCHER PHOTOGRAPHIC LABORATORY Inc.,** 6555 W. North Ave., Oak Park, Ill. Euclid 6-6603. Joseph E. Fischer, pres. **Lab ML O RF.**

**ALAN M. FISHBURN,** 333 N. Michigan Ave., Chicago 1, Ill. Dearborn 2-0657. **PFC.** Live shows.

**FLAMINGO FILMS,** 509 Madison Ave., New York 22, N.Y. Murray Hill 8-4800. Joseph Harris, pres.; Robert Pik, v.p. **DFS DF.**

**FLEETWOOD FILMS Inc.,** 10 Fiske Pl., Mt. Vernon, N.Y. Telephone: 4-5051. Myron Bresnick, pres.; Martin Bresnick, gen. mgr. **DFS DSH.**

**FLYING A PRODUCTIONS,** 6920 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-1425. Armand Schaefer. **PFS PFC.**

**FORDEL FILMS Inc.,** 1187 University Ave., New York 52, N.Y. Wyandotte 2-5000. Clifford F. Potts, pres.; Richard A. Kent, sales dir. **AN PFC PIF.**

**FORTUNE FEATURES Inc.,** 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules B. Weill, pres. **DF.**

**FOTOVOX Inc.,** 1447 Union Ave., Memphis 4, Tenn. BR 5-3192. Elston Leonard, pres.; **Branch:** Little Rock—216 E. Markham; Franklin 2-0502; Harry Westlake. **PIF PFC PFO.**

**FOUNDATION FILMS Corp.,** Citizens Bank Bldg., Pasadena 1, Cal. Sycamore 6-2649. John I. Bolen, chairman. **PRSh.**

**FOUR STAR FILMS Inc.,** 9336 Washington Blvd., Culver City, Cal. Vermont 8-2174. Dick Powell, pres.; Frank Baur, production v.p.

**FOX-MARQUIS PRODUCTIONS,** 9157 Sunset Blvd., W. Hollywood 46, Cal. Crestview 1-9914. **PFS TR.**

**WALT FRAMER PRODUCTIONS,** 1150 Ave. of the Americas, New York 36, N.Y. Oxford 7-3322. Walt Framer. Live shows.

**FREMANTLE OVERSEAS RADIO & TELEVISION Inc.,** 366 Madison Ave., New York 17, N.Y. Murray Hill 7-4344. Paul Talbot, pres.; Ruth Arrington, secy.-treas. **Branches:** Mexico City-Avenida Juarez 100-Piso 10; Rene Anselmo, Alex Duncan. London, England—Axtell House, Warwick St.; Toronto, Canada—17 Dundonald St.; Ralph Ellis, mgr. **Ex DFS.**

**GALAHAD PRODUCTIONS,** 221 W. 26th St., New York 1, N.Y. Oregon 5-2211. Himan Brown. **PFO.**

**GALBREATH PICTURE PRODUCTIONS Inc.,** 2905 Fairfield Ave., Ft. Wayne, Ind. Harrison 4147. Richard E. Galbreath, pres. **PIF PFC P-DFS.**

**GALLAGHER FILMS Inc.,** 854 Shawano Ave., Green Bay, Wis. Hemlock 7-1307. James C. Gallagher, pres. **Branches:** Milwaukee—4712 W. Burleigh; Uptown 3-9932; Lowell Ramge. **PIF PFC DFS.**

**WM. J. GANZ Co. Inc.,** 40 E. 49th St., New York 17, N.Y. Eldorado 5-1443. William J. Ganz, pres.; Herbert R. Dietz, exec. producer; Vincent J. Capuzzi, mgr. **PIF PFC DIF.**

**GATEWAY PRODUCTIONS Inc.,** 1859 Powell St., San Francisco 11, Cal. Sutter 1-8464. Alvin J. Gordon, pres. **DIF.**

**CONNIE B. GAY,** Box 1071, Arlington, Va. **PFS.**

**GENERAL ARTISTS Corp.,** 640 Fifth Ave., New York City. Circle 7-7543. Thomas G. Rockwell, chairman; Larry Kanaga, pres. **Branch:** Beverly Hills—9650 Santa Monica Blvd.; Crestview 1-8101. Chicago—8 S. Michigan Ave.; State 2-6288. **AR SR.**

**GENERAL FILM LABORATORIES Corp.,** 1546 Argyle Ave., Hollywood 28, Cal. Hollywood 2-6171. G. Carleton Hunt, pres. **Lab.**

**GENERAL PICTURES PRODUCTIONS Inc.,** 1702 Keo Way, Des Moines 14, Ia. Atlantic 8-2113. D. H. Bonine, v.p. in charge of lab; Wm. H. Schultz, production v.p. **PIF PFC Lab.**

**GENERAL SERVICE STUDIOS,** 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 7-3111. James Nasser, pres. **StF.**

**MITCHELL GERTZ AGENCY,** 338 N. Rodeo Dr., Beverly Hills, Cal. Crestview 4-5491. **P-DFS.**

**JOHN E. GIBBS & COMPANY, Inc.,** 12 W. 55th St., New York City. Plaza 7-5959. John Gibbs, pres. **AR PFC PFO PFS StF.** Live shows.

**JACKIE GLEASON ENTERPRISES,** 40 W. 55th St., New York City. Judson 2-4900. George Durgom, pres.

**GLENAR STUDIOS,** 6618 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-0406. Sid Glenar, owner. **PFC PS.**

**GLOBE TV CORP.,** 425 S. Beverly Dr., Beverly Hills, Cal. Crestview 5-0186. Edward Sherman. **DF.**

**JACK GOETZ,** 959 Seward St., Hollywood, Cal. **PFO Lab StF.**

**JACK GOLDBERG PRODUCTIONS,** 1650 Broadway, New York City. Plaza 7-2760.

**GOLDEN KEY PRODUCTIONS Inc.,** 1921 Hillhurst Ave., Hollywood 27, Cal. Normandy 3-9421. Gene Spiller, pres. **P-DIF PFC.**

**GOLDSWAN PRODUCTIONS Inc.,** 730 Fifth Ave., New York City. Circle 7-3380. Marion Baldwin. **PFC.**

**GOLDWYN STUDIO, (subsidiary of Samuel Goldwyn Productions),** 1041 N. Formosa Ave., Los Angeles 54, Cal. Hollywood 7-5111. Robert V. Newman, gen. mgr. **StF.**

**GOMALCO Inc.,** 404 N. Roxbury Dr., Beverly Hills, Cal. Crestview 5-6131. George Gobel. **PFS Live.**

**HARRY S. GOODMAN PRODUCTIONS,** 19 E. 53rd St., New York City. Plaza 5-6131. H. S. Goodman, gen. mgr. **DOE DFS PFC POE.**

**GOODSON-TODMAN PRODUCTIONS,** 41 E. 57th St., New York 22, N.Y. Plaza 1-0600. Mark Goodson & William S. Todman, partners; Bud Austin, sales director; Gil Fates, Franklin Heller, Paul Alter, Bob Stewart, & Ira Skutch, executive producers; Mitchell Leiser, production mgr.; Howard Todman, director of business affairs. **Branch:** Beverly Hills—449 S. Beverly Dr.; Crestview 4-7357; Harris Katleman, v.p. Produces live and film shows.

**GOSPEL FILMS Inc.,** 892 Pine St., Muskegon, Mich. Telephone: 624-539. Jack Sonneveldt, pres.; Conrad Lengar, v.p. **Branches:** Toronto—Box 159 Station 5; Evon Hedley. Belfast, Ireland—12 High St.; W. J. Arlow. **DRSh.**

**ALEX GOTTLIEB PRODUCTIONS,** 8822 Washington Blvd., Culver City, Cal. Texas 0-8149. **PFS.**

**GOULDING-ELLIOTT-GRAHAM PRODUCTIONS,** 420 Lexington Ave., New York City. Lexington 2-9014. Lewis Gifford, mgr. **AN**

**GOVERNOR TELEVISION ATTRACTIONS Inc.,** 151 W. 46th St., New York 36, N.Y. Judson 6-3675. Arthur Kerman, pres., **Branches:** Hollywood—1693 Marmont Ave.; Hollywood 3-6576; Phil Cooper. Chicago—Barry-Grafman Assoc., 203 N. Wabash Ave.; Central 6-1805. Houston—Texas National Bank Bldg.; Capitol 3-4417; Nathan Zelikow. Lansing, Mich.—314 Townsend; Ivanhoe 9-2200; W. A. Pomeroy. **DFS DSh DF.**

**GRANTRAY-LAWRENCE ANIMATION Inc.,** 716 N. La Brea, Hollywood, Cal. Ray Patterson, pres.; Robert L. Lawrence, v.p. **AN PFC.**

**GRANT-REALM PRODUCTIONS, Inc.,** c/o M. D. Coppersmith, 211 S. Beverly Dr., Beverly Hills, Cal. Crestview 5-5215.

**GRAPHIA PRODUCTIONS,** 3630 Jackson St., San Francisco 18, Cal. Bayview 1-2202. Kathleen K. Rawlings, producer. **PIF PFC PFS.**

**GRAY-O'REILLY STUDIOS,** 480 Lexington Ave., New York 17, N.Y. Plaza 5-2060. John F. O'Reilly, James E. Gray. **PFC PIF.**

**BEN GREENE FILM PRODUCTIONS,** 318 W. 51st St., New York 19, N.Y. Plaza 7-3858. Ben Greene, pres. **PFO PFC.**

**LEWIS G. GREEN PRODUCTIONS,** 520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7440. Lewis G. Green, gen. mgr. **PFC.**

**ABNER J. GRESHLER PRODUCTIONS Inc.,** 275 S. Beverly Dr., Beverly Hills, Cal. Crestview 4-7563. Abner J. Greshler, pres. **PF PFS.**

**GROSS-KRASNE Inc.,** 5420 Melrose Ave., Hollywood 38, Cal., Hollywood 7-5151. Jack J. Gross, pres.; Philip N. Krasne, v.p.; David Mathews, gen. mgr.

**JOHN GUEDEL PRODUCTIONS,** 8321 Beverly Blvd., Los Angeles 48, Cal. Webster 6-6291. John Guedel, Art Linkletter. **PFS.** Live shows.

**GUIDED TOUR PRODUCTIONS, Inc.,** 415 Wilson Ave., Ocala, Fla. Marion 9-2618. Chester J. Redfern, pres.; Jean McGowan, sales mgr. **Branch:** Jersey City, N.J.—880 Bergen Ave. **PIF DIF PFC PFS.**

**GUILD FILMS Co. Inc.,** 460 Park Ave., New York 22, N.Y. Murray Hill 8-5365. Reub Kaufman, pres.; George De Martini, v.p.-treas.; Lou Shainmark, adv. & public relations v.p.; John J. Cole, sales v.p.; S. L. Adler, national sales dir.; Irv Feld, Eastern div. sales supervisor. **Branches:** Atlanta—104 Sheryl Place NW; Trinity 2-9492. Chicago—28 E. Jackson Blvd.; Wabash 2-1803; Marvin Lowe. Dallas—3020 Fairmont St.; Riverside 8-1338; Bruce Collier. Hollywood—8255 Sunset Blvd.; Oldfield 6-3770; Dalton Danon. Kansas City—Hyde Park Hotel; Logan 1-5533; Valentine 1-8220; Tony Rizzo. Portland, Ore.—611 N. Tillamook; Atlantic 4-4255; Merriman Holtz. St. Louis—8664 Old Bonhomme Rd.; Wydown 1-5619; Bill Whalen. Columbia, S.C.—6347 Westshore Rd.; Sunset 7-0527; Herb Pearson. Yorkville, Ohio—Box 574; Lew Dickey. **DF DFS PFC PFO PFS.**

**HERMAN HACK PRODUCTIONS,** 2441 N. Beachwood Dr., Hollywood 28, Cal. Hollywood 7-0557. **P-DRF.**

**HALLMARK PRODUCTIONS, Inc.,** 9100 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-6000. Kroger Babb, pres. **DF PFO.**

**LAURENCE HAMMOND PRODUCTIONS Inc.,** 455 E. 51st St., New York 22, N.Y. Plaza 9-2210. Laurence Hammond, pres . **PFC PIF.**

**HANDEL FILM CORP.,** 6926 Melrose Ave., Hollywood 38, Cal. Webster 6-5924. Leo A. Handel, pres. **DIF PFO PFC.**

**HANKINSON STUDIO Inc.,** 15 W. 46th St., New York 36, N.Y. Judson 6-0133. Frederick L. Hankinson, pres. **PSC PFC AN.**

**HARRIS-TUCHMAN PRODUCTIONS,** 751 N. Highland, Hollywood 38, Cal. Webster 6-7189. Ralph G. Tuchman, gen. mgr. **PIF PFC.**

# film syndication

# Program Sources

**HARRISCOPE Inc.,** 355 N. Beverly Dr., Beverly Hills, Cal. Crestview 6-4632. Burt I. Harris, pres. **Branches:** Chicago—203 N. Wabash; Ben Barry, Howard Grafman. Minneapolis—1109 Currie Ave., North; Donald Swartz, Brookline, Mass.—60 Columbia St.; Eliot Alter. San Francisco—821 Market St.; Jim Diamond. **DF PFO.**

**HARTLEY PRODUCTIONS Inc.,** 339 E. 48th St., New York 17, N.Y. Eldorado 5-7762. Irving Hartley, pres. **P DIF PFC DSh DFS O PFO PFS PSC RF StF.**

**SUE HASTINGS MARIONETTES Inc.,** 3706 McKinney, Dallas 4, Tex. Lakeside 1-4022. Linnea Roberts, pres. Marionettes.

**HEARST METRONONE NEWS Inc.,** 450 W. 56th St., New York 19, N.Y. Plaza 7-4120. Caleb B. Stratton, exec. v.p. **PN.**

**PAUL HOEFLER PRODUCTIONS,** 1122 Kline St., La Jolla, Cal. Glencourt 4-0955. Paul L. Hoefler, pres. **Ex PIF SF.**

**HOFFBERG PRODUCTIONS Inc.,** 362 W. 44th St., New York 36, N.Y. Circle 6-9031. Jack Hoffberg, pres. **DF PFS DSh.**

**HOLLAND-WEGMAN PRODUCTIONS,** 197 Delaware Ave., Buffalo 2, N.Y. Sheldon C. Holland & Edward J. Wegman, partners. **Lab O PFC PFO PIF PN POE PRF PSC RF AN ML.**

**DANIEL HOLLYWOOD ASSOCIATES,** 101 W. 55th St., New York 19, N.Y. Columbus 5-8640. **AR (writers).**

**HOLLYWOOD FILM ENTERPRISES Inc.,** 6060 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-2181. Mickey Kaplan, pres. T. H. Emmett, sales mgr. **DF DSh.**

**HOLLYWOOD TELEVISION SERVICE Inc.,** 4020 Carpenter St., N. Hollywood, Cal. Poplar 3-8807. Earl R. Collins, pres. & gen. sales mgr.; R. G. Yates, v.p.; L. J. Nelson, secy. **Branches:** Atlanta—162 Walton St. NW; Jackson 4-8611. Boston—260 Tremont St.; Hancock 6-4288. Buffalo—505 Pearl St.; Cleveland 2421. Charlotte—227 W. 4th St.; Edison 3-5138. Chicago—1304 S. Wabash Ave.; Webster 9-6090, Cincinnati—1632 Central Pkwy.; Cherry 1-3021. Cleveland—2112 Payne Ave.; Prospect 1-0034. Dallas—412 S. Harwood St.; Riverside 2-4127. Denver—2145 Broadway; Tabor 5-2263. Des Moines—1205 High St.; Cherry 4-2239. Detroit—Film Exchange Bldg.; Woodward 1-6415. West Haven, Conn.—22 Hemlock St.; West 3-9313. Indianapolis—444 N. Illinois St.; Melrose 5-4419. Los Angeles—1926 S. Vermont Ave.; Republic 4-1131. Kansas City—215 W. 18th St.; Grand 1-6789. Memphis—397 Second St.; Jackson 6-7388. Milwaukee—1030 N. 8th St.; Broadway 1-1876. Minneapolis—1106 Currie Ave.; Federal 2-8071. New Orleans—150 S. Liberty St.; Raymond—0765. New York—630 Ninth Ave.; Circle 6-0760. Oklahoma City—718 W. Grand Ave.; Forest 5-6651. Philadelphia—248 N. Clarion St.; Locust 7-4712. Pittsburgh—415 Van Braam; Atlantic 1-1630 Portland, Ore.—1816 NW Kearney St.; Capitol 8-9405. St. Louis—3320 Olive St.; Jefferson 3-6548. Seattle—2420 Second Ave.; Elliott 8678. Salt Lake City—204 East First South St.; Empire 3-9148. San Francisco—221 Golden Gate Ave.; Market 1-6880. Tampa—113 S. Franklin St.; Telephone: 2-3390. Washington, D.C.—203 Eye St. NW; Republic 7-0155. **DF.**

**HOME CRAFT FILMS,** 5009 Libbit Ave., Encino, Cal. State 4-7150. Irving X. Burg, exec. v.p. & sales mgr. **P-DFS P-DIF.**

**HOWARD RADIO-TV PRODUCTIONS,** 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-5877. Bernard Howard, owner. **AN O PFO PFS PIF PRC PSC RF StF.**

**SANDY HOWARD PRODUCTIONS,** 853 Seventh Ave., New York 19, N.Y. Judson 6-6610. Marvin Paige, gen. mgr. **Branch:** Hollywood, Cal.—6758 Hollywood Blvd.; Hollywood 7-7191. Live shows & Film Packages.

**HOWCO PRODUCTIONS Inc.,** 120 S. Poplar St., Charlotte, N.C. Franklin 5-6051. J. Francis White, pres. **PFS PF.**

**HULLINGER PRODUCTIONS Inc.,** 4461 Conn. Ave. NW, Washington 8, D.C. Emerson 3-2536. Kellogg 7-1100. Edwin W. Hullinger, pres. & exec. producer. **PFO PIF PN POE PRF PSC PSh StF.**

**IDEAL PICTURES Inc.,** 58 E. South Water St., Chicago 1, Ill. Financial 6-5480. Paul R. Foght, pres.-gen. mgr. **Branches:** Los Angeles—4336 W. Sunset Blvd.; Normandy 5-5297; Eugene A. Balcom. Memphis—18 S. Third St.; Telephone: 37-4313; Stanley L. Nolan. New York City—233 W. 42nd St.; Lackawanna 4-0916; Walter J. Dauler. **DF DIF DRF DSh.**

**IMPERIAL WORLD FILMS Inc.,** 12 E. Delaware Pl., Chicago, Ill. Michigan 2-6200. Russ Davis, v.p. & gen. sales mgr. **PIF DFS PFS PFC DRF PFO PRF.**

**IMPPRO Inc.,** 8822 W. Washington Blvd., Culver City, Cal., Vermont 9-2311. Herbert L. Strock, pres. **PFC PFO PFS PIF POE.**

**INDIA INFORMATION SERVICES,** 2107 Massachusetts Ave. NW, Washington 8, D.C. Columbia 5-5050. M. D. Shahane, public relations attache. **DSh.**

**INSTITUTE OF VISUAL TRAINING Inc.,** 40 E. 49th St., New York 17, N.Y. Eldorado 5-1443. William J. Ganz, pres.; Herbert R. Dietz, exec. mgr.; Vincent J. Capuzzi, gen. mgr. **DIF PIF.**

**INTERNATIONAL 16mm Corp.,** 165 W. 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, pres. **PSh.**

**INTERNATIONAL FILM BUREAU Inc.,** 57 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-1648. Wesley H. Greene, pres. **DFS DIF DSh Ex PIF.**

**INTERNATIONAL FILM FOUNDATION Inc.,** 1E. 42nd St., New York City. Julien Bryan, exec. dir. **PIF.**

**INTERNATIONAL NEWS SERVICE** (Associated with Hearst-Metrotone News Inc.) 235 E. 45th St., New York 17, N.Y. Murray Hill 7-8800. Robert H. Reid, INS TV dept. mgr. **DN PFO PFS PN SF.**

**INTERNATIONAL TELEVISION PROGRAMS Inc. (Affiliate of Ziv Television Programs Inc.),** 530 Maxwell Ave., Cincinnati, 19, O. University 1-5000. Edward Stern, pres.; Millard Segal, international sales mgr. **Ex DFL DFS.**

**INTERSTATE TELEVISION Corp.,** 445 Park Ave., New York City. Murray Hill 8-2545. Lloyd L. Lind, v.p. & national sales. **Studios:** Hollywood—4376 Sunset Dr.; Normandy 2-9181; G. Ralph Branton, pres. **Branches:** Dallas—304 S. Harwood St.; Prospect 1658; Jay Rubin. Greensboro, N.C.—3207 Friendly Road; Greensboro 3-7551; Henry Profenius. Toronto—Sterling Films Limited; King Edward Hotel; Empire 6-6221; George Oullahan. **DF DFS PFS.**

**INTER T.V. FILMS Ltd.,** 1410 Stanley St., Montreal, Canada. Plateau 4868. Marcel Leduc, pres.; Robert A. Jouglet, exec. v.p.; Jules Dupre, secy.; Jean Thys, treas. **Branches:** Toronto—147 University Ave.; Empire 6-6680; Norman Brown. New York City—Arcadia Television Assoc.; 445 Park Ave.; Plaza 5-0362. **DF DFL DFS PFS.**

**CAROL IRWIN,** 277 Park Ave., New York City. Plaza 1-4970. **PFO.** Live & film shows.

**LOU IRWIN Inc.,** 9165 Sunset Blvd., Hollywood 46, Cal. Crestview 1-7131. Lou Irwin, pres. **AR.**

**RILEY JACKSON PRODUCTIONS,** 6253 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-2324. Riley Jackson, pres. **PFS PFC PFO.**

**THE JAM HANDY ORGANIZATION Inc.,** 2821 E. Grand Blvd., Detroit 11, Mich. Trinity 5-2450. Jamison Handy, pres.; George Finch, v.p., sales development. **PIF PFC AN DIF DSh PRF PSh.**

**JAMIESON FILM Co.,** 3825 Bryan St., Dallas 4, Tex. Taylor 3-8158. Hugh V. Jamieson. **PFS PIF PFC.**

**JAN PRODUCTIONS Inc.**—Div. of Jack Denove Productions, Inc. 6611 Santa Monica Blvd., Hollywood 38, Cal. Ann Fairleigh, pres. **PFS.**

**JEWELL RADIO AND TELEVISION PRODUCTIONS,** 540 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-5757. James E. Jewell, pres. **Branch:** Hollywood—1040 N. Las Palmas; Hollywood 7-3111; Lewis Foster, director. Detroit—Penobscott Bldg.; Woodward 3-0617. W. Ralph Jewell. **PFC PFO PFS PIF RF.**

**DALLAS JONES PRODUCTIONS Inc.,** 1725 N. Wells St., Chicago 14, Ill. Mohawk 4-5525. Dallas Jones, pres.; **PIF PFC.**

**AL KANE PRODUCTIONS Inc.,** 1411 Walnut St., Philadelphia 2, Pa. Rittenhouse 6-0222. Albert M. Kane, pres. **KI PIF PFO TR.**

**BERNARD E. KARLEN PRODUCTIONS,** 17 E. 48th St., New York 17, N.Y. Plaza 9-3107. Bernard E. Karlen, pres. **PFC PFO.** Live shows.

**VICTOR KAYFETZ PRODUCTIONS Inc.,** 1780 Broadway, New York 19, N.Y. Circle 5-4830. Victor Kayfetz, pres.; Seymour Posner, customer relations. **AN PSh PIF DFS DIF PFC PSC.**

**KEITH FILM PRODUCTIONS,** 2820 Harney St., Omaha, Neb. Jackson 3559. James C. Keith. **PIF PFC.**

**KEITZ & HERNDON,** 4409 Belmont, Dallas, Tex. Taylor 1-5167. L. F. Herndon Jr. & R. K. Keitz, partners. **AN PFC PIF POE Props PSC PSh StF.**

**HERBERT KERKOW Inc.,** 480 Lexington Ave., New York 17, N.Y. Plaza 1-1833. Herbert Kerkow, pres. **PIF PFC.**

**KEY PRODUCTIONS Inc.,** 527 Madison Ave., New York 22, N.Y. Eldorado 5-2180. James D. Kantor, pres.; Wm. M. Kahn, v.p. **PIF PFC PFO PSC POE.**

**KILLIAM SHOWS Inc.**—Same as Biograph Television Co.

**KING-SHORE FILMS LTD.,** 445 Park Ave., New York City. Plaza 1-5370. Sig Steven Shore. **DF DFS.**

**FRED W. KLINE PRODUCTIONS,** 1436 N. Serrano Ave., Hollywood 27 Cal. Hollywood 2-6371. Fred W. Kline, pres. **Branch:** New York City—111 W. 57th St.; Judson 6-7777. **PFO.**

**KLING FILM PRODUCTIONS,** 1058 W. Washington Blvd., Chicago 7, Ill. Seeley 8-4181. Robert Eirinberg, pres.; Harry W. Lange, exec. v.p. **Branches:** Chicago—601 Fairbanks Court; Delaware 7-0400; Robert Eirinberg. Hollywood—1416 N. LaBrea; Hollywood 3-2141; Frances Russell. **P-DFS PFC StF PFS AN PFO PSC.**

**KNICKERBOCKER PRODUCTIONS Inc.,** 1600 Broadway, New York 19, N.Y. Circle 5-6710. Howard A. Lesser, pres. **PIF PFO AN PFC POE.**

**C. BRUCE KNOX TELEVISION PRODUCTIONS,** 1750 Vallejo St., San Francisco 23, Cal. Tuxedo 5-5338. C. Bruce Knox. **PFS PFC PIF.**

**LAB TV,** 247 W. 46th St., New York City. Judson 6-2293. **Lab.**

**LAKESIDE TELEVISION CO. Inc.,** 1465 Broadway, New York 36, N.Y. Longacre 5-4582. Richard Stevers, pres.; Bernard Schulman, exec. v.p. **DF DFS DRF DSH PFC PFO SF Sh TR FB SR PFS.**

**LANCE PRODUCTIONS Inc.,** 353 W. 57th St., New York 19, N.Y. Plaza 9-6167. Lorraine Lester, pres.; Samuel H. Evans, treas.; George Lessner, exec. v.p.; Alford H. Lessner, v.p. **PIF PFC AN PFO PFS FSh RF StF Props.**

**KENT LANE FILMS, Inc.,** 1253 S. Third St., Louisville 3, Ky. Melrose 6-3911. Kent Lane, pres. **PFC PIF.**

**LANGLOIS FILMUSIC Inc.,** 1755 Broadway, New York 19, N.Y. Judson 6-5705. C. O. Langlois Jr., pres.; T. A. Roseen, sales mgr. **Branch:** Hollywood, Cal.—Capitol Records Inc.; Hollywood & Vine; Hollywood 2-6252; George R. Jones, mgr. Toronto—S. W. Caldwell, Ltd.; 447 Jarvis St.; Walnut 2-2103. **ML**

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# Program Sources

**MAX LASKY FILM PRODUCTIONS,** 1475 Broadway, New York City. Lackawanna 4-2360. **PIF.**

**LAUFMAN FILM PRODUCTIONS Inc.,** 221 N. LaSalle St., Chicago 1, Ill. Randolph 6-4086. Herbert S. Laufman, pres.; James A. Jennings Jr., v.p. **PFO PFS PIF.**

**ROBERT LAWRENCE PRODUCTIONS Inc.,** 418 W. 54th St., New York 19, N.Y. Judson 2-5242. Robert L. Lawrence, pres.; Louis Mucciolo, v.p.-studio operations; Martin Low, sales v.p. Henry Traiman, v.p.-editorial supervision; Philip Kornblum, treas. **PFC PFS PIF A.**

**LEE & MOGLE STUDIOS Inc.,** 43 W. 61st St., New York 23, N.Y. Judson 2-7379. **AN PSC O.**

**SOL LESSER PRODUCTIONS Inc.,** 9336 W. Washington Blvd., Culver City, Cal. Texas 0-2931. Sol Lesser, pres. **PF.**

**CAROL LEVENE PRODUCTIONS,** 566 Vallejo St., San Francisco, Cal. Sutter 1-5022. Carol Levene, owner. **PIF PFC.**

**LEWIS AND MARTIN FILMS Inc.,** 1431 N. Wells, Chicago 10, Ill. Whitehall 4-7477. Herschell Lewis, pres. **AN PFC PFS PSC PIF POE StF PFO.**

**LEWISLOR FILMS, Inc.,** 9885 Charleville Blvd., Beverly Hills, Cal. Crestview 4-6023. R. F. Shewalter, treas. **PFS.**

**LIBRARY FILMS Inc.,** 25 W. 45th St., New York 36, N.Y. Plaza 7-0100. Paul N. Robins, pres. **RTV.**

**LOU LILLY PRODUCTIONS Inc.,** 5746 Sunset Blvd., Hollywood 28, Cal. Hollyood 5-6325. Lou Lilly, pres. **AN PFC PIF POE.**

**LION TELEVISION PICTURES Corp.,** 1501 Broadway, New York City. Pensylvania 6-1780. E. W. Hammons, pres. **P-DSh.**

**JACK LLOYD,** 1445 Miller Way, Hollywood 46, Cal. Oldfield 6-4607. Jack Lloyd, exec. producer. **PFC PFO PFS PSC RF SR.**

**ARTHUR LODGE PRODUCTIONS Inc.,** 21 W. 46th St., New York 36, N.Y. Judson 2-5477. Arthur J. Lodge Jr., pres. **PFO PIF PN SF.**

**GUY LOMBARDO ENTERPRISES,** Freeport, L.I., New York. Guy Lombardo; Herb Sussan, mgr. **PFS.** Live shows.

**THE LONE RANGER Inc.,** 270 N. Canon Dr., Beverly Hills, Cal. Crestview 4-8521. Jack Wrather, pres.; Sherman Harris & Monte Livingston, v.p.'s. **PFS.**

**LOUCKS & NORLING STUDIOS Inc.,** 245 W. 55th St., New York 19, N.Y. Circle 7-2366. Leon S. Rhodes, v.p. **PIF PFC AN O.**

**JAMES LOVE PRODUCTIONS Inc.,** 115 W. 45th St., New York 36, N.Y. Judson 2-4633. James A. Love, pres.; C. Austin Love, sales mgr.; James W. Wille, production supervisor. **PIF PFC PFS.**

**LUTHERAN TELEVISION PRODUCTIONS,** 210 N. Broadway., St. Louis 2, Mo. Chestnut 1-8000. Melvin Schlake. **P-DRF.**

**McCADDEN Corp.,** 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 4-2141. George Burns, pres. **P-DFS PFO PFC.**

**McGOWAN PRODUCTIONS Inc.,** 915 N. LaBrea, Los Angeles 38, Cal. Dorrell McGowan, pres. **PFO PFC.**

**McGRAW-HILL BOOK Co. Inc. (Television Dept.),** 330 W. 42nd St., New York 36, N.Y. Longacre 4-3000. A. J. Rosenberg, gen. mgr. **DPS DFS.**

**M.A.C. STUDIOS,** Congress Hotel, Chicago 5, Ill. Harrison 7-9660. Richard Shelton, pres. **Branches:** New York—1721 Broadway; Co. 5-7720. Hollywood—1822 N. Wilcox Ave. Kansas City—12th St. at Walnut Bldg. **SR.**

**THE ROY MACK AGENCY,** 9126 Sunset Blvd., Hollywood 46, Cal. Crestview 1-3324. Roy Mack. Special scripts.

**MAJOR TELEVISION PRODUCTIONS Inc.,** 1270 Avenue of the Americas, New York 20, N.Y. Plaza 7-6990. Irving M. Lesser, pres. **Branches:** Boston—250 Stuart St.; Liberty 2-6754; Lewis S. Ginsburg. Chicago—203 N. Wabash Ave.; Central 6-1805; Howard Grafman, Ben Barry. Lansing, Mich.—314 Townsend; Ivanhoe 9-2200; W. A. Pomeroy. Houston—1109 Binz; Jackson 3-3069; Nate Zelikow. Hollywood—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine. Toronto—130 Carlton St.; Walnut 2-3163; Jerry Solway. **DF DFS.**

**MANHATTAN TELEVISION CO.,** 1920 S. Vermont Ave., Los Angeles 7, Cal. Republic 2-3016. Robert I. Kronenberg, pres. **SR.**

**MARATHON TV NEWSREEL Inc.,** 10 E. 49th St., New York 17, N.Y. Murray Hill 8-0985. Konstantin Kalser, pres.-exec. producer; Kenneth Baldwin, v.p. & supervisor of production; Charles VanBergen, dir. of news & special events. Cindy Karp, distribution & traffic mgr. Jean Hauck, dir. of administration. **P-DIF O PN DSh PFC PFO PIF PSh SF.**

**MARK VII Ltd.,** 4024 Radford Ave., N. Hollywood, Cal. St. 7-0621. Jack Webb, pres.; J. R. Rodgers, v.p.-treas. **PFS.**

**MARTERTO PRODUCTIONS Inc.,** 151 El Camino Rd., Beverly Hills, Cal. Crestview 1-1815. Danny Thomas, pres.; Rosemarie Thomas, v.p. **PFS**

**MASTER MOTION PICTURE Co.,** 50 Piedmont St., Boston 16, Mass. Hancock 6-3592. Avner Rakov. **PFC Lab O PIF PSC RF.**

**MASTERPIECE PRODUCTIONS Inc.,** 45 W. 45th St., New York 36, N.Y. Judson 2-4717. Frances Kaplan, mgr. **DF.**

**MASTERTONE RECORDING STUDIOS Inc.,** 709 Eighth Ave., New York 36, N.Y. Circle 7-7732. Sidney Feldman, chief engr.; Gene Sayet, recording supervisor. **RF StF.**

**ROBERT MAXWELL ASSOCIATES,** 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6027. Robert Maxwell, pres. **PFS PFO.**

**MCA TV FILM SYNDICATION DIVISION,** 598 Madison Ave., New York 22, N.Y. Plaza 9-7500. David Sutton, v.p. in charge; L. Friedland, v.p., station sales; Wynn Nathan, v.p.; Ray Wild, v.p., field sales mgr.; T. J. McManus, v.p., foreign sales mgr. F. Brill, Eastern sales mgr. **Branches:** Beverly Hills, Cal.—9370 Santa Monica Blvd.; Bradshaw 2-3211. Atlanta—Glenn Bldg.; Jackson 4-6750. Boston—41 Charlesbank Rd., Newton; Copley 7-5830. Charlotte—106 N. Caldwell St., P.O. Box 1503; Franklin 7-5360. Chicago—430 N. Michigan Ave.; Delaware 7-1100. Cincinnati—Transportation Bldg.; Parkway 1-1144. Cleveland—Union Commerce Bldg.; Cherry 1-6010. Dallas—2311 Cedar Springs; Riverside 7-7536. Detroit—15037 W. 8 Mile Rd.; Broadway 3-8690. Houston—204 Marshall; Jackson 3-3176. Kansas City, Mo.—6014 W. 76 Terrace; Niagara 2-2064. Miami—7630 Biscayne Blvd.; Plaza 8-8731. Minneapolis—Northwestern Bank Bldg.; Federal 3-5552. New Orleans—Delta Bldg.; Express 2087. Philadelphia—7711A Wagner Way; Rittenhouse 6-4818. Pittsburgh—Gateway Center; Grant 1-9995. Salt Lake City—Beason Bldg.; Empire 3-4501. San Francisco—105 Montgomery St.; Douglas 2-4368. Seattle—Jones Bldg.; Mutual 4567. St. Louis—Chemical Bldg.; Central 1-8230. Tampa—216 Thirtieth Ave. N.; Tampa 2-8693. Washington, D.C.—Arlington Towers, Arlington, Va.; Jackson 5-2871. Toronto—180 University Ave.; Empire 3-4031. London—139 Piccadilly; Mayfair 7211. Paris—49 Bis Avenue Hoche; Teisseire. Rome—12 Via Paraguay 859944. **DFS DF.**

**M. C. PICTURES Inc.,** 1501 Broadway, New York 36, N.Y. Longacre 3-6187. Armand Schneck, pres.; Jerome Balsam, exec. v.p. **DF.**

**MEDALLION TELEVISION ENTERPRISES Inc.,** 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6635. John A. Ettlinger, pres. **Branches:** New York City—444 Madison Ave.: Eldorado 5-4335; Houston—1109 Binz; Jackson 3-3069; Nate Zelikow; Portland 1611 N. Tillamook St.; Atlantic 4-4255; Merriman Holtz Jr. Chicago—203 N. Wabash; Central 6-1805; Ben Barry. **P-DFS SR.**

**MELODY RANCH ENTERPRISES Inc.,** 6920 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-4000. Gene Autry, pres. **PFC PFO PFS StF.**

**MERIDIAN PRODUCTIONS Inc., Goldwyn Studios,** 1041 N. Formosa, Los Angeles 46, Cal. Hollywood 7-5111. William Self. **PFS.**

**FRANK MERRIWELL ENTERPRISES,** 153 S. Oakhurst Dr., Beverly Hills, Cal. Tony London, producer. Crestview 4-5651. **PFS.**

**METRO ARTIST BUREAU,** 4 W. 57th St., New York 19, N.Y. Circle 6-8470. T. M. Nelson, director. **AR TR SR.**

**MGM-TV (Div. of Loew's Inc.),** 1540 Broadway, New York 36, N.Y. Judson 2-2000. Charles C. (Bud) Barry, v.p. in charge; Richard A. Harper, gen. sales mgr.; Paul Mowery, eastern sales mgr. Arthur E. Breider, central sales mgr.; Sol Schreiber, operations dir.; Monroe Mendelsohm, promotion dir. **Branch:** 10200 W. Washington, Culver City, Cal. Texas 0-3311. Maurie Gresham, western sales mgr.; Virgil Ellsworth, mgr., commercial and industrial film dept.; Elmer Wilschke, commercial business mgr.; Samuel Marx, exec. producer. **DF PFS.**

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**MILNER PRODUCTIONS,** 3800 Liberty Heights Ave., Baltimore 15, Md. Mohawk 4-4222. Ervin M. Milner. **AN ML PFC PFO PIF POE PN PSC RF StF FH Lab O PFS.**

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**MODERN TELESERVICE Inc.,** 219 E. 44th St., New York 17, N.Y. Oxford 7-2753. J. R. Ritenour, pres.; Jack Boyet, mgr., N.Y. office. **Branches:** Chicago—237 E. Ontario; Delaware 7-3761; Peter Markovich, mgr. Los Angeles—3450 Wilshire Blvd.; Dunkirk 4-2511; John Lipsky, mgr.

**MOGULL FILM Co.,** 112 W. 48th St., New York 36. N.Y. Plaza 7-1414. Charles Mogull, pres. **DFL DF DRF DSh Ex SF.**

**NELSON MORRIS PRODUCTIONS, Inc.,** 11 E. 48th St., New York 17, N.Y. Plaza 3-1484. Nelson Morris. **PFS PFC PFO.**

**WILLIAM MORRIS AGENCY Inc.,** 1740 Broadway, New York 19, N.Y., Judson 6-5100. Wallace S. Jordan. **Branches:** Beverly Hills—151 El Camino; Crestview 4-7451; Sam Weisbord. Chicago—919 N. Michigan Ave.; Whitehall 3-1744; Howard Reilly.

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**MOTION PICTURE ADVERTISING SERVICE Co. Inc.,** 1032 Carondelet St., New Orleans, La. Raymond 2253. C. J. Mabry, pres. R. Karrigan, sales v.p. **Branches:** New York City—70 E. 45th St.; Murray Hill 6-3676; Atlanta—193 Walton St. N.W.; Alpine 5493. **DFS PFS PFC PIF.**

**MOTION PICTURE CENTER STUDIOS,** 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-9061. Joseph Justman, pres.; N. Gayle Gitterman, managing dir. **StF.**

**MOTION PICTURE SERVICE Co.,** 125 Hyde St., San Francisco 2, Cal. Ordway 3-9162. Gerald L. Karski, pres.; Harold Zell, v.p. **Lab PIF PFC PFO RF AN O.**

**MOTION PICTURES FOR INDUSTRY, 2543 Kelton Ave., Los Angeles 64, Cal. Brighton 0-4757. Harry O. Hoyt, pres. PIF PFC PFO POE Psh PFS SF O.**

**MOTION PICTURE STAGES Inc., 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., pres.; Gerald Margolis, studio mgr. StF O.**

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**MOVIELAB FILM LABORATORIES Inc., 619 W. 54th St., New York 19, N.Y. Judson 6-0360. Frank Berman, production mgr.; Ben Bloom, asst. prod. mgr. Lab.**

**MOVIETONE NEWS Inc., 460 W. 54th St., New York 19, N.Y. Columbus 5-7200. Edmund Reek, v.p.; Frank Barry, stock footage sales mgr. PN SF.**

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**OWEN MURPHY PRODUCTIONS Inc., 723 Seventh Ave., New York 19, N.Y. Plaza 7-8144. Owen Murphy, pres.; S. W. Crampton, v.p.; Paul Cohen, production mgr.; Eric Lawrence, supervisory editor. PIF PFC.**

**MICHAEL MYERBERG PRODUCTIONS, 234 W. 44th St., New York 36, N.Y. Chickering 4-4846. Michael Myerberg, chairman; Arthur Gray Jr., pres.; John J. Bergen Jr., v.p. PF PFO PFC.**

**NASSOUR STUDIOS Inc., 8460 W. Third St., Los Angeles 48, Cal. Olive 3-0400. William Nassour, pres.; Edward Nassour, v.p.; Lloyd Laumann, secy. PFC AN PFO PFS PIF.**

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**NATIONAL AUDUBON SOCIETY, Audubon House, 1130 Fifth Ave., New York City. Enright 9-2100. Rea King. P-DIF SF.**

**NATIONAL FILM BOARD OF CANADA, 630 Fifth Ave., Suite 658, New York City. Judson 6-2400. J. W. Cosman, senior U.S. rep.; Lyall Stewart, rep.**

**NATIONAL FILM STUDIOS (formerly Capital Film Studio), 105 11th St. SE, Washington, D.C. Lincoln 6-8822. F. Wm. Hart, Mgr. PF PFO PFS StF.**

**NATIONAL SCREEN SERVICE Corp., TV & Industrial Films div., 1600 Broadway, New York 19, N.Y. Sales office: 509 Madison Ave., New York 22, N.Y.; Circle 6-5700; Robert L. Gruen, v.p.; Wm. S. Kent, dir. of sales & producer. Branches: Hollywood—7026 Santa Monica Blvd.; Ben Ashe. London—Nacreno House. Soho Square; Arnold Williams. AN DOE FH O PFC PFO PFS PIF POE PSC.**

**NATIONAL STUDIOS, 42 W. 48th St., New York 36, N.Y. Judson 2-1926. H. A. Rosenberg, pres. AN PSC.**

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**NAYFACK FILMS, 314 W. 44th St., New York 36, N.Y. Plaza 7-4188. Jules Nayfack. FB.**

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**TED NEMETH STUDIOS, 729 Seventh Ave., New York 19, N.Y. Circle 5-5147. Ted Nemeth. PIF PFC.**

**THE NETHERLANDS INFORMATION SERVICE, 711 Third Ave., New York 17, N.Y. Oxford 7-5544.**

**NEWMAN-SCHMIDT STUDIOS, 713 Penn Ave., Pittsburgh 22, Pa. Grant 1-5414. H. W. Schmidt, owner. PIF PSC.**

**FRED A. NILES PRODUCTIONS Inc., 22 W. Hubbard St., Chicago 10, Ill. Superior 7-0760. Fred A. Niles, pres.; Lou Kravitz, sales v.p.; Edward E. Katz, controller; Tom Ryan, production v.p.; Frank Richter, chief sound engr. Branch: Culver City, Cal.—RKO Pathe Studios; Texas 0-2313; Chris Petersen Jr., v.p. AN DIF DOE DFS O PFC PFS PIF PRF PSC PSh RF StF.**

**NORTH AMERICAN TELEVISION PRODUCTIONS Inc., 222 E. 46th St., New York City. E. M. Glucksman, pres. P-DFS P-DIF NR.**

**NORTHWEST MOTION PICTURES, 1716 Thirtieth Ave. W., Seattle 99, Wash. Garfield 6391. Ray Paulsen, pres. PIF PFO PN.**

**NORTHWESTERN RECORDING Inc., 411 S.W. 13th Ave., Portland 5, Ore. Capitol 3-4107. R. M. Lindahl, pres.; S. Goldstein, secy.-treas. AR ML RF StF.**

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**OFFICIAL FILMS Inc., 25 W. 45th St., New York 36, N.Y. Plaza 7-0100. Harold L. Hackett, president, Ray Junkin, v.p.; Seymour Reed, treas.; Stan Smith, sales mgr. Representatives: Minneapolis—3100 Raleigh Ave.; Walnut 2-2743. Philadelphia—1420 Walnut St.; Pennypacker 5-1514. Atlanta—1299 W. Peachtree St. NW; Trinity 4-9610. St. Louis—808 E. Essex St.; Yorktown 5-9231. San Francisco—150 Font Blvd.; Juniper 5-3313. Chicago—360 N. Michigan Ave.; Dearborn 2-5246. Beverly Hills—121 S. Lapeer Dr.; Crestview 6-3528. DFS.**

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**ONYX PICTURES Corp., 60 W. 46th St., New York 36, N.Y. Plaza 7-7417. Sam Lake, pres. DSh DFS DF.**

**OPEN ROAD PRODUCTION Inc., 1125 N. Poinsettia Place, Hollywood 46, Cal. Hollywood 7-9411. John S. Daggett, producer. PFS PFC.**

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**JOHN OTT PICTURES Inc., 85 Hibbard Rd., Winnetka, Ill. Hillcrest 6-5126. John Ott, pres. PFS PIF PFC.**

**PACKAGED PROGRAMS Inc., 634 Penn Ave., Pittsburgh 22, Pa. Grant 1-4756. M. E. Fierst, gen. mgr. DFS PFC PFO PFS PIF PN RF StF FH LAB O PSC SF.**

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**R. A. PHEELAN PRODUCTIONS Inc.,** 113 W. 57th, New York City 19. Circle 6-1626. Raymond Pheelan, pres. **PFC PFO PIF PN POE.**

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**JULES POWER PRODUCTIONS Inc.,** 612 N. Michigan Ave., Chicago 11, Ill. Delaware 7-7422. Jules Power, pres. **PFO.** Live Shows.

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**PRESTIGE PRODUCTIONS,** 1129 Vermont Ave. NW, Washington 5, D.C. District 7-3944. Lillian N. Claiborne, pres. **PFS PFC.**

**THE PRINCETON FILM CENTER Inc.,** 252 Nassau St., Princeton, N.J. Princeton 1-3552. Gordon Knox, pres.; Wilbur Blume, v.p.; Ann Hogarty, distribution dir. **Branches:** Hollywood—1456 N. Bronson Ave.; Hollywood 2-6282. **PFC P-DIF P-DFS.**

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**PTE Inc.,** 221 West 57th St., New York City. Judson 6-7040. Everett Rosenthal, Leonard Loewinthan. **TR-F.**

**PYRAMID PRODUCTIONS,** 221 West 57th New York City. Judson 6-7040. Everett Rosenthal, Leonard Loewinthan. **PFO PFS.** Live shows.

**Q.E.D. PRODUCTIONS Inc.,** 45 W. 45th St., New York City. Judson 2-4291. James Gaffney, Robert Baron. **ML O PFC PFO PFS PIF POE PSh.**

**QUALITY FILMS Inc.,** 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. Charles Weintraub, pres.; Maurice Janov, v.p. **DF.**

**QUINTET PRODUCTIONS Inc.,** 15 W. 44th St., New York City. Murray Hill 7-5011. Peter M. Piech, pres. **PFC PFS.**

**RADIO FEATURES OF AMERICA,** 37 W. 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, exec. dir. **PFC.** Live shows.

**RADIO & TELEVISION PACKAGERS Inc.,** 11 E. 40th St., New York City. Lexington 2-1717. Fred Ladd. **PFS.**

**RARIG MOTION PICTURE Co. Inc.,** 5510 University Way, Seattle 5, Wash. Kenwood 0707. Max H. Rarig, pres.; J. H. Lawless, prod. dir. **AN ML O PFC PFO PIF RF SF StF.**

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**ROLAND REED PRODUCTIONS, Inc.,** 650 N. Bronson Ave., Hollywood 4, Cal. Hollywood 2-7141. Roland D. Reed, pres.; Arthur Pierson, exec. v.p. **PFO PFC PFS PIF.**

**REELA FILMS Inc. (Associated with WTVJ, Miami),** 17 NW Third St., Miami, Fla. Franklin 4-2108. Stanley L. Stern, pres.; Richard F. Wolfson, Charles Goldstein, v.p.'s; L. Van Hearn, gen. mgr.; Glenn Dorsey, chief engr. **DIFF DSh FH Ki Lab ML O PSC RF StF.**

**REEVES SOUND STUDIOS,** 304 E. 44th St., New York City. Oregon 9-3550. Hazard E. Reeves, pres. **StF.**

**REGAL TELEVISION PICTURES Corp.,** 151 W. 46th St., New York City. Judson 2-1877. Moe Kerman, pres.

**RELIGIOUS FILM FOUNDATION,** 6000 Sunset Blvd., Los Angeles, Cal. Hollywood 4-5332. Dorland Dryer. **P-DRF.**

**REPUBLIC PRODUCTION Inc.,** 4024 Radford Ave., N. Hollywood, Cal. Poplar 3-8411. H. J. Yates, pres.; J. E. Baker, v.p. **StF.**

**REPUBLIC TELEVISION FEATURES,** 64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kapps, gen. mgr. **PFC DF PFS PRF SR DFL IFS FIF.**

**REX FILMS,** 1564 Broadway, New York 36, N.Y. Andre Feher, pres. **DRF.**

**STUART REYNOLDS PRODUCTIONS.** 9110 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7863. Stuart Reynolds, producer. **P-DFS.**

**MARION RIDDICK PRODUCTIONS Inc.,** 1102 Eberhard St., Houston, 19, Tex. Jackson 4-9653. Marion Riddick, director. **PFS PFO Props SF.**

**WALTER A. RIVERS AND ASSOCIATES,** 60 Market St., San Francisco, Cal. Sutter 1-1284. Walter A. Rivers, pres. **PIF PFS.**

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**RKO TELEVISION, (Div of RKO Teleradio Pictures),** 1270 Sixth Ave., New York 20, N.Y. Judson 6-5050. C. Robert Manby, v.p.; Peter M. Robeck, national sales mgr. **DF P-DFS.**

**HAL ROACH STUDIOS,** 8822 Washington Blvd., Culver City, Cal. Texas 0-3361, Vermont 9-2311. Hal Roach Jr., pres.; Sidney S. Van Keuren, v.p.-gen. mgr.; Charles H. Meacham, secy.-treas.; E. H. Goldstein, distribution, v.p.; E. L. Koenig Jr., sales v.p. Branch: New York City—729 Seventh Ave.; Circle 5-4135; Herbert R. Gelbspan, v.p.-eastern sales. **PFS PFC StF.**

**CLETE ROBERTS PRODUCTIONS Inc.,** 321 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-8125. Clete Roberts, pres.; Joseph Brenner, exec. v.p. **PN PFO PIF PFS DFS.**

**FREDERICK K. ROCKETT Co.,** 6063 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3183. Fred K. Rockett, pres. **PIF PFC PSC RF SF.**

**ROCKET PICTURES Inc.,** 6108 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 7-7131. J. Richard Westen, pres. **PIF PFC.**

**RICHARD H. ROFFMAN ASSOCIATES,** 675 W. End Ave., New York 25, N.Y. Riverside 9-3647. Richard H. Roffman, pres.; Sophie S. Speiser, v.p.; Malvina Cohen, treas.; Maurice Roffman, secy.; Alan Roberts, v.p. **Branches:** Los Angeles—7755 Hollywood Blvd.; Alan Winston; Denver—1535 Locust Ave.; Frances Shooker Care; Philadelphia—5529 Belmar Terrace; Sara Colton. **AR PRC SR.**

**ROLAB STUDIOS,** Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2466. Henry Roger, owner. **StF PIF PFO RF Props.**

**ROLLER DERBY**—125 W. 14th St., New York 11, N.Y. Judson 6-4646. **PFS.**

**ROQUEMORE FILMS,** 44 Mt. Vernon Blvd., Hamburg, N.Y. Frontier 3876. Everett E. Roquemore, director. **Studio:** 257 Franklin St., Buffalo, N.Y.; Mohawk 3512. **PIF PFO PFC PN POE RF SR PSC.**

**ROSS-DANZIG PRODUCTIONS,** 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 2-6464. Bart Ross, Frank K. Danzig, partners; Al Burton, associate. Live and film shows.

**ROTHACKER Inc.,** 729 Seventh Ave., New York 19, N.Y. Circle 5-6878. Douglas D. Rothacker Jr., pres. **DIF.**

**JACK ROURKE PRODUCTIONS,** 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-7178. Jack Rourke. Live shows.

**LESLIE ROUSH PRODUCTIONS Inc.,** 130 Herricks Rd., Mineola, L.I., N.Y. Pioneer 2-8130. Leslie M. Roush, pres. **PIF PFO PFC.**

**DANNY ROUZER STUDIO,** 7022 Melrose Ave., Hollywood 38, Cal. Webster 6-2494. Danny Rouzer. **Ki O PFC PIF PN StF.**

**JACK RUSSELL AND ASSOCIATES,** 203 N. Wabash Ave., Chicago 1, Ill. State 2-2818. **SR.**

**RED RYDER ENTERPRISES Inc.,** 247 Park Ave., New York 17, N.Y. Eldorado 5-2544. Hugh Sears, pres. Comic Strips.

**A. M. SAPERSTEIN SPORTS ENTERPRISES,** 127 N. Dearborn St., Chicago 2, Ill. Dearborn 2-2427. Abe Saperstein, pres. **Branch:** New York City—Empire State Bldg.; Longacre 3-4677; J. Walter Kennedy. **DFS.**

**JAMES L. SAPHIER AGENCY Inc.,** 9538 Brighton Way, Beverly Hills, Cal. Crestview 1-7231. James L. Saphier, pres. **AR PFO SR.**

**SARRA Inc.**, 16 E. Ontario St., Chicago 11. Ill. Whitehall 4-5151. Valentino Sarra, pres.; Marvin L. Baily, production mgr. **Branch:** New York City—200 E. 56th St.; Murray Hill 8-0085; M. D. Behrend, v.p. **PFC PIF.**

**ROBERT SAUDEK ASSOCIATES Inc.**, 635 Madison Ave., New York 22, N.Y. Plaza 1-6750. Robert Saudek, pres.; George M. Benson, v.p.-treas.; John C. Taylor 3rd, secy. Live shows.

**BERNARD L. SCHUBERT Inc.**, 509 Madison Ave., New York 22, N.Y. Murray Hill 8-0940. Bernard L. Schubert, pres.; Wallace H. Lancton, gen. mgr. **P-DFS.**

**WALTER SCHWIMMER Inc.**, 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer. pres.; Bernard Crost, v.p. in charge of sales; Arthur E. Pickins Jr., programming v.p. **Branch:** New York City—527 Madison Ave.; Eldorado 5-4616; Jack Arden, mgr. **DFS.**

**SCOPE Inc.**, 146 Almeria Ave., Coral Gables, Fla. **Midwest Sales Office:** Architects Bldg., Indianapolis, Ind. Robert L. Perine, pres.; Michael Brown, v.p.; A. A. Roff Jr., secy-treas. **AN O PFC PFO PFS PIF PN POE RF.**

**SCREENCRAFT PICTURES Inc.**, 15 W. 44th St., New York 36, N.Y. Murray Hill 7-5011. Edward Berkson, pres.; Myron Mills, TV v.p.; Peter M. Piech, sales v.p. **Branches:** Hollywood—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine. Chicago—Congress Hotel; Harrison 7-9660; Bill Vidas. **DS DSh.**

**SCREEN GEMS Inc.** (Subsidiary of Columbia Pictures Inc.), 711 Fifth Ave., New York 22, N.Y. Plaza 1-4432. Ralph M. Cohn, v.p.-gen. mgr.; John H. Mitchell, sales v.p.; Jerome Hyams, director of syndicated sales; Henry S. White, director of adv. & promotion; William Fineshriber Jr., dir. int'l. operations; Gene Piotnik, publicity director; Pierre Marquis, director of sales development. **Regions:** Chicago—230 N. Michigan Ave.; Franklin 2-3696; Stanley Dudelson, Midwest sales mgr. Los Angeles—Booking office: 1627 W. 20th, Republic 1-2484; also 1438 N. Gower, Hollywood 2-3111; Richard Dinsmore, western sales mgr. New Orleans—1032 Royal St.; Express 3913; Frank Browne, southern sales mgr. London—Jack Cron, mgn. dir. Screen Gems, Ltd. Paris—George Blaug, European sales rep. Mexico City—John Manson, Latin American sales mgr. Canada—Joseph Dunkleman and Lloyd Burns, sales. James Dodd, coordinator of international sales div. Irving Briskin, pres. of Briskin Productions Inc., 1334 N. Beachwood Dr., Hollywood, Cal.; Hollywood 2-3111. Independent Producers: Herbert B. Leonard Productions, Norbert Productions, Cavalier Productions, Bishoff-Diamond Production, Harry Sauber Productions, Goodson-Todman Productions, Bryan Foy Productions, Ranch Party Co., Calhoun-Orsatti Enterprises, White Cloud Productions, Wild Life Adventure Corp., Armand Denis Productions, N.Y.; TV Productions, Inc. **P-DFS PFC AN DF DSh.**

**SCREEN GEMS (Canada) Ltd.**, 102 Peter St., Toronto, Ont. Empire 3-4096. Joseph Dunkelman, Lloyd Burns. **DFS.**

**SESAC Inc.**, 10 Columbus Circle, New York 19, N.Y. Judson 6-3450. Paul Heinecke, pres.; E. S. Prager, asst. to pres.; W. F. Myers, station relations dir.; Robert S. Stone, program service dir.; Alice Heinecke, publicity & promotion dir. **ML TR.**

**DON W. SHARPE AGENCY**, 1048 Carol Dr., Los Angeles, Cal. Crestview 6-2044. **PFO AR.**

**MELVILLE A. SHAUER AGENCY**, 9110 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-1103. Melville A. Shauer. **AR.**

**WILLIAM R. SHEEKY**, 150 Broadway, New York City. Cortland 7-2913. **DSh.**

**SHERRY TV Inc.**, 4024 Radford Ave., North Hollywood, Cal. St. 7-0621. **PFO.**

**SHILIN FILM SERVICE Corp.**, 450 W. 56th St., New York 19, N.Y. Plaza 7-0425. **DFS.**

**SIGNET T.V.** (Subsidiary of Wintree Prods.), 200 W. 57th St., New York 19, N.Y. B. R. Schrift, pres.; Nat Gassman, exec. v.p., Daniel McDonald, v.p. **DF.**

**SIMMEL-MESERVEY TV PRODUCERS**, 9113 W. Pico Blvd., Los Angeles 35, Cal. Crestview 4-6156. Louis C. Simmel, pres. **P-DFS P-DSh.**

**AL SIMON PRODUCTIONS**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 5-6854. Al Simon, pres. **PFO PFC PFS.**

## Program Sources

**SKIBO PRODUCTIONS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-2265. Julia Cooke, sales mgr. **PSh.**

**FLETCHER SMITH STUDIOS Inc.**, 321 E. 44th St., New York 17, N.Y. Murray Hill 5-9010. Fletcher Smith, pres. **PFS PFC PIF AN RF.**

**WALTER HARRISON SMITH PRODUCTIONS**, 136 E. 57th St., New York 22, N.Y. Eldorado 5-7212. Walter Harrison Smith. **DIF PIF AN PFC PFO POE.**

**WARREN R. SMITH Inc.**, 210 Semple St., Pittsburgh 13, Pa. Museum 3-6300. Warren R. Smith, pres.; Patricia Taylor, sales. **AN Ki Lab ML PFC PFS PIF PN StF DFS O PFO PSC.**

**SONG ADS Inc.**, 5800 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-7171. Bob Sande, pres.; H. S. Somson, v.p. & gen. mgr.; Larry Greene and Hugh Hudson, v.p's. **AN AR PFC PFO PIF POE PSC.**

**JOSEPH I. SONNENREICH**, 205 W. 89th St., New York City. Susquehanna 7-1797. Live Shows.

**SONNEY AMUSEMENT ENTERPRISES Inc.**, 1664 Cordova St., Los Angeles 7, Cal. Republic 1-7236. Dan Sonney, pres. **DF DSh.**

**SOUNDAC PRODUCTIONS Inc.**, 2133 NW 11th Ave., Miami 37, Fla. Franklin 4-2655. Robert D. Buchanan, pres. **AN PFS PFC POE RF StF PIF.**

**SOUND MASTERS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-6600. W. French Githens, chairman; Francis Carter Wood Jr., pres. **PIF PFO PFC StF RF O.**

**SOUTHERN BAPTIST CONVENTION**, Radio and Television Commission, Baptist TV-Radio Center, 6248 Camp Bowie Blvd., Ft. Worth 16, Tex. Pershing 8-2188. Rev. Paul M. Stevens. **P-DRFS.**

**SOUTHERN TV SALES Inc.**, 492 S. Second St., Memphis, Tenn. Mutual 3-6764. Fred A. Meyers, pres.; Arnold L. Savereide, gen. mgr. **SR.**

**SIGMUND SPAETH**, 400 E. 58th St., New York 22, N.Y. Plaza 8-0879. **PFS PFO PIF TR.**

**SPECIALTY TELEVISION FILMS Inc.**, 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules B. Weill, pres. **DF.**

**SPONSOR FILM SERVICES Corp.**, Ltd., 443 Jarvis St., Toronto, Canada. Walnut 2-3159. George Churchill, sales mgr. **Branches:** Montreal—1410 Stanely St.; Avenue 8-0528; J. R. DeBow. Winnipeg—Lindsay Bldg.; Whitehall 2-4643; Vancouver—1111 W. Georgia St.; Marine 8733; Florence Ward. **O.**

**SPONSORS FILM SERVICE Inc.**, 421 W. 54th St., New York 19, N.Y. Columbus 5-0373. Alfred Di Pietro, v.p. **FH.**

**SPORT FILMS LIBRARY**, 222 E. 46th St., New York City. Murray Hill 7-2913. E. M. Glucksman. **PFS.**

**SPORTLITE Inc.**, 20 N. Wacker Dr., Chicago 6, Ill. Central 6-8955. Alfred D. LeVine. **DFS SR DOE EX DIF.**

**SPORTLITE NEWS Inc.**, 607 N. La Brea Ave., Los Angeles 36, Cal. Webster 8-2191. Jack Siegal, pres. **Branch:** New York City—60 W. 46th St. **PFN PN-O.**

**SPORTS NETWORK Inc.**, 36 W. 44th St., New York 36, N.Y. Murray Hill 2-0117. Richard E. Bailey, pres.; Roylance H. Sharp, v.p.; Thomas J. Schilling, secy. & business mgr.; William N. Creasy Jr., publicity director. Specializes in regional networks for all sports.

**SPORTS TV Inc.**, 1161 N. Highland Ave., Hollywood 38, Cal. John B. Brodhead. **P-DFS** (sports events).

**SQUARE DEAL PICTURES Corp.**, Pines Bridge Road. Ossining. N.Y. Wilson 1-2617. Donn Marvin, v.p. **P-DsH PIF.**

**STAGE FIVE PRODUCTIONS Inc.**, 1040 N. Las Palmas, Hollywood, Cal. Hollywood 7-3111. Ozzie Nelson, pres. **PFS.**

**STANDARD RADIO TRANSCRIPTION SERVICES Inc.**, 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Milton M. Blink, pres.; Olga Biohm, gen. mgr. **ML.** Sound effects, background music, musi-que spot library.


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**WILLIAM STANLEY PRODUCTIONS,** 1829 Edgebrook Dr., Rockford, Ill. Telephone: 7-7775. William Laven. Live Shows.

**STAR ENTERTAINMENT Corp.,** 211 W 53rd St., New York 19, N.Y. Judson 2-0770-1. Max Wolff, pres.; Al Roth, associate. Live shows.

**WILBUR STARK-JERRY LAYTON Inc.,** 6 E. 45th St., New York City. Oxford 7-6860. Wilbur Stark, pres.; Jerry Layton, v.p. **PFO.** Live & filmed shows.

**STATION DISTRIBUTORS Inc. (Division of P.C. Corp.),** 1407 Broadway, New York City. Bryant 9-6332. Bob Gettinger, mgr. **PFS.**

**STERLING TELEVISION Co. Inc.,** 6 E. 39th St. New York 16, N.Y. Murray Hill 3-6300. Saul J. Turell, pres.; Nat Liebeskind, gen. mgr.; Bernice Coe, sales v.p. **Branches:** Chicago—100 W. Monroe St.; Financial 6-0155; Elliott Abrams. Hollywood—6715 Hollywood Blvd.; Hollywood 4-6111; Lee Orgel. **DF DIF DFS EX PFS SR.**

**STOCK SHOTS TO ORDER,** 113 W. 57th St., New York 19, N.Y. Circle 6-0690. Raymond Pheelan, managing dir. **SF POE PN PFO PFC PIF.**

**MIKE STOKEY ENTERPRISES Inc.,** 4202 Benedict Canyon Dr., Sherman Oaks, Cal. State 4-0458. Mike Stokey, pres. **PFS.** Live shows.

**IRV STOLL Co. Inc.,** 2821 Gunckel Blvd., Toledo 6, O. Greenwood 5-3385. Irv C. Stoll, pres. **PFO.**

**STORYBOARD Inc.,** 10 W. 74th St., New York 24, N.Y. Trafalgar 3-7207. John Hubley, pres. **AN PFC PFO POE PSh.**

**JOHN G. STRATFORD FILM Corp.,** 113 W. 57th St., New York 19, N.Y. Judson 6-7390. **AN PIF DIF DFL DFS IF IFS PFS ST.**

**WILBUR STREECH PRODUCTIONS Inc.,** 135 W. 52nd St:. New York 19, N.Y. Judson 2-3816. Wilbur J. Streech, pres.; Andrew T. Halmay v.p. in charge of sales; Harry Wuest, exec. producer; Paul K. Freeman, art director. **PFC PIF PSh.**

**STRICKLAND FILMS Inc.,** 220 Pharr Rd. NE, Atlanta, Ga. Cedar 3-5317. C. L. Strickland, pres. **Lab ML O PFS PIF RF StF.**

**STUDIO CITY TELEVISION PRODUCTIONS Inc.,** 4020 Carpenter St., N. Hollywood, Cal. Poplar 3-8807. Morton W. Scott, pres.; Lester J. Nelson, secy.-treas. **PFC PFS.**

**BILL STURM STUDIOS Inc.,** 723 Seventh Ave., New York 19, N.Y. Judson 6-1650. Bill Sturm, pres.; Orestes Calpini, creative dir.; John Allen, production mgr.; Albert D. Hecht, sales mgr.; Kenneth Walker, animation dir. **AN PFC PFO PIF.**

**SUN DIAL FILMS Inc.,** 341 East 43rd St., New York City. Murray Hill 6-2046. Samuel A. Datlowe, pres. **PFC PFO PIF.**

**SUNSHINE FILMS,** 225 Fourth St. S., St. Petersburg, Fla. Telephone: 7-7701. **DIF.**

**SUPERMAN Inc.,** 7324 Santa Monica Blvd., Los Angeles 46, Cal. **PFS.**

**JOHN SUTHERLAND PRODUCTIONS Inc.,** 201 N. Occidental Blvd., Los Angeles 26, Cal . Dunkirk 8-5121. John Sutherland, pres.-gen. mgr. **Branch:** New York City, 136 E. 55th St.; Plaza 5-1875. **AN PFC PFO PIF.**

**SWANSTROM PRODUCTIONS,** 7657 Melrose Ave., Hollywood 46, Cal. Webster 5-8680. Carl Swanstrom, owner. **PIF PFC.**

**SWIFT-CHAPLIN PRODUCTIONS Inc.,** 1136 N. Highland Ave., Hollywood 38, Cal. Hollywood 2-0761. Charles F. Chaplin. **PFC.**

**SYNDICATED FILMS,** 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1355. Charles Connell, mgr. **DFS DIF.**

**TANTAMOUNT PICTURES Inc.,** 108 N. Jefferson St., Richmond, Va. Milton 8-5841. Donald T. Martin, pres. **AN PIF PFC.**

**TCF TELEVISION PRODUCTIONS Inc.** (Subsidiary of 20th Century-Fox Film Corp.), 1417 N. Western Ave., Hollywood 27, Cal. Hollywood 2-6231. Irving Asher, exec. in charge of TV production; J. K. Brent, studio mgr. **PFS PFC.**

**TEACHING AIDS SERVICE,** Lowell Ave. & Cherry Lane, Floral Park, N.Y. Fieldstone 7-3109. A. G. Jacobs, director. **AN PSC RF TR StF PFS DFL.**

**TECHNISONIC STUDIOS Inc.,** 1201 Brentwood Blvd., St. Louis 17, Mo. Parkview 7-1055. Charles E. Harrison, pres. **AN DFS ML O PFC PFO PFS PIF PRF RF.**

**TELECAST FILMS Inc.,** 247 W. 46th St., New York 36, N.Y. Judson 6-5480. Wm. K. Hedwig, pres.; G. W. Hedwig, treas. **DF Dsh O SF TR.**

**TELECINE FILM STUDIOS Inc.,** 100 S. Northwest Highway, Park Ridge, Ill. Talcot 3-1418. Byron L. Friend, pres. **PFO PFC PIF ML O PN RF SF.**

**TELEMATED CARTOONS,** 70 E. 45th St., New York 17, N.Y. Murray Hill 6-8933. Saul S. Taffet. **AN O PIF PFC PSC POE.**

**TELENEWS FILM Corp.,** 850 Tenth Ave., New York 19. Judson 6-2450. C. B. Stratton, exec. v.p.; Robert Strauss, pres.; Richard Milbouer, editor. **PIF PN.**

**TELEPAK-ROBERT LONGENECKER AGENCY,** 8428 Melrose Place, Los Angeles 46, Cal. Olive 3-3770. Robert Longenecker. **AR.**

**TELE-PICTURES Inc.,** 10125 W. Washington Blvd., Culver City, Cal. Vermont 9-2293. E. J. Baumgarten, pres.; James Cranston, exec. asst. for operations; J. A. Byers, sales mgr. **DF.**

**TELEPIX Corp.,** 1515 N. Western Ave., Hollywood 27, Cal. Hollywood 4-7391. Robert P. Newman, pres.; Martin Weiner, v.p.; Pat. Shields, production head. **Branches:** New York City—420 Madison Ave.; Paul Fitzpatrick Jr. Chicago—410 S. Michigan Ave.; Stanley F. Anderson. Portland, Ore.—Wilcox Bldg.; H. S. Jacobson. **AN O PFC PFO PIF PFS PRF PSC RF StF.**

**THE TELE-POOL Corp.,** Shorehaven Rd., East Norwalk, Conn. Temple 8-9183. James W. Miller, pres. Live shows, sales promotions.

**TELESCENE FILM PRODUCTIONS Co.,** 287 Tenth Ave., New York 1, N.Y. Chickering 4-0122. Robert D. Tobias. **P-DFS.**

**TELESTARS FILMS Inc.,** 509 Madison Ave., New York City. Murray Hill 8-0940. Sy Weintraub & Bernard L. Schubert, partners. **DFS DF.**

**TELESTUDIOS Inc.,** 1481 Broadway, New York 36, N.Y. Logan 3-6333. George Gould, pres.; Nathan Schekter, v.p. **KI PFC PFO POE StF.** Video tape recording.

**TELEVISION ADVENTURE FILMS Corp.,** 9336 W. Washington Blvd., Culver City, Cal. Texas 0-2931. Julian Lesser, pres. **PFS.**

**TELEVISION BROADCASTING SERVICE Inc.,** 91 Central Park W., West, New York 23, N.Y. Trafalgar 7-2372. William R. Riddle, pres.

**TELEVISION CLEARING HOUSE,** 7162 Melrose Ave., Hollywood 46, Cal. Webster 5-7079. S. S. Liggett, pres.; George Janes, mgr. **DF DFS FH.**

**TELEVISION GRAPHICS Inc.,** 245 W. 55th St., New York 19, N.Y. Judson 6-1922. Bernard Rubin, pres. **AN PFC.**

**TELEVISION INTERNATIONAL Co.,** 25 W. 45th St., New York City. Plaza 7-0100. Paul N. Robins, gen. mgr. **P-DRF.**

**TELEVISION LIBRARY Inc.,** 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., pres. **DF DFS DOE.**

**TELEVISION MAT SERVICE Corp.,** 129 E. 18th St., New York 3, N.Y. Gramercy 3-8384. Charles Woodruff, pres.; Sam Freestone, sales v.p. **Services:** Special library mat service (logos, etc.) for stations, ad agencies, sponsors; film clips, slides and local cut-ins.

**TELEVISION PROGRAMS OF AMERICA Inc.,** 488 Madison Ave., New York 22, N.Y. Plaza 5-2100. Milton A. Gordon, pres.; Michael M. Sillerman, exec. v.p.; Leon Fromkess, production, v.p.; William Wolfson, controller; Vincent Melzac, v.p.; Hardie Frieberg, eastern div. v.p.; Walt Plant, western div. mgr.; Manney Reiner, international div. sales mgr. **Branches:** Hollywood—5420 Melrose Ave.; Hollywood 2-6525. Chicago—612 No. Michigan Ave.; Whitehall 4-4767; Arthur Spirt, mgr. **DFS DF PFO PFS PFC.**

**TELEVISION AND RADIO FEATURES OF AMERICA,** 37 W. 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, exec. dir. **PFO.** Live shows.

**TELEVISION SCREEN PRODUCTIONS Inc.,** 17 E. 45th St., New York 17, N.Y. Murray Hill 2-8877. Charles J. Basch Jr., pres. **PFS PFC PFO PIF PSC AN.**

**TEL RA PRODUCTIONS,** 1518 Walnut St., Philadelphia 2, Pa. Kingsley 6-4140. W. Wallace Orr, pres. **P-DFS.**

**MISCHA TERR Inc.,** 8358 Sunset Blvd., Hollywood 46, Cal. Hollywood 2-7038. Mischa Terr, pres. **PFO.**

**TERRYTOONS (Div. of CBS Television Film Sales Inc.),** 38 Centre Ave., New Rochelle, N.Y. New Rochelle 2-3466. Bill Weiss, v.p. & gen. mgr. **Sales offices:** New York City—485 Madison Ave.; Plaza 1-2345; Newell T. Schwin, sales mgr. **PFS AN.**

**TEXAS RASSLIN FILMS Inc.,** Cadiz & Industrial Blvd., Dallas, Tex. Riverside 8-2083. 8-3261. Maurice Beck, gen. mgr. **PFS DFS.**

**THEODORE PRODUCTIONS Inc.,** 730 Fifth Ave., New York 19, N.Y. Judson 6-4312. Rex Marshall, pres. George F. Foley, v.p.-gen. mgr. **PFO PIF PSC PSh.**

**TODDY PICTURES Co.,** 148 Walton St. NW, Atlanta 1, Ga. Murry 8-3117. Ted Toddy, pres.; James L. Roberts, gen. mgr. **P-DF.**

**TOMLIN FILM PRODUCTIONS Inc.,** 480 Lexington Ave., New York 17, N.Y. Plaza 8-3070. Frederick A. Tomlin, pres. **PFC PSC.**

**TRANSFILM Inc.,** 35 W. 45th St., New York 36, N.Y. Judson 2-1400. William Miesegaes, chairman; Walter Lowendahl, pres.; Michael A. Palma, exec. v.p. **Branch:** Pittsburgh—Carlton House; Grant 1-6627; Ralph Maitland, mgr. **AN O PFC PFO PIF PRF PSC PFS PSh POE.**

**TRANS-LUX TELEVISION Corp.,** 625 Madison Ave., New York 22, N.Y. Plaza 1-3110. Richard Brandt, pres.; Richard Carlton, sales v.p. **Branches:** Chicago—1314 S. Wabash; Webster 9-0628. Los Angeles—1966 So. Vermont; Republic 1-2309. **DF DIF DFS.**

**TRENDLE-CAMPBELL-MEURER Inc.,** 28 W. Adams Ave., Detroit 26, Mich. Woodward 2-9184. George Trendle, pres.; H. Allen Campbell, v.p.-gen. mgr.; George W. Trendle, Jr., secy. **PFS.**

**TRIBUNE FILMS Inc.,** 141 E. 44th St., New York City. Murray Hill 7-2590. Roma Sfreddo, pres. **DIF.**

**TRIDENT FILMS Inc.,** 510 Madison Ave., New York 22, N.Y. Plaza 9-3580. Charles F. Schwep, pres. **PFS PFC PIF PRF.**

**TRI-STATE 16 mm PRODUCTIONS,** P.O. Box 112, Pittsburgh 30, Pa. Atlantic 1-5575. Geo. Le Ray. **AN PIF PFC O POE PRF ML RF PFS.**

**TV AND MOTION PICTURE PRODUCTIONS Inc.,** 117 E. Main St., Richmond, Va. Telephone 3-4444. John C. Wood, pres. **AN FH Lab O PFC PFO PIF PN Props PSC RF StF.**

**TV ART Inc.,** 7 N. 7th St., St. Louis 1, Mo. Central 1-4757. Daniel Bishop, pres. Slides, slide films for conventions and training programs.

**TV-MOVIE NEWS SERVICE**, 219 E. 44th St., New York, N.Y. Oxford 7-2555. Bruce Balaban, president.

**TV SPOTS Inc.**, 1037 N. Cole Ave., Los Angeles 38, Cal. Hollywood 5-5171. Shull Bonsall, pres.; William M. Bauman, v.p. & gen. mgr.; Sam Nicholson, v.p. & creative dir. **Branches:** Chicago—520 N. Michigan Ave.; Robert F. Kemper. New York City—8 E. 52nd St.; Anthony Baker. Washington, D.C.—734 Fifteenth St. NW; Myles R. Garrigan. **AN PFC PIF.**

**TV STATIONS Inc.**, 9 E. 75th St., New York City. Trafalgar 9-5250. Herb Jacobs, gen. mgr. **FB.**

**TV-UNLIMITED Inc.**, 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. **DFS PFO.**

**RICHARD H. ULLMAN Inc.**, 295 Delaware Ave., Buffalo 2, N.Y. Cleveland 2066. Richard H. Ullman and Ken Kaplan, v.p.'s. **Branch:** Miami—2133 NW 11th Ave.; Franklin 4-2655; Robert D. Buchanan. **DOE AN DFS.**

**UNIFILMS Inc.**, 329 E. 47th St., New York 17, N.Y. Murray Hill 8-9325. Charles E. Gallagher. **PFC PIF.**

**UNITED ARTISTS Corp., TV Div.**, 729 Seventh Ave., New York City. Circle 5-6000. John Leo, director of TV sales & distribution. **DF.**

**UNITED FILM & RECORDING STUDIOS Inc.**, 301 E. Erie St., Chicago 11, Ill. Superior 7-9114. William L. Klein, pres. **StF PFO PFC O PFS PIF POE PRF RF.**

**UNITED GERMAN FILM ENTERPRISES Inc.**, 1564 Broadway, New York 36, N.Y. Judson 6-1442. Munio Podhorzer, pres. Producers' representative.

**UNITED NATIONS TELEVISION SERVICE**, United Nations, New York City. Plaza 4-1234. William Henson, chief.

**UNITED PRESS ASSOCIATIONS**, 220 E. 42nd St., New York 17, N.Y. Murray Hill 2-0400. Leroy Keller, v.p.-gen. sales mgr. W. R. Higginbotham, mgr., U.P. Movietone. Services: news, spot pictures by wire. **DN.**

**UNITED STATES PRODUCTIONS Inc.**, 5 E. 57th St., New York 22, N.Y. Plaza 1-1710. Francis C. Thayer, pres. **AN DN O PFO PIF PN Props PSC PSh.**

**UNIVERSAL PICTURES COMPANY INC. TELEVISION (United World Films)**, 445 Park Ave., New York 22, N.Y. Plaza 9-8000. Norman E. Gluck, Alfred L. Mendelsohn. **Branches:** Atlanta—287 Techwood Dr. NW; Cypress 6201; Lennie Borch. Chicago—542 S. Dearborn St.; Wabash 2-7840; Frank Mannerelli. Dallas—2227 Bryan St.; Sterling 4277; Eugene Remels. Los Angeles—6610 Melrose Ave.; Webster 8-6125; Frank Harrington. Miami—1311 NE Bayshore Dr.; Miami 3-2464; Al Myles. Portland, Ore.—5023 NE Sandy Blvd.; Garfield 9732; Herman J. Block. Universal City, Cal.—Stanley 7-1211; George Bole. **P-DFS DSh DIF.**

**UPA PICTURES Inc.**, 4440 Lakeside Dr., Burbank, Cal., Thornwall 2-7171. Stephen Bosustow, pres. & exec. producer; Ernest Scanlon, v.p.-treas.; Herbert Klynn, v.p.-TV commercials Western area; Bud Getzler, v.p.-studio mgr. **Branches:** Chicago—360 N. Michigan Ave.; Andover 3-7566. Peter Del Negro, gen. mgr. New York City—60 East 56th St.; Plaza 8-1405. Eli Feldman, sales dir. London—140 Park Lane; Mayfair 2987. Roy Letts, business mgr. **AN PFC PIF POE PSh.**

**THE UPPER ROOM RADIO-TV PARISH**, 1908 Grand Ave., Nashville 5, Tenn. Broadway 7-7300. Dr. J. Manning Potts, editor; Leslie J. Ross, director. **PRF.**

**VACUUMATE Corp.**, 446 W. 43rd. St., New York 36, N.Y. Longacre 4-1886. L. H. Fleck, pres. **FH O.**

**THOMAS J. VALENTINO Inc.**, 150 W. 46th St., New York 36, N.Y. Circle 6-4675. Thomas J. Valentino, pres.; Dorothy Taylor, gen. mgr. **ML.**

**VAN COEVERING PRODUCTIONS**, 6150 Commerce Rd., Orchard Lake, Mich. Empire 3-3192. Jack Van Coevering, pres. **Branch:** Chicago—20 N. Wacker Dr.; Central 6-8955; Alfred D. LeVine. **P-DFS.**

**VAN PRAAG PRODUCTIONS**, 1600 Broadway, New York 19, New York. Plaza 7-2687. William Van Praag, pres. **Branches:** Detroit—Dime Bldg., Woodward 2-4896; Fred F. Frink, gen. mgr. Hollywood—1040 N. Las Palmas Ave., Hollywood 2-1141; Hugh Hole, v.p. Coral Gables, Florida—3143 Ponce de Leon Blvd.; Highland 4-3191; Harry Walsh, v.p. Chicago—N. Jay Norman, representative; Delaware 7-0903. **FH O PFC PFO PIF POE PSC PSh RF SF SR StF.**

**VARSITY PRODUCTIONS Inc.**, 153 S. Oakhurst Dr. Beverly Hills, Cal. Crestview 4-5651. Tony London, pres. **PFS.**

**THE VENARD ORGANIZATION**, 113 N. Madison Ave., Peoria, Ill. Telephone: 4-2490. C. L. Venard. **P-DIF PFS Lib.**

**VIDEART Inc.**, 343 Lexington Ave., New York 16, N.Y. Lexington 2-7378. Joe Zuckerman, pres. **O Art.**

**VIDEO CRAFTS Inc.**, 80 W. 12th St., New York 11, N.Y. Chelsea 2-1150. Arthur Rankin Jr., pres. **AN O PSC.**

**VIDEO EXPEDITING Inc.**, 630 Ninth Ave., New York 19, N.Y. Judson 6-1030. John A. Fitzpatrick, v.p. **FH.**

**VIDEO FILM LABORATORIES**, 350 W. 50th St., New York 19, N.Y. Judson 6-7196. Hugh Gwynne. **Lab.**

**VIDEO FILMS**, 1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-3400. Clifford Hanna. sales mgr. **AN PFC PIF ML O POE RF.**

**VIDEO PICTURES Inc.**, 500 Fifth Ave., New York 36, N.Y. Lackawanna 4-2912. Charles L. Turner, exec. v.p. **AN PFC PIF O PFO PFS POE PSh RF StF.**

**VIDEO VIEW Inc.**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-4179. Bradley Kemp, pres.; Irving Kahn, v.p. **Ki DFS FH PFS.**


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WHO'S WHO AND WHAT'S WHERE
AT TV STATIONS

**TV VICE-PRESIDENT** at advertising agencies

WHO'S WHO AND WHAT'S WHERE
AT TV FILM PRODUCERS AND DISTRIBUTORS

# Program Sources—Awards

**VIDICAM PICTURES Corp.**, 210 E. Fifth St., New York City. Algonquin 4-7102. Al Justin. **PFC PFO PIF.**

**VIKING FILMS Inc.**, 205 E. 43rd St. New York 17, N.Y. Oxford 7-4932. Israel M. Berman, pres.; Richard A. Weaver, exec. producer. **PFC PFS PIF TR.**

**VIRGONIAN PRODUCTIONS**, 6710 Melrose Ave., Los Angeles 36, Cal. Olympia 2-6525. Jeanne Gray, pres. **PFS.**

**VISION FILMS Inc.**, 520 Royal St., New Orleans 16, La. Express 1191. Edgar B. Stern Jr., v.p.; Robert D. Swezey, v.p.; Reginald W. Smith Jr., gen. mgr. **O PFC PFO PIF PN.**

**VOGUE FILM PRODUCTION, INC.**, Bowman Field, Louisville 5, Ky. Glendale 4-3689. Hal Vinson. **AN KI Lab O PFC PFO PIF PSC.**

**VOLCANO PRODUCTIONS Inc.**, 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. James A. Bank, pres.; H. H. Bank, v.p., W. E. Hannam, secy.-treas. **PFS PFC PFO POE O.**

**ROGER WADE PRODUCTION, INC.**, 15 W. 46th St., New York 36, N.Y. Circle 5-3040. Roger Wade. **AN PFC PIF PSC.**

**GENE K. WALKER PRODUCTIONS**, 465 California St., San Francisco 4, Cal. Yukon 2-4181. Gene K. Walker, pres. **PIF PSC.**

**WARNER BROS. PICTURES Inc.**, Television Division, 4000 Warner Blvd., Burbank, Cal. Hollywood 9-1251. Jack Warner Jr., TV film series; William T. Orr, exec. TV producer, Walter Bien, TV film commercials. **New York Office**—666 Fifth Ave.; Circle 6-1000; Norman Moray, v.p. N.Y. sales liaison. **PFS PFC.**

**WASHINGTON VIDEO PRODUCTIONS Inc.**, 1536 Connecticut Ave. NW, Washington, D.C. Adams 4-5737. George F. Johnston, pres. **AN PFO PFS.** Live Shows.

**ADRIAN WEISS PRODUCTIONS**, 655 N. Fairfax Ave., Los Angeles 36, Cal. Olive 3-5350. Adrian Weiss, pres. **PIF PFS.**

**LOUIS WEISS & Co.**, 655 N. Fairfax Ave., Los Angeles 36, Cal., Olive 3-5350. Adrian Weiss, Louis Weiss. Branches: San Francisco—821 Market St.; Exbrook 2-5203; Jim Diamond. Chicago—203 N. Wabash Ave.; Central 6-1805; Ben Barry, Howard Grafman. New York—Lakeside Television Co.; 1465 Broadway; Longacre 5-4582; Bernard Schulman. Minneapolis—Aved Theatre Service; Lumber Exchange Bldg.; Federal 2-8963. Toronto—Astral Television Films; 130 Carlton St.; Walnut 2-3163; Richard Rosenberg. **DFS DF DSh DRF SF.**

**WELGOT TRAILER SERVICE**, 630 Ninth Ave., New York 36, N.Y Circle 6-6450. Martin Gottlieb & Charles L. Welsh. **PFO PFC AN POE.**

**WEST COAST SOUND STUDIOS**, 510 W. 57th St., New York 19, N.Y. Circle 7-2062. **POE AN O PFC PFO PFS PIF PN PRF PSC PSh RF StF.**

**WESTERN TELEVISION Inc., Div. of C & C Television Corp.**, 400 Park Ave., New York 22, N.Y. Plaza 1-6800. Matthew Fox, pres.; Martin J. Robinson, v.p. **TR DF.**

**ROSS WETZEL STUDIOS Inc.**, 615 N. Wabash Ave., Chicago 11, Ill. Ross Wetzell, pres. **AN AR PFC PIF PSC.**

**WILLIAMS AND HILL Ltd.**, 4 Albert St., Toronto, Canada. Empire 2-1931. Hal B. Williams, pres.; Richard H. Hill, v.p.-gen. mgr.; Heinz Dredge, asst. gen. mgr.-treas. **AN ML PFC PSC RF.**

**WILLIAMS & MEYER Co.**, Prudential Plaza, Chicago 1, Ill. Wabash 2-3800. William S. Meyer. **PSC.**

**WILDING PICTURE PRODUCTIONS Inc.**, 1345 Argyle St., Chicago 40, Ill. Longbeach 1-8410. C. H. Bradfield Jr., pres.; Jack Rheinstrom, sales v.p.; James A. Kellock, v.p. gen. mgr.; Walter Tinkham, production mgr.; Russ Raycroft, dir. of TV Div. Jack Lemmon, Eastern TV sales mgr.; Joe Morton, Midwest TV sales mgr. Branches: Chicago—1345 Argyle St.; Longbeach 1-8410; Hugh Gage. New York City—385 Madison Ave.; Plaza 9-0854; T. H. Westerman, v.p. Cincinnati—617 Vine St.; Garfield 0477; R. L. McMillan. Detroit—4925 Cadieux Rd.; Tuxedo 2-3740; Dean Coffin, v.p. Pittsburgh—3 Gateway Center; Grant 1-6240; Quinn Short. Hollywood—5981 Venice Blvd.; Webster 8-0183; Frank Mullaney. St. Louis—3920 Lindell Blvd.; Jefferson 5-7422; Jackson Robertson. St. Paul—1821 University Ave.; Midway 6-1055; Arnold Brassett. **PIF PFC PFO PSC.**

**WILLARD PICTURES Inc.**, 45 W. 45th St., New York 36, N.Y. Judson 2-0430. John M. Squiers Jr., pres. **PFC PFO.**

**WINIK FILMS Corp.**, 250 W. 57th St., New York 19, N.Y. Circle 6-7360. Leslie Winik, pres. Branches: Chicago—20 N. Wacker Dr.; Central 6-8955; Al LeVine. Portland, Ore.—611 N. Tillamook St.; Murdock 4233; Merriman Holtz. **P-DFS.**

**RAPHAEL G. WOLFF STUDIOS Inc.**, 5631 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-6126. Raphael G. Wolff, pres., **PFC PIF.**

**WONDSEL, CARLISLE & DUNPHY Inc.**, 1600 Broadway, New York City. Harold Wondsel, pres.; Robert Carlisle & Tom Dunphy, v.p.'s. **FP.**

**WORLD BROADCASTING SYSTEM Inc.**, 488 Madison Ave., New York 22, N.Y. Murray Hill 8-4700. Robert W. Friedheim, v.p.; Dick Lawrence, gen. mgr.; Jim Weathers, sales mgr. **ML.**

**WORLD HORIZON FILMS**, Maryknoll, N.Y. Wilson 1-7590. Albert J. Nevins, dir. **P-DRF.**

**WORLD TV PROGRAMS Corp.**, 505 Fifth Ave., New York City. Murray Hill 7-0760. Hans H. Kaden, pres. **DFS.**

**WORLD VIDEO PRODUCTION Inc.**, 5746 W. Sunset, Los Angeles, Cal. Hollywood 9-3609. **PFS.**

**WRATHER TELEVISION PRODUCTIONS Inc.**, 270 N. Canon Dr., Beverly Hills, Cal. Crestview 4-8521. J. D. Wrather, Jr., pres. **PFS.**

**WURTELE FILM PRODUCTIONS**, P.O. Box 504, Orlando, Fla. Telephone: Garden 2-9755. Harold S. Wurtele, owner. **PFC DIF PIF POE.**

**YUGOSLAV FILMS**, 816 Fifth Ave., New York City. Templeton 8-2300. Karla Duhar. **DIF DSH DFS DN.**

**YOUNG AMERICA FILMS**, 330 West 42nd St., New York 36, N.Y. Longacre 4-3000. David M. Clay.

**MARVIN YOUNG ASSOCIATES**, 1346 N. Highland Ave., Hollywood 28, Cal. Hollywood 2-2684. Marvin Young, principal associate. **PFS.**

**ZIV TELEVISION PROGRAMS Inc.**, 488 Madison Ave., New York 22, N.Y. Murray Hill 8-4700. F. W. Ziv, chairman; John L. Sinn, pres.; M. J. Rifkin, sales v.p.; Branches: Cincinnati—1529 Madison Rd.; Plaza 1-1323; Los Angeles—7324 Santa Monica Blvd.; Oldfield 4-2800; Chicago—520 N. Michigan Ave.; Whitehall 4-1030. **PFC PFO DFS StF PFS.**

**ZORRO PRODUCTIONS**, 2400 W. Alameda Ave., Burbank, Cal. Thornwall 8-5559. **PFS.**

**SEYMOUR ZWEIBEL PRODUCTIONS Inc.**, 11 E. 44th St., New York 17, N.Y. Murray Hill 2-4450. Seymour Zweibel, pres. **PIF PSC PFO.**

# Principal Television-Radio Awards and Donors

**ADVERTISING ASSOCIATION OF THE WEST-HOLLYWOOD ADVERTISING CLUB** awards for creativeness, originality and production excellence in TV commercials; to TV stations, ad agencies, advertisers & producers in 11 western states and western Canada. Address Advertising Assn. of the West, 425 Bush St., San Francisco 8, Cal.

**AMERICAN CINEMA EDITORS'** Ace Annual Critics Award to editors of TV and motion picture films. Address American Cinema Editors Inc., 1508 Crossroads of the World, Hollywood 28, Cal.

**AMERICAN LEGION** award for TV programs appraising American Legion, to any network, station or individual. Address E. A. Blackmore, National Adjutant, American Legion, P. O. Box 1055, Indianapolis, Ind.

**AMERICAN WOMEN IN RADIO AND TELEVISION Inc.** award of $500 scholarship to young woman in her junior year at an accredited American college or university which offers degree or elective major in TV and/or radio. Address American Women in Radio and Television Inc., 501 Madison Ave., New York 22, N.Y.

**STEPHEN VINCENT BENET** award for short plays not exceeding 30 minutes and suited for TV and radio. Address Dramatists Alliance, Stanford University, Palo Alto, Cal.

**BILLBOARD** TV-radio awards for programs and talent, to TV and radio stations and networks. Address, The Billboard, 1564 Broadway, New York 36, N.Y. (For latest winners see *Television Digest*, Vol. 13:30, p. 7.)

**THE CHRISTOPHERS** awards for TV or radio programs "to individuals whose work reflects positive values and shows how a person can use his God-given talents for the benefit of all"; to writers, composers, producers and directors. Address Rev. James Keller, The Christophers, 18 E. 48th St., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 14:5, p. 16.)

**DAUGHTERS OF AMERICAN REVOLUTION** award for programs emphasizing historical appreciation and patriotic service. Address Mrs. George C. Estill, national chairman, Daughters of American Revolution, 1776 D St. NW, Washington, D.C.

**HARRY DIAMOND MEMORIAL** award by Institute of Radio Engineers to persons in Federal service for contributions to electronics and radio published in professional society journals. Address E. K. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

**ALFRED I. duPONT** awards by Alfred I duPont Awards Foundation to commentator and TV or radio stations, in large and small categories, for "service and achievement in promoting and developing American ideals of freedom, and for service to the nation and to the community." Address O. W. Riegel, Curator, Alfred I. duPont Awards Foundation, Washington & Lee University, Lexington, Va. (For latest winners, see *Television Digest*, Vol. 13:13, p. 7.)

**THOMAS A. EDISON FOUNDATION** mass media awards for network or syndicated TV or radio programs for youth in science in American heritage. Address Miss Marianne Russ, director, Thomas A. Edison Foundation National Mass Media Awards Program, 8 W. 40th St., New York 18, N.Y.

**EDUCATION WRITERS ASSOCIATION** awards for reporting and interpretation in field of education. Address Joseph Deitch, secretary, Education Writers Assn., 525 W. 120th St., New York 27, N. Y.

# Awards

**"EMMY"** awards by Academy of TV Arts and Sciences to TV stations, networks and individuals for programming achievement in wide range of categories. Address Thomas Freebairn-Smith, executive secretary, Academy of TV Arts and Sciences, 9126 Sunset Blvd., Los Angeles 46, Cal., or Kenneth Leedom, executive director, Academy of TV Arts & Sciences at N.Y., 200 Central Park South, New York 19, N.Y. (For latest winners, see *Television Digest*, Vol. 13:12, p. 10.)

**ENGLISH-SPEAKING UNION** better-understanding awards for contributions by broadcasters and journalists to U. S. and British Commonwealth understanding and friendship. Address English-Speaking Union of the U. S., 16 E. 69th St., New York 21, N.Y.

**FARM SAFETY** awards by National Safety Council and National Assn. of TV & Radio Farm Directors to stations for outstanding programs promoting farm safety. Address Wally Erickson, secretary, National Assn. of TV & Radio Farm Directors, KFRE, Fresno, Cal.

**FREEDOMS FOUNDATION** awards to programs for contribution to American way of life. Address Kenneth D. Wells, pres., Freedoms Foundation, Valley Forge, Pa. (For latest winners, see *Television Digest*, Vol. 13:9, p. 5)

**GENERAL FEDERATION OF WOMEN'S CLUBS** awards for outstanding news, education, children's & spiritual programs. Address General Federation of Women's Clubs, 1734 N St., N.W., Washington 6, D.C.

**EARL GODWIN** memorial award of 6 months' overseas correspondent's job by NBC to employe of NBC affiliate for outstanding radio news reporting. Address Samuel M. Sharkey Jr., news editor, NBC, 30 Rockefeller Plaza, New York 20, N.Y.

**"GOLDEN MIKE"** awards by American Legion Auxiliary for best programs of inspirational, educational & entertainment values on TV & radio and for TV or radio program best serving interests of youth. Address Layton K. Hurst, TV-radio director, American Legion Auxiliary, 1608 K St., NW, Washington 6, D.C. (For latest winners, see *Television Digest*, Vol. 13:38, p. 7).

**"GOLDEN REEL"** awards by Film Council of America for 16mm documentary, educational and commercial films. Address Gus Giordano, director, American Film Assembly, Film Council of America, 600 Davis St., Evanston, Ill.

**HEADLINER** awards by National Headliners Club for outstanding performances in news reporting and news photos in several categories. Address Mall Dodson, executive secretary, National Headliners Club, 2307 Boardwalk, Atlantic City, N. J.

**SIDNEY HILLMAN FOUNDATION** awards for programs on civil liberties, social welfare and related subjects. Address Howard D. Samuel, executive director, Sidney Hillman Foundation, 15 Union Square, New York 3, N. Y.

**IRE FOUNDERS AWARD** for leadership in planning and administration of electronic developments. Address E. K. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

**IRE MEDAL OF HONOR** annual award for "outstanding scientific or engineering achievement in radio and allied fields." Address E. K. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

**ALBERT LASKER** medical journalism award of $2500 for best TV or radio program translating technical medical information into lay language. Address Albert & Mary Lasker Foundation, Chrysler Bldg., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 13:18, p. 8.)

**MORRIS LIEBMAN MEMORIAL** award by Institute of Radio Engineers for "important contribution to the radio art." Address E. K. Gannett Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

**LOOK MAGAZINE** awards for outstanding TV programs and performers. Address Esther Burke, promotion dept., Look Magazine, 488 Madison Ave., New York 22, N. Y. (For latest winners, see *Television Digest*, Vol. 13:52, p. 5.)

**McCALL'S MAGAZINE** "Mike" awards to women in TV and radio for public service. Address Frank Hogan, manager of public relations, McCall's Magazine, 230 Park Ave., New York 17, N. Y. (For latest winners, see *Television Digest*, Vol. 13:17, p. 7.)

**NATIONAL ASSN. FOR BETTER RADIO & TV (NAFBRAT)** awards to network personalities and programs, to encourage high standards in broadcasting. Address Mrs. Clara Logan, president, National Assn. for Better Radio & TV, 882 Victoria Ave., Los Angeles 5, Cal. (For latest winners, see *Television Digest*, Vol. 13:11, p. 9.)

**NATIONAL CONFERENCE OF CHRISTIANS AND JEWS** human relations awards for programs which promote good will among religious and racial groups. Address Media Awards Committee, National Conference of Christians and Jews, 381 4th Ave., New York 16, N.Y. (For latest winners see *Television Digest*, Vol. 14:6, p. 11.)

**NATIONAL SAFETY COUNCIL** public interest awards for exceptional service to farm safety by TV & radio stations. Noncompetitive. Address Paul Jones, public information director, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

**OHIO STATE UNIVERSITY** awards for educational TV and radio programs in U. S. and Canada in 7 different categories for TV, 10 for radio. Address I. Keith Tyler, Institute for Education by Radio-TV, Ohio State University, Columbus 10, O.

**OVERSEAS PRESS CLUB OF AMERICA** awards for best TV reporting of foreign affairs and for best reporting originating in the U. S. or U. N. on world affairs, all correspondents eligible. Address Awards Committee, Overseas Press Club of America Inc., 35 E. 39th St., New York 16, N. Y.

**PAGE ONE** awards of Newspaper Guild of N. Y., for creative leadership in TV-radio. Address Newspaper Guild of N. Y., 133 W. 44th St., New York 36, N. Y.

**GEORGE FOSTER PEABODY** awards by Henry W. Grady School of Journalism, University of Georgia, to TV and radio programs and personalities for "distinguished achievement and meritorious public service." Address Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. (For latest winners, see *Television Digest*, Vol. 13:16, p. 7.)

**GEORGE POLK MEMORIAL** awards for outstanding reporting. Address Prof. Jacob H. Jaffe, chairman, Journalism Department, Long Island University, 385 Flatbush Ave. Extension, Brooklyn 1, N.Y. (For latest winners, see *Television Digest*, Vol. 13:18, p. 6.)

**RADIO-TV DAILY** awards for outstanding programs and personalities, based on poll of TV-radio editors of newspapers. Address Radio-TV Daily, 1501 Broadway, New York 36, N. Y. (For latest winners, see *Television Digest*, Vol. 14:5, p. 16.)

**RADIO-TV MIRROR MAGAZINE** "Award of the Year" to outstanding TV and radio programs and performers. Address Radio-TV Mirror Magazine, 205 E. 42nd St., New York 17, N. Y.

**RADIO-TV NEWS DIRECTORS ASSOCIATION** awards to TV and radio stations to improve standards of broadcast news. Address Prof. Baskett Mosse, chairman, Radio-TV News Directors Assn. Awards Committee, Medill School of Journalism, Northwestern University, Evanston, Ill. (For latest winners, see *Television Digest*, Vol. 13:45, p. 7; 47, p. 9.)

**PAUL REVERE** award by Westinghouse Bcstg. Co. to national service organization which makes most effective use of broadcast media. Address Richard M. Pack, Westinghouse Bcstg. Co., 122 E. 42nd St., New York 17, N.Y.

**DAVID SARNOFF GOLD MEDAL** award by Society of Motion Picture & TV Engineers for outstanding contribution to technical phase of TV engineering. Address Society of Motion Picture & TV Engineers, 55 W. 42nd St., New York 36, N. Y.

**SATURDAY REVIEW** awards to broadcasters for distinguished programs in the public interest. Address Saturday Review, 25 W. 45th St., New York 36, N.Y. (For latest winners, see *Television Digest*, Vol. 13:15, p. 14.)

**"SCHOOL BELL"** awards by 7 national organizations of teachers, parents & public school officials and Office of Education, Dept. of Health, Education & Welfare, to TV network program for "most distinguished dramatic interpretation of education" and to TV or radio station, magazine or newspaper for "most outstanding local or state reporting of education." Address Roy Wilson, executive secy., National School Public Relations Assn., 1201 16th St., NW, Washington 6, D. C. (For latest winners, see *Television Digest*, Vol. 13:28, p. 9.)

**ROBERT E. SHERWOOD** awards by Fund for the Republic for best TV productions which "increase public understanding of the principles set down in the Constitution and Bill of Rights." Address Fund for the Republic Inc., 60 E. 42nd St., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 13:25, p. 7.)

**SIGMA DELTA CHI** awards for TV-radio public service in journalism, to TV and radio stations or networks. Address Victor E. Bluedorn, executive director, Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill. (For latest winners, see *Television Digest*, Vol. 13:16, p. 6)

**ALFRED P. SLOAN** award for networks, stations & advertisers contributing to highway safety, administered by National Safety Council for Alfred P. Sloan Foundation, eligibility limited to winners of National Safety Council public interest awards. Address National Safety Council, 425 No. Michigan Ave., Chicago 11, Ill. (For latest winners, see *Television Digest*, Vol. 13:18, p. 8.)

**SOCIETY OF MOTION PICTURE & TV ENGINEERS** Progress Medal award for invention, research or development in TV or motion pictures. Address Society of Motion Picture and TV Engineers, 55 W. 42nd St., New York 36, N.Y.

**SYLVANIA** awards to persons and organizations in TV for contributions to creative TV techniques in 15 program categories. Address Committee of Judges, Sylvania TV Awards, 655 Madison Ave., New York 21, N.Y., (For latest winners, see *Television Digest*, Vol. 14:3, p. 16.)

**WESTINGHOUSE BCSTG. CO.** history award to regional historical society & non-affiliated TV or radio station for program on historical & cultural heritage of locality. Address Richard M. Pack, Westinghouse Bcstg. Co., 122 E. 42nd St., New York 17, N.Y.

**WRITERS GUILD OF AMERICA** awards to members for scripts in various categories. Address Writers Guild of America, 8782 Sunset Blvd., Hollywood 46, Cal. (West); 22 W. 48th St., N.Y. (East).

**VLADIMIR K. ZWORYKIN** award of Institute of Radio Engineers for contribution to electronic TV. Address Awards Committee, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

List of

# CABLE THEATRE FRANCHISE APPLICATIONS

Data From Official Records and Trade Sources

For list of subscription and cable TV organizations, see p. 443; for manufacturers, see page 420

| Municipality | Applicant |
|---|---|
| **ARIZONA** | |
| Phoenix | Tele-Movie Development Co. |
| Tucson | Harriscope Inc.<br>Skiatron TV Inc. |
| **ARKANSAS** | |
| Little Rock | Midwest Video Inc.<br>Rowley United Theatres Inc. |
| North Little Rock | Fisher & Cochran Enterprises<br>North Little Rock Theatres Inc. |
| **CALIFORNIA** | |
| Arcadia | Tele - Movie Development Co. |
| Azusa | Tele - Movie Development Co. |
| Bakersfield | Tele - Movie Development Co. |
| Berkeley | Skiatron TV Inc. |
| Beverly Hills | Harriscope Inc. |
| Burbank | Harriscope Inc. |
| Carlsbad | Tele - Movie Development Co. |
| Chula Vista | Tele - Movie Development Co. |
| Colton | Tele - Movie Development Co. |
| Compton | Skiatron TV Inc. |
| Corona | Tele - Movie Development Co. |
| Coronado | Tele - Movie Development Co. |
| Covina | Tele - Movie Development Co. |
| Delano | Tele - Movie Development Co. |
| El Cajon | Tele - Movie Development Co. |
| El Segundo | Tele - Movie Development Co. |
| El Sobrante | Park Theatre |
| Escondido | Tele - Movie Development Co. |
| Gardena | Tele - Movie Development Co. |
| Glendale | Harriscope Inc.<br>Skiatron TV Inc. |
| Hawthorne | Tele - Movie Development Co. |
| Hermosa Beach | Tele - Movie Development Co. |
| Inglewood | Skiatron TV Inc. |
| Lakewood | Skiatron TV Inc.<br>Tele - Movie Development Co. |
| La Mesa | Tele - Movie Development Co. |
| Los Angeles | Fox West Coast Theatres Corp. & International Telemeter Corp.<br>Harriscope Inc.<br>Skiatron TV Inc. |
| Lynwood | Skiatron TV Inc. |
| Manhattan Beach | Tele - Movie Development Co. |
| Monrovia | Tele - Movie Development Co. |
| Montebello | Tele - Movie Development Co. |
| National City | Tele - Movie Development Co. |
| Oakland | Blumenfeld Theatres<br>Skiatron TV Inc.<br>United California Theatres |
| Oceanside | Tele - Movie Development Co. |
| Paramount | Tele - Movie Development Co. |
| Pasadena | Harriscope Inc. |
| Pomona | Tele - Movie Development Co. |
| Redlands | Tele - Movie Development Co. |
| Richmond | Park Theatre<br>Skiatron TV Inc. |
| Riverside | Tele - Movie Development Co. |
| Rodeo | Tele - Movie Development Co. |
| San Bernardino | San Bernardino TV Enterprises Inc. |
| San Diego | Skiatron TV Inc. |
| San Fernando | Tele - Movie Development Co. |
| **California (Cont.)** | |
| San Francisco | Fox West Coast Theatres Inc. & International Telemeter Corp.<br>Jerrold Electronics Corp.<br>Skiatron TV Inc. |
| San Gabriel | Tele - Movie Development Co. |
| San Jose | Electronic Home Tele-Movies Co.<br>Skiatron TV Inc. |
| San Mateo | Skiatron TV Inc. |
| Santa Ana | Skiatron TV Inc. |
| Santa Barbara | Community Cable Theatre Inc.<br>Tele - Movie Development Co. |
| Santa Monica | Harriscope Inc. |
| South Gate | Skiatron TV Inc. |
| Uplands | Tele-Movie Development Co. |
| Vallejo | Skiatron TV Inc. |
| Ventura | Tele - Movie Development Co. |
| Vista | Tele - Movie Development Co. |
| **COLORADO** | |
| Denver | Gene O'Fallon<br>McGee Briggs Enterprises<br>TV Denver Inc. (KBTV) |
| **DISTRICT OF COLUMBIA** | |
| Washington | Washington Broadcasting Co. (WOL) |
| **ILLINOIS** | |
| Charleston | Frisina Amusement Co. |
| Chicago | Tele - Movie Development Co. |
| East St. Louis | Frisina Amusement Co. |
| Effingham | Frisina Amusement Co. |
| Greenville | Frisina Amusement Co. |
| Litchfield | Frisina Amusement Co. |
| Mattoon | Frisina Amusement Co. |
| Shelbyville | Frisina Amusement Co. |
| Springfield | Frisina Amusement Co. |
| Taylorville | Frisina Amusement Co. |
| **INDIANA** | |
| Bloomington | Nova E. Vanderschmitt<br>Y&M Management Corp. |
| Muncie | Y. W. Management Corp. |
| New Albany | Meritt Wilkins |
| **KANSAS** | |
| Garden City | "Theater group" |
| Great Bend | "Theater group" |
| Hutchinson | Jay Wooten |
| Manhattan | "Theater group" |
| **MISSISSIPPI** | |
| Greenville | George T. Davis, Clara Mae Davis & W. A. Prewitt Jr. |
| **MISSOURI** | |
| Hannibal | Frisina Amusement Co. |
| Mexico | Frisina Amusement Co. |
| St. Charles | Frisina Amusement Co. |
| **MONTANA** | |
| Billings | Televents Inc. |
| **NEVADA** | |
| Las Vegas | Tele-Movie Development Co. |
| **NEW JERSEY** | |
| Atlantic City | Atlantic Coast TV Cable Corp. |
| **NEW MEXICO** | |
| Carlsbad | Frontier Theatres Inc. |
| Roswell | Frontier Theatres Inc. |
| **NORTH CAROLINA** | |
| Fayetteville | Wellons Theatres |
| **OHIO** | |
| Dayton | Muzak |
| **OKLAHOMA** | |
| Bartlesville | Vumore Co. |
| Enid | Vumore Co. |
| Oklahoma City | Vumore Co. |
| Tulsa | Vumore Co. |
| **PENNSYLVANIA** | |
| Lower Burrell | Circle Theatre |
| New Kensington | Circle Theatre |
| **TEXAS** | |
| Abilene | Vumore Co. |
| Amarillo | Interstate Circuit Inc. |
| Arlington | Interstate Circuit Inc. |
| Austin | Eddie Joseph Theatres<br>Interstate Circuit Inc.<br>Trans-Texas Theatres Inc. |
| Brownsville | Interstate Circuit Inc. |
| Brownwood | Interstate Circuit Inc. |
| Corpus Christi | Corpus Christi Theatres |
| Corsicana | Interstate Circuit Inc. |
| Dallas | A. H. Belo Corp. (WFAA-TV)<br>Big D Theatre Co.<br>Interstate Home Movie Inc.<br>KRLD Radio Corp. (KRLD-TV)<br>B. R. McLendon<br>Midwest Video Corp.<br>Rowley United Theatres Inc.<br>Charles W. Weisenburg |
| Denison | Interstate Circuit Inc. |
| Denton | Interstate Circuit Inc. |
| El Paso | Interstate Circuit Inc. |
| Ft. Worth | Interstate Circuit Inc. |
| Galveston | Interstate Circuit Inc. |
| Harlingen | Interstate Circuit Inc. |
| Highland Park | A. H. Belo Corp. (WFAA-TV, Dallas) |
| Houston | Austin Senators Baseball Club<br>Bellaire Theatre<br>Custom TV Inc.<br>Interstate Circuit Inc.<br>Loew's State Theatre<br>Texas Bell Video<br>Trail Drive-In Theatre |
| Laredo | Laredo Theatres Inc. |
| Lubbock | Vumore Co. |
| McAllen | Interstate Circuit Inc. |
| Mercedes | Interstate Circuit Inc. |
| Paris | Interstate Circuit Inc. |
| Pharr | Interstate Circuit Inc. |
| Port Arthur | Custom TV Inc. |
| San Angelo | Concho Theatres Inc. |
| San Antonio | Interstate Circuit Inc. |
| Temple | Interstate Home Movie Corp. |
| Tyler | Interstate Home Movie Corp. |
| Vernon | Interstate Circuit Inc. |
| Waco | Interstate Home Movie Corp. |
| Wichita Falls | Interstate Circuit Inc. |
| **UTAH** | |
| Ogden | Televents Inc. |
| Provo | Televents Inc. |
| Salt Lake City | Televents Inc. |
| **WISCONSIN** | |
| Eau Claire | Wisconsin Theatre Video Corp. |
| Milwaukee | Skiatron TV Inc.<br>Tele - Movie Development Co. |
| Wausau | Wisconsin Community Antenna Inc. |

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## Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone EXecutive 3-3620

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[2] **ROSEL H. HYDE,** (Rep., 1946-1959)
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[3] **ROBERT T. BARTLEY,** (Dem., 1952-1958)
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[4] **ROBERT E. LEE,** (Rep., 1953-1960)
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[5] **RICHARD A. MACK,** (Dem., 1955-1962)
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[6] **T. A. M. CRAVEN,** (Dem., 1956-1963)
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[7] **FREDERICK W. FORD,** (Rep., 1957-1964)
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[1] Reappointed for full 7-year term in 1954.
[2] Reappointed for full 7-year term in 1952.
[3] Appointed for remainder of term of Wayne Coy; term expires June 1958.
[4] Appointed for full 7-year term in 1953.
[5] Appointed for full 7-year term in 1955.
[6] Appointed for full 7-year term in 1956.
[7] Appointed for full 7-year term July 1957.

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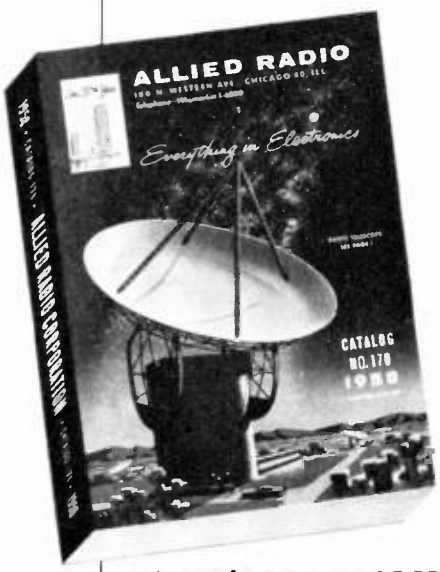


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718 Jackson Place, NW

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**Monitoring Div.—**Irving L. Weston, *Chief.* Ellen P. Morton, *secretary.*

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† *Anning S. Prall, New York: Jan. 17, 1935-July 23, 1937
**Irvin Stewart, Texas: July 11, 1934-June 30, 1937**
† *Frank R. McNinch, North Carolina: Oct. 1, 1937-Aug. 31, 1939
***Eugene O. Sykes, Mississippi: July 11, 1934-April 5, 1939**
† *Thad H. Brown, Ohio: July 11, 1934-June 30, 1940
***Frederick I. Thompson, Alabama: April 8, 1939-June 30, 1941**
***George H. Payne, New York: July 11, 1934-June 30, 1943**
**T. A. M. Craven, District of Columbia: Aug. 21, 1937-June 30, 1944**
(Began new 7-year term July 2, 1956)
**Norman S. Case, Rhode Island: July 11, 1934-June 30, 1945**
†James Lawrence Fly, Texas: Sept. 1, 1939-Nov. 13, 1944
***William H. Wills, Vermont: July 1, 1945-March 6, 1946**
†Paul A. Porter, Kentucky: Dec. 21, 1944-Feb. 25, 1946
†Charles R. Denny, Dist. of Columbia: March 30, 1945-Oct. 31, 1947
††Ewell K. Jett, Maryland: Feb. 15, 1944-Dec. 31, 1947
*Ray C. Wakefield, California: March 22, 1941-June 30, 1947
**Clifford J. Durr, Alabama: Nov. 1, 1941-June 30, 1948**
† *Wayne Coy, Indiana: Dec. 29, 1947-Feb. 21, 1952
**Robert F. Jones, Ohio: Sept. 5, 1947-Sept. 19, 1952**
**Eugene F. Merrill, Utah: Oct. 14, 1952-April 14, 1953**
†Paul A. Walker, Oklahoma: July 11, 1934-June 30, 1953
George E. Sterling, Maine: Jan. 2, 1948-Sept. 30, 1954
Frieda B. Hennock, New York: July 1, 1948-June 30, 1955
Edward M. Webster, Dist. of Columbia: April 10, 1947-June 30, 1956
†George C. McConnaughey, Ohio: Oct. 4, 1954-June 30, 1957

*Deceased. † Served as Chairman. †† Served as Interim Chairman.

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***Eugene O. Sykes, Mississippi: March 15, 1927-July 10, 1934**
***Henry A. Bellows, Minnesota: March 15, 1927-Oct. 31, 1927**
***Col. John F. Dillon, California: March 15, 1927-Oct. 8, 1927**
**Sam Pickard, Kansas: Nov. 1, 1927-Jan. 31, 1929**
***Harold A. Lafount, Utah: Nov. 14, 1927-July 10, 1934**
***Ira E. Robinson, West Virginia: March 29, 1928-Jan. 15, 1932**
***Gen. C. McK. Saltzman, Iowa: May 2, 1929-July 19, 1932**
*William D. L. Starbuck, New York: May 2, 1929-Feb. 23, 1934
***Thad H. Brown, Ohio: Jan. 21, 1932-July 10, 1934**
***James H. Hanley, Nebraska: April 1, 1933-July 10, 1934**

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**Suboffice, U. S. Courthouse & Customhouse, Mobile, Ala. Mobile 2-3641. George E. Franklin,** *Radio Engineer.*

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Suboffice, Post Office Bldg., Beaumont, Tex. Terminal 2-8141. Eric D. Coburn, *Radio Engineer.*

**District No. 10—**U. S. Terminal Annex Bldg., Dallas, Tex. Riverside 8-5611. Gerald M. Howard, *Engineer-in-Charge.*

**District No. 11—Post Office & Courthouse Bldg., Los Angeles, Cal.** Madison 5-7411. Bernard H. Linden, *Engineer-in-Charge.*
Suboffice, U. S. Customhouse, San Diego, Cal. Belmont 4-6211. Vergne L. Hoke, *Radio Engineer.* Marine Office, Room 326, U. S. Post Office & Courthouse Bldg., San Pedro, Cal. Terminal 2-2389. William E. Clyne, *Marine Supervisor.*

**District No. 12—Customhouse, San Francisco, Cal. Yukon 6-4141.** Francis V. Sloan, *Engineer-in-Charge.*

**District No. 13—**New U. S. Courthouse, Portland, Ore. Capitol 8-6171. Joseph H. Hallock, *Engineer-in-Charge.*

**District No. 14—Federal Office Bldg., Seattle, Wash. Mutual 3300.** Herbert H. Arlowe, *Engineer-in-Charge.*

**District No. 15—**Customhouse, Denver, Colo. Keystone 4-4151. Andrew Bahlay, *Engineer-in-Charge.*

**District No. 16—Uptown Post Office & Federal Courts Bldg., St.** Paul, Minn. Capitol 2-8011. Donald A. Murray, *Engineer-in-Charge.*

**District No. 17—**Federal Office Bldg., Kansas City, Mo. Baltimore 1-7000. Harold W. Bourell, *Engineer-in-Charge.*

**District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 7-4700.** H. D. Hayes, *Engineer-in-Charge.*

**District No. 19—New Federal Bldg., Detroit, Mich. Woodward 3-9330. Edwin S. Heiser,** *Engineer-in-Charge.*

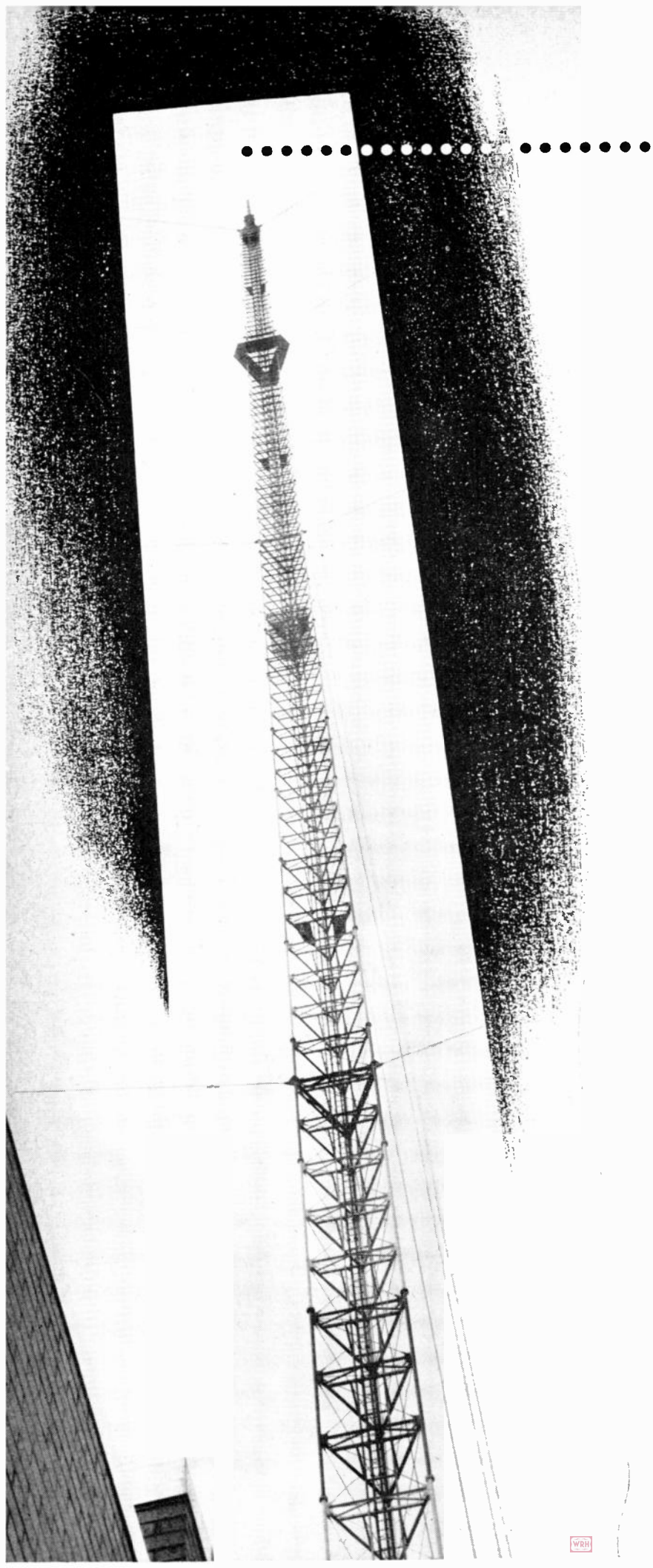
**District No. 20—U. S. Postoffice, Buffalo, N. Y. Washington 1744.** Paul A. Holloway, *Engineer-in-Charge.*

**District No. 21—**Federal Bldg., Honolulu, T. H. Honolulu 5-2931. Paul R. Fenner, *Engineer-in-Charge.*

**District No. 22—Federal Bldg., San Juan, Puerto Rico. San Juan** 2-4562. Eugene W. Klein, *Engineer-in-Charge.*

**District No. 23—**U. S. Post Office & Courthouse, Anchorage, Alaska. Anchorage 3-6464, Harold D. De Voe, *Engineer-in-Charge.*
Suboffice, Shattuck Bldg., Juneau, Alaska. Juneau 721. Hal S. Weidner, *Radio Engineer.*

**District No. 24—**718 Jackson Pl. NW., Washington, D. C. Executive 3-3620, extensions 229 & 230. Alfred H. Kleist, *Engineer-in-Charge.*



# REACHING UP
## to reach out

**KSLA-TV INCREASES COVERAGE 6 TIMES WITH NEW DRESSER-IDECO TOWER**

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265′ tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195′ Dresser-Ideco guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Dresser-Ideco.

Why? Because Dresser-Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Dresser-Ideco engineers a background in tower design and construction unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your broadcast equipment representative.

**Dresser-Ideco Company**

ONE OF THE DRESSER INDUSTRIES

DRESSER IDECO

**TOWER DIVISION, DEPT. T-3,**
**875 MICHIGAN AVE., COLUMBUS 8, OHIO**
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

**FCC File as of February 15, 1958**

# CPs Outstanding and Applications Pending

## For New Stations (Including Off-Air Stations in CP Status)

(Canadian TV authorizations on Page 360)

### With Probable Starting Dates and National Representatives of New Stations Authorized as Reported by Principals

**STAR (★) AND BOLDFACE CAPITAL LETTERS OF CITIES DENOTE GRANTEES OF CPs; ALL OTHERS ARE APPLICANTS ONLY**

Dagger (†) indicates non-commercial educational station

Symbol (#) indicates station was in operation but has reverted to CP status

FCC's File No. given where available; for further details, consult file in FCC Reference Room

For uhf translator applications, see p. 360; translators on air or with CP, see p. 271

**NOTE: This listing can be kept up-to-date and corrected with the weekly *TV Addenda* (blue sheets) published for its full-service subscribers by *Television Digest*, reporting all current FCC grants, applications, changes, etc.**

### ALABAMA

★ **BIRMINGHAM (Ch. 42)**—WBMG, Birmingham Television Corp., Rm. 642, 190 N. State St., Chicago 1, Ill. CP 11-28-56; 16.6-kw visual, 8.91-kw aural, 770-ft. above av. terrain, 589-ft. above ground, 1455-ft. above sea level, lat. 33° 29′ 09″, long. 86° 47′ 26″. Transmitter, rear of 2129 Montgomery Hwy. Plant, $134,000; yearly operating, $300,000. Equipment, RCA. H & E Balaban Corp.. 50% (motion picture exhibitor; real estate; for other interests, see WICS, Springfield, Ill.); Winston-Salem Bcstg. Co. Inc., 50% (owns Birmingham radio WSGN; for other interests, see off-air WTOB-TV, Winston-Salem, N.C.). Harry Balaban, pres.; Elmer Balaban, v.p.; Otto Zeman, secy. & treas. Counsel, McKenna & Wilkinson; consulting engineer, Walter F. Kean, Riverside, Ill. BPCT-2091. Starting Date: Unreported.

Mobile (Ch. 48)—Wistenn Inc., 1017 S. Second St., Milwaukee, Wis. 23.25-kw visual, 13.95-kw aural, 185-ft. above av. terrain, 219-ft. above ground, 229-ft. above sea level, lat. 30° 41′ 34″, long. 88° 02′ 29″. Transmitter, 26 N. Royal. Plant, $137,797; yearly operating, $180,000. Equipment, RCA. Also applicant for St. Louis, Mo. & Des Moines, Ia. Bernard D. Heifetz, pres., 25% (furniture mfr.); Wm. H. Schield Jr., v.p., 25% (furniture mfr. exec.); Milton S. Binswanger Jr., secy.-treas., 25% (wholesale glass dealer; real estate); Wm. H. Schield Sr., 25% (millinery mfr. exec.). Counsel, Alan Wohlstetter; consulting engineers, Wm. L. Foss Inc. BPCT-2353.

★ **SELMA (Ch. 8)**—WSLA, Deep South Bcstg. Co., Box 1447, Montgomery, Ala. (WBAM, Montgomery). CP 2-24-54; 2.51-kw visual, 1.26-kw aural, 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level, lat. 32° 24′ 00″, long. 87° 05′ 10″. Transmitter, 3-mi. W of Selma. Plant, $136,541; yearly operating, $100,000. Equipment, Standard Electronics transmitter, GE antenna. Wm. J. Brennan, pres., 45% (mgr., WBAM, Montgomery, Ala.; 50% of Vulcan Tower Co.); Cyril G. Brennan, v.p., (chief eng., WBAM); Wm. E. Benns Jr., treas., 45% (50% of Vulcan Tower Co.; 10% of WVOK, Birmingham); Barbara Benns, 5%; Frances U. Brennan, 5%. Counsel, Charles S. Rhyne; consulting engineer, Wm. E. Benns Jr. BPCT-1814. Starting Date: Unreported. [Note: Delayed by hearing on request for higher tower & new site.]

### ARIZONA

★ **YUMA (Ch. 13)**—KYAT, Wrather-Alvarez Bcstg. Inc., 1405 Fifth Ave., San Diego, Cal. CP 1-25-56; 24-kw visual, 12-kw aural, 620-ft. above av. terrain, 667-ft. above ground, 942-ft above sea level, lat. 32° 45′ 06″, long. 114° 46′ 21″. Transmitter, 9-mi. W of Yuma near U.S. Hwy. 80. Plant, $320,200; yearly operating, $300,000 Equipment, GE. Applicant owns KFMB-TV & KFMB, San Diego and KERO-TV, Bakersfield, Cal. J. D. Wrather Jr., pres., 38.895% (movie producer; real estate; oil leases); Maria Helen Alvarez, 38.895% (oil leases; real estate); Edward Petry & Co., 22.22% (TV-radio station rep.); George Whitney, v.p.-gen. mgr. Wrather holds CP for Boston, Mass. (Ch. 44). Counsel, Welch, Mott & Morgan. BPCT-2039. Starting Date: Unreported.

### ARKANSAS

Hot Springs (Ch. 9)—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. 306-kw visual, 163-kw aural, 679-ft. above av. terrain, 287-ft. above ground, 1287-ft. above sea level, lat. 34° 30′ 06″, long. 93° 06′ 26″. Transmitter, 3-mi. W of Hot Springs, N of Rt. 270. Plant, $432,000; yearly operating, $244,400. Equipment, GE. Donald W. Reynolds, pres., 100%; C. W. Parkinson, secy.-treas.; R. T. Bentley Jr., v.p. For ownership, see KFSA-TV, Fort Smith. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Wm. L. Foss Inc. BPCT-2443.

### CALIFORNIA

Bakersfield (Ch. 17)—Lincoln Dellar, 281 Hot Springs Rd., Santa Barbara, Cal. 186.6-kw visual, 94.2-kw aural, 607-ft. above av. terrain, 392-ft. above ground, 1282-ft. above sea level, lat. 35° 27′ 36″, long. 119° 01′ 09″. Transmitter, Woody Hwy., 2-Mi. N of North High School, in Oildale. Plant, $130,600; yearly operating, $300,000. Equipment, composite RCA & GE transmitter, GE antenna. Lincoln Dellar (100%) is 14.2% owner of KOVR, Stockton (Ch. 13); 100% owner of radio KXOA, Sacramento; and with wife, 50% owner of radios KJR, Seattle; KXL, Portland; KNEW, Spokane—all of which are now in process of being sold. (Vol. 13:48, 52 & 14:2). Counsel, Fly, Shuebruk, Blume & Gaguine. Engineer, Ewald W. Berger, Sacramento. BPCT-2465.

★ **EUREKA (Ch. 6)**—KVIQ-TV, California Northwest Bcstg. Co., Box 1015. CP 1-17-57; 14.8-kw visual, 7.4-kw aural, 460-ft. above av. terrain, 240-ft. above ground, 705-ft. above sea level, lat. 40° 42′ 58″, long. 124° 12′ 11″. Transmitter, end of Humboldt Hill Rd. Plant $92,532; yearly operating $84,000. Equipment, RCA. Shasta Telecasting Corp., 50% (operates KVIP, Redding, Cal.); Carroll R. Hauser, 50% (rancher, real estate; owns KHUM, Eureka, and 45.3% of KVEN, Ventura, Cal.). Counsel, Hearne & Spillane. San Francisco; consulting engineers, Hammett & Edison. BPCT-2153. Rep: Hollingbery. Starting Date (as reported): March, 1958.

# **FRESNO (Ch. 53)**—KBID-TV, John Poole Bcstg. Co. Inc. Hotel California, Fresno. CP 8-12-53; 15.5-kw visual, 8.32-kw aural, directional antenna 380-ft. above av. terrain, 400-ft. above ground, 718-ft. above sea level, lat. 36° 41′ 29″, long. 119° 40′ 40.4″. Transmitter, North Ave., 700-ft. E. of Fowler Ave. Plant, $288,000; yearly operating $160,000. Equipment, GE. For Mr. Poole's holding, see KBIC-TV, Los Angeles. Consulting engineer, Jay E. Tapp, Long Beach, Cal. BPCT-1069. [Note: Began operating Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:29 & 11:9. CP expired May 9, 1957. Request for extension of CP awaits FCC action.]

★ **LOS ANGELES (Ch. 22)**—KBIC-TV, John H. Poole Tr/as John Poole Broadcasting Co., 6540 Sunset Blvd., Hollywood 28, Calif. CP 12-10-52, 540-kw visual, 320-kw aural, 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level, lat. 34° 13′ 36″, long. 118° 03′ 59″. Transmitter, Mt. Wilson. Plant, $392,000; yearly operating, $150,000. Equipment, GE. John H. Poole, 100% owner, also owns KBIG, Avalon, Cal.; holds CP for KBID-TV, Fresno, and owns 49% of radio KBIF, Fresno; 75% of KPLA (FM), Los Angeles. Consulting engineer, George P. Adair Engineering Co. BPCT-1345. Starting Date: Unreported. [Note: KBIC-TV has been built and regularly conducts equipment tests with 180-kw visual, 60-kw aural ERP.]

Los Angeles (Ch. 34)—Sherrill C. Corwin, 122 S. Robertson. 251-kw visual, 137-kw aural, 2782-ft. above av. terrain, 142-ft. above ground, 5752-ft. above sea level, lat. 34° 13′ 40″, long. 118° 04′ 01″. Transmitter, Mt. Wilson. Plant, $265,000; yearly operating, $250,000. Equipment, RCA. Sherrill C. Corwin, 100% (CP for KBAY-TV, San Francisco; 15% of KAKE-TV, Wichita, Kan., is Ch. 21 applicant in San Diego, owns 10 15/16% of KPRO, Riverside; KROP, Blythe; KYOR, Brawley & KREO, Indio, all Cal.; owns & operates theatres in Los Angeles area; real estate). Counsel, Joseph Brenner, Beverly Hills; Engineer, Harold W. Jury, Northridge, Cal. BPCT-2368.

Los Angeles (Ch. 34)—K-UHF, Box 1124, Burbank, Cal. .27-kw visual, .135-kw aural, 795-ft. above av. terrain, 22-ft. above ground, 1502-ft. above sea level, lat. 34° 07′ 33″, long. 118° 22′ 01″. Transmitter, Santa Monica Mts. Plant, $13,350; yearly operating, $9000. Equipment, Adler. Frederick J. Bassett, 50% (theatre seat salesman); Wm. E. Sullivan, 50% (food firm personnel mgr. and ex-announcer, WKNX, Saginaw, Mich.). BPCT-2385.

★ **MODESTO (Ch. 14)**————, O'Neill Bcstg. Co. Box 1708, Fresno, Cal. CP 2-17-54; 22.18-kw visual, 13.27-kw aural, 1950-ft. above av. terrain, 80-ft. above ground, 3435-ft. above sea level, lat. 37° 32′ 32″, long. 121° 22′ 32″. Transmitter, Mt. Oso, near Westley Ave., W. of Coffee Rd. Plant, $74,000; yearly operating, $50,000. Equipment, RCA. For ownership, see KJEO, Fresno. BPCT-1721. Starting Date: Unreported.

★ **OAKLAND (Ch. 2)**—KTVU, San Francisco-Oakland Television Inc., 609 Central Bank Bldg. CP 6-27-57; 100-kw visual, 50-kw aural, 1190-ft. above av. terrain, 181-ft. above ground, 1406-ft. above sea level, lat. 37° 41′ 20″, long. 122° 26′ 07″. Transmitter, Television Peak, San Bruno Mt. Plant, $85,209 (all physical properties to be leased from General Teleradio Inc.); yearly operating, $1,384,518. Equipment, RCA. Ward D. Ingrim, pres.-treas., 47½% (formerly General Teleradio v.p. & exec. v.p. of Don Lee Div.); William D. Pabst, exec. v.p.-secy., 47½% (ex. v.p., Don Lee Div.); Harry R. Lubcke, v.p., 5% (consulting engineer). Counsel, Pierson, Ball & Dowd; consulting engineer, Harry R. Lubcke. BPCT-1842. Rep: H-R Television. Starting Date (as reported): March, 1958.

★ **SACRAMENTO (Ch. 46)**—KGMS-TV, Capitol Radio Enterprises, Hotel Senator. (KGMS). CP 3-21-56; 19.1-kw visual, 10.2-kw aural, 300-ft. above av. terrain, 333-ft. above ground, 363-ft. above sea level, lat. 38° 36′ 00″, long. 121° 27′ 23″. Transmitter, Canterberry & N. Sacramento Freeway. Plant, $105,016; yearly operating, $180,000. Equipment, RCA. Each of following owns ⅓ interest: Irving J. Schwartz, gen. mgr.; William S. George, sales mgr.; John Matranga, program mgr. Counsel, Hearne & Spillane, San Francisco; consulting engineers, A. E. Towne Assoc., San Francisco. BPCT-2068. Starting Date: Unreported.

† **Sacramento (Ch. 6, educational)**—Central California Educational Television, Inc., 324 N. San Joaquin St., Stockton, Cal. 100-kw visual, 50-kw aural, 1074-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37′ 49″, long. 120° 51′ 20″. Transmitter, 3.5-mi. S of El Dorado. Plant, $256,350; yearly operating, $160,500. Equipment, GE. Nolan D. Pulliam, pres.; John C. Crabbe, exec. secy., Garrett Starmer, program director. Counsel, Krieger & Jorgensen; consulting engineer, Peter K. Onnigian, Sacramento. BPET-55.

**SAN DIEGO (Ch. 21)**—Sherrill C. Corwin, 122 S. Robertson Blvd., Los Angeles 48, Cal. 43-kw visual, 21.5-kw aural, 720-ft. above av. terrain, 247-ft. above ground, 1009-ft. above sea level, lat. 32° 50′ 18″, long. 117° 15′ 00″. Transmitter, 1 3/8-mi. SE of LaJolla. Plant, $150,000; yearly operating, $160,000. Equipment, RCA. Corwin owns theatres in Los Angeles and Santa Barbara, 15% of KAKE-TV & KAKE, Wichita; holds CP for KBAY-TV, San Francisco; is applicant for Ch. 34, Los Angeles; owns 10 15/16% of 4 Cal. radio stations. BPCT-2406.

**SAN FRANCISCO**—See also Oakland.

★ **SAN FRANCISCO (Ch. 20)**—KBAY-TV, Bay Television, c/o Sherrill C. Corwin, 122 S. Robertson Blvd., Los Angeles 48. CP 3-11-53; 151-kw visual, 81.3-kw aural, 1070-ft. above av. terrain, 370-ft. above ground, 1201-ft. above sea level, lat. 37° 45′ 20″, long. 122° 27′ 05″. Transmitter, 1 La Avenzada. Plant, $336,900; yearly operating, $275,000. Equipment, RCA. Sherrill C. Corwin, 100% (also 15% of KAKE-TV, Wichita, Kan.; is Ch. 21 applicant in San Diego; owns 11% of Imperial Bcstg. Inc., operator of 4 Cal. radio stations). Corwin also is applicant for Ch. 34, Los Angeles. Transfer of CP from Dr. & Mrs. Leonard Averett approved April 17, 1957 by FCC; previous transfer to Averetts by Lawrence A. Harvey approved by FCO Dec. 29, 1954. Counsel, Prichard & Brenner. BPCT-1490. Starting Date: Unreported.

★ **SAN FRANCISCO (Ch. 38)**———, Marvin Kratter d/b Golden State Telecasting Co., 521 Fifth Ave., New York, N.Y. CP 2-12-58; 16.6-kw visual, 9.12-kw aural, 490-ft. above av. terrain, 308-ft. above ground 583-ft. above sea level, lat. 37° 47′ 24″, long. 122° 24′ 44″. Transmitter, California & Mason Sts. Plant, $85,755; yearly operating, $175,000. Equipment, RCA. Marvin Kratter, 100% (real estate). Counsel, Koteen & Burt; consulting engineer, Dawkins Espy, Los Angeles. BPCT-2276.

### COLORADO

**Sterling (Ch. 3)**—Bi-State Co., 414 East Ave., Holdrege, Neb. 27.9-kw visual, 15.1-kw aural, 669-ft. above av. terrain, 602-ft. above ground, 4882-ft. above sea level, lat. 40° 40′ 41″, long. 102° 58′ 13″. Transmitter, U. S. Hwy. 6, 13-mi. E of Sterling. Plant, $205,833; yearly operating, $36,000. Equipment, GE. Same ownership as KHOL-TV, Kearney, Neb. (Ch. 13) and KHPL-TV, Hayes Center, Neb. (Ch. 6). Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-2467.

### CONNECTICUT

★ † **BRIDGEPORT (Ch. 71, ed.)**—WCTB, Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 220-kw visual, 110-kw aural, 610-ft. above av. terrain, 492-ft. above ground, 1132-ft. above sea level, lat. 41° 20′ 31″, long. 73° 22′ 48.5″. Transmitter, 2.8-mi. NW of Redding. Yearly operating, not given. Also holds CPs for Hartford & Norwich. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-15. Starting Date: Unreported.

★ † **HARTFORD (Ch. 24, ed.)**—WEDH, Connecticut State Bd. of Education, State Office Bldg., Hartford. CP 1-29-53; 235-kw visual, 120-kw aural, 780-ft. above av. terrain, 99-ft. above ground, 1084-ft. above sea level, lat. 41° 33′ 33″, long. 72° 50′ 35″. Transmitter, 2.7-mi. NW of Meriden. Yearly operating, not given. Also holds CPs for Bridgeport & Norwich. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-16. Starting Date: Unreported.

★ **NEW HAVEN (Ch. 59)**—WELI-TV, Conn. Radio Foundation, 221 Orange St. CP 6-24-53; 19.25-kw visual, 10.3-kw aural, 563-ft. above av. terrain, 335-ft. above ground, 875-ft. above sea level, lat. 41° 22′ 00″, long. 72°58′ 24″. Trans., Baldwin Drive, on West Rock Ridge. Plant $320,000; yearly operating $110,000. Equipment, GE. Richard W. Davis, pres., 26.17%; Edwin H. Schweitzer, v.p., 7.12%; Rudy Frank, v.p., 3.88%; William Horowitz, v.p., .64%; John B. Grant, secy., 1.29%; Wm. J. Falsey, treas., .33%; Anna M. Costa, asst. secy.-treas., 3.95%; Harris Iron & Metal Co. Inc., 3.23%; George R. Willis, 2.59%; Louis D. Kennedy, 1.29%; remainder held by 8 others, each owning less than 3% and over 50 others, each owning less than 1%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-456. Starting Date: Unreported.

★ **NEW LONDON (Ch. 26)**—WNLC-TV, Thames Bcstg. Corp., 281 State St. (WNLC-MBS). CP 12-31-52; 19.1-kw visual, 10.2-kw aural, 700-ft. above av. terrain, 468-ft. above ground, 938-ft. above sea level, lat. 41° 26′ 52″, long. 72° 09′ 02″. Transmitter Sharps Hill Rd. Plant, $161,430; yearly operating, $104,000. Equipment, Du Mont transmitter, RCA antenna. Gerald J. Morey, pres.-treas., 50.4%; Roderick L. Morey, secy.-v.p., 49%; Mary L. Morey, .6%. Also has CP for radio station in Bridgehampton, N.Y. Washington counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1217. Starting Date: Unreported.

★ † **NORWICH (Ch. 63, ed.)**—WCTN Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 215-kw visual, 110-kw aural, 590-ft. above av. terrain, 520-ft. above ground, 900-ft. above sea level, lat. 41° 36′ 37″, long. 72° 06′ 27″. Transmitter, 1.3-mi. WSW of Baltic. Yearly operating, not given. Also holds CPs for Bridgeport & Hartford. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-17. Starting Date: Unreported.

★ **STAMFORD (Ch. 27)**—WSTF, Stamford-Norwalk Television Corp. c/o Prentiss M. Brown, Cafritz Building, Washington 6, D.C. CP 5-27-53; 19.5-kw visual, 11-kw aural, 240-ft. above av. terrain, 374-ft. above ground, 394-ft. above sea level, lat. 41° 03′ 10.1″, long. 73° 32′ 27.1″. Transmitter, Washington Bldg. Plant, $156,937; yearly operating, $150,000. Equipment, DuMont transmitter, GE antenna. Prentiss M. Brown, pres., 42½% (member of Washington law firm of Brown, Lund & Fitzgerald, ex-chairman of Detroit Edison Co. and ex-U. S. Senator from Michigan); Vincent M. Gaughan, v.p., 15% (attorney & 33⅓% owner of WBES-TV, Buffalo, N.Y., which turned in its CP Dec. 18, 1953); Wendell Lund, secy.-treas., 42½% (Washington attorney, formerly with War Production Board.) Counsel, Vincent M. Gaughan, Genesee Bldg., Buffalo; consulting engineer, J. H. Mullaney. BPCT-1672. Starting Date: Unreported.

### DISTRICT OF COLUMBIA

★ **WASHINGTON (Ch. 14)**—WOOK-TV, United Bcstg. Co. Inc., 8th & Eye Sts., NW. (WOOK). CP 2-24-54; 275-kw visual, 162-kw aural, 330-ft. above av. terrain, 341-ft. above ground, 551-ft. above sea level, lat 38° 57′ 17″, long. 77° 00′ 17″. Transmitter, First Pl. & Riggs Rd. NE. Plant, $130,840; yearly operating, $175,000. Equipment, used GE from off-air KACY, St. Louis. Richard Eaton, pres., 99%; Margaret G. Eaton, secy.-treas., 1%. Mr. Eaton also holds CP for WTLF, Baltimore (Ch. 18), and operates radio WSID, Essex, Md.; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. He also has purchased defunct WACH-TV & WACH, Newport News, Va. and is Ch. 3 applicant for Wilmington, N. C. Counsel, Cohn & Marks. BPCT-1819. Rep: United Bcstg. Co. Starting Date: Unreported.

### FLORIDA

★ **FORT PIERCE (Ch. 19)**—WTVI, G. T. Dyer, Sewall's Point, Jensen Beach, Fla. CP 4-19-55; 17.8-kw visual, 9.77-kw aural, 270-ft. above av. terrain, 294-ft. above ground, 309-ft. above sea level, lat. 27° 28′ 29″, long. 80° 20′ 18″. Transmitter, U. S. Hwy. 1, 1.2-mi. N. of Fort Pierce. Plant, $123,750; yearly operating, $78,000. Equipment, RCA. Gene T. Dyer, 100% (tomato farmer; ex-broadcaster. Counsel, Haley, Wollenberg & Kenehan, consulting engineer, W. J. Holey. BPCT-1969. Starting Date: Unreported.

**Gainesville (Ch. 5, educational)**—Board of Control, a public corporation of the State of Florida, acting for and on behalf of the U of Florida, 226 Administration Bldg., U of Fla., Gainesville (WRUF). 16.6-kw visual 8.7-kw aural, 483-ft. above av. terrain, 468-ft. above ground, 648-ft. above sea level, lat. 29° 42′ 34″, long. 82° 23′ 51″. Transmitter, Devil's Millhopper, 5.5-mi. NW of Gainesville. Plant, $221,635; yearly operating, $30,000. Equipment, RCA transmitter, GE antenna. James J. Love, chairman; S. Kendrick Guernsey, vice-chairman; Dr. J. B. Culpepper, exec. secy. Counsel, Krieger & Jorgensen; engineer, Wm. J. Kessler, Gainesville. BPET-70.

★ † **JACKSONVILLE (Ch. 7 educational)**—WJCT, Educational Television Inc., 203 Greenleaf Bldg. CP 2-27-57; 14.8-kw visual, 7.4-kw aural, 840-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level, lat. 30° 19′ 21.6″, long. 81° 38′ 34.1″. Transmitter, East Bay & Georgia Sts. Plant, $349,493; yearly operating, $60,000. Equipment, GE transmitter, Alford antenna. Heywood A. Dowling, pres.; Paul Heinrich, v.p. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-48. Starting Date: (as reported): April, 1958.

# **JACKSONVILLE (Ch. 36)**—WJHP-TV, Jacksonville Journal Co., 500 Laura St. CP 6-3-53; 282-kw max. and 257-kw horizontal visual, 158-kw max. and 144-kw horizontal aural, 460-ft. above av. terrain, 472-ft. above ground, 497-ft. above sea level, using .3° electrical beam tilt, lat. 30° 16′ 55″, long. 81° 37′ 52″. Transmitter, 4038 Phillips Hwy. Plant, $303,500; yearly operating, $182,000. Equipment, GE. Perry Enterprises Inc., 100%. John H. Perry Jr. holds management control through voting trust. Also owns WESH-TV, Daytona Beach; 40% of WNDB, Daytona Beach; publishes *Jacksonville Journal*. For other Perry Newspapers, see *Jacksonville Journal* in Newspaper Ownership section. Counsel, Dempsey & Koplovitz; consulting engineers, Kear & Kennedy. BPCT-1454. [Note: Began operating Dec. 13, 1953, but left air Oct. 25, 1957; see *Television Digest*, Vol. 13:42. Request for renewal of license pends FCC action.]

**Miami**—See also Perrine, Fla.

# **MIAMI (Ch. 23)**—WGBS-TV, Storer Bcstg. Co., 316 N.E. 21st St. (WGBS). Storer bought plant of WFTL-TV (Ch. 39) and CP for WMIE-TV (Ch. 27), then got permission to shift to Ch. 23 (*Television Digest*, Vol. 10:47, 51); 186-kw visual, 93.3-kw aural, 920-ft. above av. terrain, 937-ft. above ground, 943-ft. above sea level, lat. 25° 57′ 27″, long. 80° 12′ 43″. Plant, $335,400 (paid for WFTL-TV plant & WMIE-TV CP); yearly operating, not given. Equipment, RCA. Storer Bcstg. Co., for officials see listing under Group Ownership. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr. BPCT-1971. [Note: Began operating April 7, 1953, but quit the air April 13, 1957, reverting to CP status; see *Television Digest*, Vol. 13:15. Studio facilities have been sold to WPST-TV (Ch. 10). Request for extension of CP awaits FCC action.]

★ **MIAMI (Ch. 33)**—WMFL, Miami Biscayne Television Corp., Biscayne Terrace Hotel. CP 12-9-53; 182-kw visual, 97.7-kw aural, 480-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 25° 46′ 42″, long. 80° 11′ 22″. Transmitter, 432 Biscayne Blvd. Plant, $357,500; yearly operating, $318,000. Equipment, RCA. Rex Rand, pres., 80% (owns Rand Bcstg. Co., Miami, operator of WINZ); Nathaniel J. Klein, secy., 20%. Counsel, Cohn & Marks; consulting engineer, Robt. M. Silliman. BPCT-1616. Starting Date: Unreported.

**Miami (Ch. 6)**—Publix Television Corp., c/o Danton & Lazar, 605 Lincoln Rd., Miami Beach, Fla. 100-kw visual, 50-kw aural, 1690-ft. above av. terrain, 1733-ft. above ground, 1735-ft. above sea level, lat. 25° 26′ 57″, long. 80° 33′ 48″. Transmitter, 1.3-mi. W of SW 217th St. on SW 344th St. extended. Plant, $1,175,165; yearly operating, $730,000. Equipment, RCA. Charles Danton, pres., 49% (attorney); Lawrence L. Lazar, v.p., 49% (attorney); Daniel Danton, secy.-treas., 2% (associate of law firm). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Vandivere & Cohen. BPCT-2393.

★ **ORLANDO (Ch. 18)**—WEAL-TV, Orange County Bcstrs. Inc., Box 7547. (WABR, Winter Park). CP 9-21-55; 20-kw visual, 11.2-kw aural, 225-ft. above av. terrain, 250-ft. above ground, 347-ft. above sea level, lat. 28° 35′ 18″, long. 81′ 22° 53″. Transmitter, 222 Hazard St. Plant, $88,737; yearly operating, $60,000. Equipment, GPL transmitter, RCA antenna. James H. Sawyer, 100% (also owns WKKO, Cocoa, Fla.). Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1990. Starting Date: Unreported.

# **PENSACOLA (Ch. 15)**—WPFA-TV, WPFA-TV Inc., Box 27. CP 11-12-52; 20.4-kw visual, 11-kw aural, 370-ft. above av. terrain, 353-ft. above ground, 433-ft. above sea level, lat. 30° 27′ 18″, long. 87° 14′ 22″. Transmitter, Lolita & O Sts. Plant, $177,500; yearly operating, $120,000. Equipment, GE. Charles W. Lamar holds CP under lease arrangement with minority stockholders (also owns 40% of KTAG-TV, Lake Charles La. and 5% of Ch. 18 applicant in Baton Rouge, La.). Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-1187. [Note: Began operation Oct. 9, 1953, but quit air Dec. 18, 1955, reverting to CP status; see *Television Digest*, Vol. 11:51. Request for extension of CP awaits FCC action.]

**Perrine (Ch. 6, allocated to Miami)**—South Florida Amusement Co. Inc., c/o Hallandale Drive-In Theatre, Box 278, Hallandale, Fla. 64.5-kw visual, 32.4-kw aural, 497-ft. above av. terrain, 537-ft. above ground, 545-ft. above sea level, lat. 25° 28′ 22″, long. 80° 29′ 31″. Transmitter, near junction of Mowry Dr. & Redlands Rd., Homestead, Fla. Plant, $286,434; yearly operating, $300,000. Equipment, RCA. Sherwin Grossman, pres., 60%; Harry J. Grossman, v.p. & treas., 20%; Janice C. Grossman, secy., 20%. Applicants operate drive-in theatres in Hallandale & Dania, Fla.; formerly had interest in WBUF-TV, Buffalo, N. Y. Counsel, Harry Plotkin; consulting engineers, Kear & Kennedy. BPCT-2410.

**St. Petersburg**—See also Tampa.

★ † **TAMPA-ST. PETERSBURG (Ch. 3, educational)**—WEDU, Florida West Coast Educational Television Inc., Box 137, Tampa. CP 9-19-57; 14.1-kw visual, 8.52-kw aural, 497-ft. above av. terrain, 500-ft. above ground, 545-ft. above sea level, lat. 27° 51′ 14″, long. 82° 22′ 02″. Transmitter, 22nd St. Causeway. Plant, $84,100 (tower being provided by Peninsular Telephone Co. of Tampa); yearly operating $100,000. Equipment, RCA. Robert R. Guthrie, pres. (banker); Brintnall H. Merchant, v.p. (banker); Elwood W. Johnson, treas. (banker); Michael M. Bennett, secy. (pres. of St. Petersburg Jr. College). Counsel, Krieger & Jorgensen; engineer, Daniel H. Smith, Tampa. BPET-66. Starting Date (as reported): "Fall of 1958."

**St. Petersburg (Ch. 10)**—Bay Area Telecasting Corp., 242 Beach Dr. N. 316-kw visual, 158-kw aural, 1036-ft. above av. terrain, 1074-ft. above ground, 1093-ft. above sea level, lat. 28° 16′ 43″, long. 82° 40′ 24″. Transmitter, Moon Lake Rd., 3-mi. NE of New Port Richey. Plant, $1,100,000; yearly operating, $1,300,000. Equipment, GE. J. L. Van Volkenburg, pres.-gen. mgr., 9.85% (ex. pres. of CBS-TV); John S. Houseknecht, v.p., 2.12% (national acct. exec. of Screen Gems Inc.); Charles G. Egerton, v.p. (retail clothier); Frederic M. Waring, v.p., 1.94% (orchestra leader; 65% of Waring Enterprises Inc., holding company for theatrical, hotel, publishing & water concerns; real estate); Robert A. James, treas., 5.03% (real estate & investments); Lloyd M. Phillips, secy., 3.88% (attorney); Louis Fried, 15.44% (sales mgr. of Ben Rus Co.); Curtis & Gross Inc., 13.53% (building contractors); David E. Edmunds, 7.72% (contractor, real estate, insurance); Harry W. Bennett Jr., 5.08% (exec. v.p., Joseph Katz Agency); Hal James, 5.03% (adv. v.p.); Egerton & Moore Inc. of St. Petersburg, 4.83% (retail clothing); Frederick C. Hutchinson, 3.86% (mgr. St. Louis Cardinals baseball club); 12 others, none with as much as 3%. Counsel, Spearman & Roberson; consulting engineers, Vandivere & Cohen. BPCT-2445.

**St. Petersburg (Ch. 10)**—Florida Gulfcoast Broadcasters Inc., Times Bldg. 316-kw visual, 158-kw aural, 997-ft. above av. terrain, 1026-ft. above ground, 1046-ft. above sea level, lat. 28° 12′ 30″, long. 82° 44′ 47″. Transmitter, approx. 3 mi. SW of New Port Richey, Fla. Plant $1,504,897; yearly operating, $950,000. Equipment, RCA. Nelson Poynter, pres., 65.57% (majority stockholder & pres. of Times Publishing Co., publisher of *St. Petersburg Times;* co-editor & publisher of *Congressional Quarterly*); Henrietta M. Poynter, v.p., .55% (co-editor & publisher of *Congressional Quarterly*); Richard L. Crago, exec. v.p., 9.84% (asst. to pres. of Times Publishing); John B. Olson, treas., 2.19% (treas. of Times Publishing); Dorothy McConnie, secy., 2.19% (secy. of Times Publishing); James J. Sharp, 3.27% (operations director of WLWA, Atlanta, Ga.); Wm. H. Moore, 3.27% (technical director of WSB-TV, Atlanta); following employes of *Times* hold 2.19% each: Stanford B. Witwer, Nancy Osgood, Evelyn J. Blewett, Warren H. Pierce; following hold 1.09% each: Henry S. Baynard (lawyer), Byron B. Harless (consulting psychological firm), Theodore H. Blau (psychological firm), James J. Kirkpatrick (psychological firm). Counsel, Miller & Schroeder; consulting engineers, Lohnes & Culver. BPCT-2371.

**St. Petersburg (Ch. 10)**—Suncoast Cities Bcstg. Corp. 110 Fifth St. S. 316-kw visual, 158-kw aural, 1005-ft. above av. terrain, 1031-ft. above ground, 1046-ft. above sea level, lat. 28° 11′ 48″, long. 82° 46′ 00″. Transmitter, 94th Ave. & Fourth St. N. Plant, $1,459,654; yearly operating, $825,577. Equipment, RCA. Hurley W. Holland, pres., 25.7% (attorney; real estate; insurance); Ed C. Wright, v.p., 25.6% (hotel owner; real estate); Harry R. Playford, chairman, 25.6% (banker; investments); remainder held by 12 others, none with more than 3.1%. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, George C. Davis Consulting Engineers. BPCT-2389.

**St. Petersburg (Ch. 10)**—WTSP-TV Inc., 1140 Gaudy Blvd. 316-kw visual, 177-kw aural, 980-ft. above av. terrain, 1036-ft. above ground, 1046-ft. above sea level, lat. 28° 11′ 04″, long. 82° 45′ 39″. Transmitter, 2.6-mi. N of Tarpon Springs. Plant, $1,351,110; yearly operating, $905,767. Equipment, RCA. Sam G. Rahall, pres., 26.3%; N. Joe Rahall, v.p., 26.4%; Farris E. Rahall, treas., 26.3%; remainder of stock held by 19 others, none with more than 5%. Rahall brothers own WKAP & CP for WQCY (Ch. 39), Allentown, Pa., WWNR, Beckley, W. Va.; WFEA, Manchester, N. H.; WTSP, St. Petersburg; have real estate & investment holdings in Norristown, Pa. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, A. D. Ring & Assoc. BPCT-2437.

**Tampa (Ch. 10)**—Tampa Telecasters Inc., First National Bank Bldg., Tarpon Springs, Fla. 316-kw visual, 158-kw aural, 1185-ft. above av. terrain, 1209-ft. above ground, 1239-ft. above sea level, lat. 28° 19′ 32″, long. 82° 41′ 04″. Transmitter, .98-mi. SE of intersection of Hwy. 52 & US 19. Plant, $928,400; yearly operating, $720,000. Equipment, GE. Kenneth R. Giddens, pres. & treas., 75% (pres. & 20% of WKRG-TV (Ch. 5) & WKRG, Mobile; theatres; real estate); A. L. Ellis, v.p., 15% (banker); C. P. Persons Jr., secy., 10% (v.p. & gen. mgr. of WKRG-TV). Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-2432.

## GEORGIA

★ † **ATHENS (Ch. 8, educational)**—WGTV, Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. CP 9-5-56; 316-kw visual, 158-kw aural, 1219-ft. above av. terrain, 1017-ft. above ground, 2049-ft. above sea level, lat. 33° 49′ 24″, long. 83° 37′ 45″. Transmitter, 5.2-mi. ENE on Jacks Creek Mountain. Plant, $384,751; yearly operating, $129,800. Equipment, RCA. Robert O. Arnold, chairman; Freeman Strickland, vice-chairman; Harmon W. Caldwell, chancellor. Counsel, Krieger & Jorgensen; engineer, Edward Graham Jr., Nashville, Tenn. BPET-58. Starting Date: Unreported.

# **ATLANTA (Ch. 36)**—WATL-TV, Robert W. Rounsaville, 3165 Mathieson Dr. NE (WQXI). CP 11-19-53; 219-kw visual, 117-kw aural, 440-ft. above av. terrain, 447-ft. above ground, 1407-ft. above sea level, lat. 33° 47′ 36″, long. 84° 24′ 22″. Transmitter, rear of 325 Bishop St. Plant, $295,500; yearly operating, $300,000. Equipment, GPL. Robert W. Rounsaville, 100%. Also holds CPs for WQXL-TV, Louisville & WQXN-TV, Cincinnati and owns radio stations WQXI, Atlanta; WIOK, Tampa, Fla.; WMBM, Miami Beach, Fla.; WLOU, Louisville, Ky.; WCIN Cincinnati, O.; WYLD, New Orleans, La.; WSOK, Nashville, Tenn. Counsel, Smith & Pepper; consulting engineer, John H. Mullaney. BPCT-1513. [Note: Began operation Oct. 13, 1954 as WQXI-TV with 20-kw visual, 12-kw aural ERP, but quit air May 31, 1955, reverting to CP status; see *Television Digest*, Vol. 11:23. Request for extension of CP awaits FCC action.]

† **Savannah (Ch. 9, educational)**—Board of Public Education for the City of Savannah and the County of Chatham, 208 Bull St. 15.64-kw visual, 7.725-kw aural, 273-ft. above av. terrain, 260-ft. above ground, 303-ft. above sea level, lat. 32° 04′ 48″, long. 81° 05′ 29″. Transmitter, Savannah Bank & Trust Bldg., 4 E. Bryan St. Plant, $182,720; yearly operating, $71,500. Equipment, RCA, transmitter, Federal antenna. W. A. Early, supt. of schools; Dr. F. C. Underwood Jr., station mgr. Engineer, Kyle E. Goodman, Radio Station WTOC, Savannah. BPET-32.

**Waycross (Ch. 8)**—John H. Phipps, Box 3166, Tallahassee, Fla. 5.8-kw visual, 2.99-kw aural, 357-ft. above av. terrain, 395-ft. above ground, 325-ft. above sea level, lat. 31° 11′ 50″, long. 82° 21′ 18″. Transmitter, Washington Ave. & Swamp Rd. Plant, $122,800; yearly operating, $120,000. Equipment, RCA transmitter, GE antenna. John H. Phipps, 100%. Mr. Phipps owns WKTG & WCTV, Thomasville (Ch. 6), WPTV, W. Palm Beach, Fla. (Ch. 5), WTAL, Tallahassee, Fla. & WTYS, Marianna, Fla. Counsel, McKenna & Wilkinson. BPCT-2423.

## IDAHO

**Idaho Falls (Ch. 8)**—Eastern Idaho Bcstg. & Television Co., Box 581, N. Yellowstone Hwy. 38.48-kw visual, 19.24-kw aural, 182.67-ft. above av. terrain, 306-ft. above ground, 5033-ft. above sea level, lat. 43° 30′ 50.9″, long. 112° 00′ 42.6″. Transmitter, Irod Lane & Yellowstone Hwy. Plant, $48,899; yearly operating, $135,000. Equipment, GE transmitter, Jampro antenna. James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%; J. Robb Brady Trust Co., 91.663%. Eastern Idaho also is licensee of radio KIFI, Idaho Falls. Counsel, John H. Midlen; consulting engineers, John H. Mullaney. BCPT-2390.

**Nampa (Ch. 6)**—Radio Boise Inc., Hotel Boise, Boise, Ida. 12.59-kw visual, 6.3-kw aural, 341-ft. above av. terrain, 315-ft. above ground, 3057-ft. above sea level, lat. 43° 33′ 35″, long. 116° 24′ 02″. Transmitter, 3.5-mi. S of Meridian, Ida. Plant, $53,355; yearly operating, $101,000. Equipment, DuMont transmitter, RCA antenna. Applicant is licensee of KYME, Boise. Roger L. Hagadone, pres., 99%; Ellen D. Hagadone, secy.-treas., 1%. Counsel, Dow, Lohnes & Albertson. BPCT-2302.

## ILLINOIS

★ **CHAMPAIGN (Ch. 33)**—WCHU, Plains Television Corp., 523 E. Capitol Av., Springfield, Ill. CP 9-19-57; 219-kw maximum and 178-kw horizontal visual, 109.5-kw maximum and 95.5-kw horizontal aural, 570-ft. above av. terrain, 616-ft. above ground, 1316-ft. above sea level, lat. 40° 07′ 19″, long. 88° 25′ 29″. Transmitter, 1-mi. N of Seymour, Ill. Plant $175,000; yearly operating, $75,000. Equipment RCA. Also operates WICS, Springfield, Ill. This application is for satellite which will broadcast programs of WICS (owned equally by H. & E. Balaban Corp. and Transcontinental Properties Inc.). Counsel, McKenna & Wilkinson; consulting engineer, Walter F. Keen, Riverside, Ill. BPCT-2203.

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★ **CHICAGO (Ch. 20)**—WIND-TV, Westinghouse Bcstg. Co. Inc., 400 N. Michigan Ave. (WIND). CP 3-18-53; 1000-kw visual, 500-kw aural, 570-ft. above av. terrain, 602-ft. above ground, 1197-ft. above sea level, lat. 41° 52′ 55″, long. 87° 38′ 25″. Transmitter, Daily News Bldg., Madison & Canal. Plant, $513,247; yearly operating, $935,000. Equipment, RCA. Westinghouse Broadcasting Co., 100%. For other interests see KDKA-TV, Pittsburgh. Counsel, John W. Steen; engineers, WBC Inc. Engineering Dept. BPCT-187. Starting Date: Unreported.

★ **CHICAGO (Ch. 26)**—WHFC-TV, WHFC Inc., 3350 S. Kedzie Ave. (WHFC). CP 1-7-53; 219-kw visual, 110-kw aural, 600-ft. above av. terrain, 627-ft. above ground, 1220-ft. above sea level, lat. 41° 53′ 05″, long. 87° 38′ 00″. Transmitter, 188 W. Randolph St. Plant, $353,000; yearly operating, $230,000. Equipment, RCA. Richard W. Hoffman estate, 75%; Rose M. Hoffman, secy., 25%. Hoffman is member of Congress and publisher of 4 suburban newspapers. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-1343. Starting Date: Unreported.

★ **CHICAGO (Ch. 44)**—WOPT, WOPA Inc., 408 South Oak Park Ave., Oak Park, Ill. (WOPA). CP 2-10-54; 204-kw visual, 110-kw aural, 660-ft. above av. terrain, 682-ft. above ground, 1277-ft. above sea level, lat. 41° 52′ 45″, long. 87° 37′ 51″. Transmitter, 105 W. Adams St. Plant, $275,605; yearly operating, $252,000. Equipment, RCA. Egmont Sonderling, pres., 25% (broadcasting executive); Richard Goodman, v.p., 55% (financier); Mason Loundy, secy., 20% (banker). Ownership interlocks with KXEL, Waterloo, Ia. and WDIA, Memphis, Tenn. Counsel, A. Harry Becker; consulting engineers, Vandivere & Cohen. BPCT-1820. Starting Date: Unreported.

★ **EVANSTON (Ch. 32)**—WTLE, Northwestern Television Bcstg. Corp., 2201 Oakton St. CP 8-12-53; 24-kw visual, 12.9-kw aural, 160-ft. above av. terrain, 233-ft. above ground, 791-ft. above sea level, lat. 42° 01′ 46″, long. 87° 42′ 18″. Transmitter, 2201 Oakton St. Plant, $165,300; yearly operating, $200,000. Equipment, GE. Angus D. Pfaff, pres.-treas., 50% (owns WNMP, Evanston); Howard S. Martin, v.p.-secy., 50% (scientific glassware mfr.). Counsel, Miller & Schroeder; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1724. Starting Date: Unreported.

**Moline (Ch. 8)**—Community Telecasting Corp., 1514 Fifth Ave. 316-kw visual, 200-kw aural, 1000-ft. above av. terrain, 1045-ft. above ground, 1775-ft. above sea level, lat. 41° 18′ 33″, long. 90° 22′ 46″. Transmitter, 3-mi. S. of Orion on U. S. Hwy. 150. Plant, $496,000; yearly operating, $480,000. Equipment, RCA, Mel Foster, pres., 20% (real estate & construction); S. Rodney Ainsworth, v.p., 20% (building supplies & real estate); Harold W. Hoersch, v.p., 20% (attorney; construction & real estate); Clifford I. Josephson Jr., treas., 20% (jeweler); Clifford I. Josephson III, secy., 20% (jeweler). Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engineering Co. BPCT-2339.

**Moline (Ch. 8)**—Illiway Television Inc., 403 Safety Bldg., Rock Island, Ill. 316-kw visual, 158.5-kw aural, 928-ft. above av. terrain, 996-ft. above ground, 1746-ft. above sea level, lat. 41° 17′ 31″, long. 90° 20′ 32″. Transmitter, Hwy. 81, 1-mi. E. of Lynn Center, Ill. Equipment, RCA. Oscar W. Ellis, pres., 5% (building materials); Wm. E. Bettendorf, v.p., 5% (banker; warehouse owner); Stanley H. Guyer, secy., 20% (attorney); Robert W. Boeye, treas., 4% (attorney); L. F. Gran, 11½% (investments; theatre owner); Bruce R. Gran, 11½% (investments; theatre owner); 15 others, none with more than 5%. Counsel, Cohn & Marks; consulting engineers, Lohnes & Culver. BPCT-2428.

**Moline (Ch. 8)**—Midland Bcstg. Co., First National Bank Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1086-ft. above ground, 1826-ft. above sea level, lat. 41° 18′ 08″, long. 90° 22′ 30″. Transmitter, U. S. Hwy. 150, 3.7-mi. S of Orion, Ill. Plant $1,434,500; yearly operating, $1,100,000. Equipment, RCA. H. Leslie Atlass Jr., pres., 37% (pres. & ⅓ of Atlass Amusement Co., TV-radio consultation & programming); Adolph Estess, treas., 8% (department store owner; real estate); Frank Atlass II, 15% (⅓ of Atlass Amusement; exec. producer of WBBM-TV, Chicago); Harriet Jane Atlass, 15% (⅓ of Atlass Amusement; dir. of public affairs, WBBM-TV); Lester R. Stone, v.p., 3% (farmer); Joseph B. Oakleaf, v.p. & secy.; 3% (insurance); Joseph R. Rosborough, asst. secy., 3%, (attorney; real estate); Paul C. Johnson, asst. treas., 3% (real estate); C. Richard Evans, 4% (pres. of cable reel, furnace and filter mfr.); Manley R. Hoppe, 3% (pres. of laboratory instrument mfr.); John Burrows, 3% (official of Ralston Purina Co.); John C. Lujack, 3% (auto dealer). Counsel, Welch, Mott & Morgan; consulting engineers, Vandivere & Cohen. BPCT-2370.

**Moline (Ch. 8)**—Moline Television Corp., c/o Francis J. Coyle, 3100 Coaltown Rd. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1062-ft. above ground, 1809-ft. above sea level, lat. 41° 18′ 44″, long. 90° 22′ 47″. Transmitter, 2.8-mi. S of Orion on U.S. 150. Plant, $782,441; yearly operating, $573,352. Equipment, RCA. Frank P. Schreiber, pres., 10% (ex-director of MBS; ex-gen. mgr. of WGN-TV, Chicago; v.p. & dir. of savings & loan assn.; insurance; restaurant partner); Francis J. Coyle, chairman, 12½% (attorney; hotel, owner); Richard Stengel, v.p., 10% (attorney); Charles C. Agnew, v.p., 5% (hobby shop); Victor B. Day, v.p., 5% (pres., Bear Mfg. Co., auto alinement equipment); L. S. Helfrich, v.p., 5% (physician); Samuel M. Gilman, secy-treas., 10% (attorney); David Parson, 10% (attorney); remainder held by 15 others, none with more than 5%. Counsel, Hogan & Hartson; consulting engineer, A. Earl Cullum Jr. BPCT-2440.

**Moline (Ch. 8)**—Public Service Bcstg. Co., 1808 Third Ave., Rock Island, Ill. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1061-ft. above ground, 1801-ft. above sea level, lat. 41° 17′ 51″, long. 90° 22′ 30″. Transmitter, .7-mi. w. of Lynn Center at junction of Rts. 150 & 81. Equipment, RCA. Plant, $1,015,796; yearly operating, $975,000. WMT-TV, Cedar Rapids, Ia., 40%; Robert M. Bahnsen, pres., 7% (drug co. owner; lumberman; water utility); Wm. R. Dolph, v.p. (31% of WMT-TV); Robert A. Kloctau, secy., 7% (attorney; insurance);

Bernard J. Moran, treas., 7% (attorney; insurance); Gerard B. McDermott, asst. secy.-treas., 15% (pres. & gen. mgr. of KBUR, Burlington Ia.; real estate). Remainder held by 10 others, none with more than 7%. Counsel, McConnaughey, Sutton & L'Heureux; consulting engineers, Kear & Kennedy. BPCT-2442.

**Moline (Ch. 8)**—Tele-Views News Co. Inc., 2500 35th Ave., Rock Island, Ill. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1040-ft above ground, 1775-ft. above sea level, lat. 41° 18′ 58″, long. 90° 22′ 31″. Transmitter, on Hwy. 150, 2.5-mi. S of Orion, Ill. Plant, $877,467; yearly operating, $495,000. Equipment, RCA. Applicant prints TV Guide magazine. Edward E. Janov, pres., 24%; Belle Janov, v.p., 1%; Ernest Bauvens, secy., 25%; Louis Janov, treas., 25%; Joseph Sirota, 25%. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-2367.

★ **PEORIA (Ch. 8)**—WIRL-TV, WIRL Television Co., 115 N. Jefferson St. CP 6-27-56; 316-kw visual, 158-kw aural, 900-ft. above av. terrain, 875-ft. above ground, 1645-ft. above sea level, lat. 40° 35′ 27″, long. 89° 31′ 43″. Transmitter, .28-mi. E. of Groveland. Plant, $305,000; yearly operating, $305,000. Equipment, RCA. Timothy W. Swain, pres., 22%; Katherine A. Swain, secy., 22%; Edward J. Altorfer, treas., 22%; John H. Altorfer, v.p., 22%; Paul C. Brines, 4%; Rudolph Luukinen, 4%; treasury stock, 4%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Robert M. Silliman. BPCT-702. Starting Date: Unreported. [Note: FCC has granted Ch. 25 to WIRL-TV, subject to approval for engineering data, but grantee has litigation pending in Federal Circuit Court of Appeals to retain Ch. 8.]

★ **SPRINGFIELD (Ch. 36)**—WMAY-TV, WMAY-TV Inc., 504 E. Monroe St. (WMAY). CP 6-27-56; 537-kw visual, 269-kw aural, 690-ft. above av. terrain, 692-ft. above ground, 1282-ft. above sea level, lat. 39° 45′ 34″, long. 89° 37′ 04″. Transmitter, U. S. Hwy. 66. Plant, $384,282; yearly operating, $510,424. Equipment, GE. Lincoln Bcstg. Co., 50% (licensee of WMAY); Gordon Sherman, pres., .25%; Lee Ruwitch, 1st v.p., 28.5% (v.p. & gen. mgr. WTVJ, Miami); Richard S. Cohen, 3d v.p., 18%; Syl Binkin, 2d v.p., .25%; Robt. Weiner, secy., .25%; Melvin Feldman, treas., .25%; Melvin Kampe, 2%. Sherman and Feldman jointly own 100% of radio WHIY, Orlando, Fla. WMAY owns 25% of WMTV, Madison, Wis. Counsel, Cohn & Marks; consulting engineers, Vandivere & Cohen. BPCT-1768. Starting Date: Unreported.

## INDIANA

★ **ANDERSON (Ch. 26)**—WCBC-TV, Great Commission Schools Inc. Box 727. CP 3-16-56; 20.9-kw visual, 11.2-kw aural, 500-ft. above av. terrain, 526-ft. above ground, 1406-ft. above sea level, lat. 40° 03′ 42″, long. 85° 42′ 33″. Transmitter, NE corner of Indiana Hwys. 9 & 67. Plant, $71,000 (used equipment); yearly operating, $120,000. Equipment, RCA. Applicant is non-profit corp. engaged in religious education. Paul E. Billheimer, pres.; Jenny Billheimer, secy.-treas. Consulting engineer, A. R. Bitter, Toledo. BPCT-2097. Starting Date (as reported): Sept. 1957.

**Hatfield (Ch. 9)**—Owensboro on the Air Inc., 324 Allen St. (WVJS-ABN, Owensboro Ky.). 194.1-kw visual, 103.7-kw aural, 632-ft. above av. terrain, 675-ft. above ground, 1055-ft. above sea level, lat. 37° 54′ 08″, long. 87° 13′ 54″. Transmitter, State Hwy. 66. Plant, $404,506; yearly operating, $412,500. Equipment, GE. V. J. Steele, pres., 69.4% (beer & coal distributor, real estate); Malcolm Greep, v.p., 11%; M. A. Rhodes, secy.-treas., 19% (variety store, oil interests); Pauline H. Steele, .6%. [Note: Applicant held CP for Ch. 14 in Owensboro, Ky. which was relinquished.] Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1787. [Note: Initial decision by examiner Thomas H. Donahue Feb. 18, 1957, recommended grant of application.]

**Hatfield (Ch. 9)**—Owensboro Publishing Co., 100 E. Third St., Owensboro, Ky. (WOMI-MBS). 20-kw visual, 10.7-kw aural, 641-ft. above av. terrain, 676-ft. above ground, 1065-ft. above sea level, lat. 37° 54′ 04″, long. 87° 13′ 41″. Transmitter, State Hwy. 66. Plant, $669,116; yearly operating, $545,000. Equipment, GE. Lawrence W. Hager, pres., 27.2%; W. Bruce Hager, secy.-treas., 16%; George M. Fuqua, v.p., 12%; 9 others, none holding more than 8%. Applicant publishes *Owensboro Messenger* and *Inquirer*. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1790. [Note: Initial decision by examiner Thomas H. Donahue Feb. 18, 1957, recommended denial of application.]

**Indianapolis (Ch. 39)**—Butler University, 46th & Sunset Ave. 17.2-kw visual, 10.38-kw aural, 503-ft. above av. terrain, 540-ft. above ground, 1305-ft. above sea level, lat. 39° 50′ 24″, long. 86° 10′ 02″. Transmitter, 46th & Sunset Blvd. Plant, $651,730; yearly operating, $50,000. Equipment, RCA. Nonprofit corporation. J. I. Holcomb, pres.; Evan B. Walker, v.p. Counsel, Emsley W. Johnson Jr. BPCT-2348.

# **PRINCETON (Ch. 52)**—WRAY-TV, Southern Indiana Tele-Casting Inc., Outer West Broadway (WRAY). CP 3-11-53; 40-kw visual, 21-kw aural, 500-ft. above av. terrain, 461-ft. above ground, 943-ft. above sea level, lat. 38° 21′ 25″, long. 87° 35′ 25″. Transmitter, Outer West Broadway. Plant, $180,282; yearly operating, $60,000. Equipment, RCA. M. R. Lankford, 67.9% (farm operator); over 50 other stockholders, none owns as much as 5%. Lankford also operates WDQN, Du Quoin, Ill. Counsel, Leon Sclawy; consulting engineers, Commercial Radio Equipment Co. BPCT-1563. [Note: Began operating Dec. 6, 1953, but quit the air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. Request for extension of CP awaits FCC action.]

**Terre Haute (Ch. 2)**—Cy Blumenthal, 5232 Lee Hwy., Arlington, Va. 100-kw visual, 50-kw aural, 990-ft. above av. terrain, 1022-ft. above ground, 1592-ft. above sea level, lat. 39° 21′ 06″, long. 87° 23′ 52″. Transmitter, 5-mi. W of U.S. Hwy. 41, 5.7-mi. S of Terre Haute. Plant, $483,622; yearly operating, $600,000. Equipment, RCA. Cy Blumenthal, 100% (owns WCMS, Norfolk, Va.; KCKN, Kansas City, Kan.; WABB, Mobile, Ala.; WARL, Arlington, Va. holding CP for Ch. 20; is applicant for AM in Denbigh, Va.). Counsel, Philip M. Baker; consulting engineer, Russell P. May. BPCT-2316.

**Terre Haute (Ch. 2)**—Illiana Telecasting Corp., 402 Star Bldg. 100-kw visual, 50-kw aural, 970-ft. above av. terrain, 935-ft. above ground, 1545-ft. above sea level, lat. 39° 18′ 02″, long. 87° 22′ 58″. Transmitter, approx. 10-mi. S of Terre Haute on U.S. Hwy 41 and 150. Plant, $458,849; yearly operating, $600,000. Equipment GE. John F. Dille Jr., pres. (45% of Truth Publishing Co.) Silverton Ashton, v.p., 4.29% (tire service); Thomas M. Patrick, secy., 1.43% (attorney); George Nichols, treas., 8.57%; (loan company); Truth Publishing Co.. 10.71% (licensee of WSJV, Elkhart, Ind. (Ch. 52) & 60% of WKJG-TV, Ft. Wayne (Ch. 33); Templeton Coal Co., Inc., 7.14%; Linton-Summit Coal Co. Inc., 7.14%, Edgar Kobak, 8.5% (business consultant); Walter R. Beardsley, 8.57% (pres. of Miles Laboratories); Robert H. Smith 8.57% (divisional gen. mgr. of Miles Labs; 50% of Geoffrey Wade Adv.; 65% of Wade Adv. Agency of Hollywood, Cal.); remainder held by 12 others none with more than 7%. Counsel Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-2392.

## IOWA

**Davenport-Rock Island-Moline (Ch. 8)**—KSTT-Telecasting Co., 310 Harrison St., Davenport. 316-kw visual, 200-kw aural, 1020-ft. above av. terrain, 997-ft. above ground, 1807-ft. above sea level, lat. 41° 18′ 04″, long. 90° 10′ 59″. Transmitter, E of city limits of Cambridge, Ill. Plant, $749,696; yearly operating, $510,000. Equipment, RCA. General partnership consisting of following: Frederick Epstein, 25% (pres. & 22% of KSTT, Davenport; pres. & 20% of KLGA, Algona, Ia.); Roy B. Cohen, 21% (pres. & 50% of TV-radio-appliance distributor); Burt H. Cohen, 22% (23% of KSTT; 35% of KLGA; 5% of distributor); Milton H. Cohen, 22% (23% of KSTT, 35% of KLGA; 2½% of distributor); Marvin Borman, 10% (10% of KSTT, 10% of KLGA; attorney). Counsel, Sher, Oppenheimer & Harris; consulting engineer, Walter F. Kean. BPCT-2356.

**Davenport (Ch. 68)**—Malco Theatres Inc., Box 2853, Memphis, Tenn. 23.32-kw visual, 13.98-kw aural, 98-ft. above av. terrain, 190-ft. above ground, 775-ft. above sea level, lat. 41° 31′ 23″, long. 90° 34′ 32″. Transmitter, Main & 4th Sts. Plant, $124,300; yearly operating, $140,000. Equipment, RCA. Holds CP for Ch. 48, Memphis, and is applicant for Kansas City; Columbus; Oklahoma City; Memphis; Utica, N. Y. M. A. Lightman, pres., 75.8%; M. A. Lightman Jr., v.p., 7%; Herbert Kohn; treas., 3.9%; Herbert R. Levy, asst. secy.-treas., .3%; Richard L. Lightman, treas., .3%; E. P. Sapinsley, secy., 6.3%; remainder held by 8 others, none with more than 2.7%. Applicant operates theatres in Ky. & Ark. and is ex-owner of WEHT, Henderson, Ky.-Evansville, Ind. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, William L. Foss Inc. BPCT-2319.

**DAVENPORT**—See also Moline, Ill.

★† **DES MOINES (Ch. 11, educational)**—KDPS-TV, Des Moines Independent Community School District, 629 Third St. CP 12-12-56; 14.1-kw visual, 8.52-kw aural, 302-ft. above av. terrain, 359-ft. above ground, 1185-ft. above sea level, lat. 41° 35′ 01″, long. 93° 38′ 28″. Transmitter, 18th & Grand Ave. Plant, $125,000; yearly operating, $25,000. Equipment, RCA transmitter, Alford antenna. Dr. Harry W. Dahl, pres. of board; Mrs. Charles T. Cownie, v.p.; Herrold V. Mann, secy. of board; John Harris, supt. of schools. Counsel, Krieger & Jorgensen. BPET-63. Starting Date (as reported): Aug., 1958.

# **DES MOINES (Ch. 17)**—KGTV, Rib Mt. Television Inc., 2d Ave. & Hobson Dr. CP 3-25-53; 162-kw visual, 87.1-kw aural, 470-ft. above av. terrain, 492-ft. above ground, 1402-ft. above sea level, lat. 41° 40′ 05″, long. 93° 37′ 05″. Transmitter, 2nd Ave. & Hobson Dr., 2.1-mi. N of city limits. Plant, $301,557; yearly operating $100,000. Equipment, RCA. Central Bcstg. Co., 100% (WEAU-TV, Eau Claire, Wisconsin). Counsel, Scharfeld & Baron. BPCT-1552. [Note: Began operation Nov. 14, 1953 under special temporary authorization with 22.1-kw visual, 19.4-kw aural, but quit air April 15, 1955, reverting to CP status; see *Television Digest*, Vol. 11:15. Request for extension of CP awaits FCC action.]

**Des Moines (Ch. 23)**—Wistenn Inc., 1017 S. Second St., Milwaukee, Wis. 22.21-kw visual, 13.33-kw aural, 214-ft. above av. terrain, 324-ft. above ground, 1124-ft. above sea level, lat. 41° 35′ 23″, long. 93° 36′ 43″. Transmitter, 219 E. Grand St. Plant, $144,465; yearly operating, $180,000. Equipment, RCA. Also applicant for St. Louis, Mo. & Mobile, Ala. For ownership, see Mobile application. Counsel, Alan Wohlstetter; consulting engineers, Wm. L. Foss Inc. BPCT-2355.

## KANSAS

★ **GARDEN CITY (Ch. 11)**—KGLD, Central Kansas Television Co. Inc., Box 182, Great Bend, Kan. CP 6-13-57; 53.7-kw visual, 31.6-kw aural, 540-ft. above av. terrain, 573-ft. above ground, 3448-ft. above sea level, lat. 37° 46′ 47″, long. 100° 52′ 08″. Transmitter, U. S. Hwy. 83, approx. 12.4-mi. S of Garden City. E. C. Wedell, pres. This application is for satellite of KCKT, Great Bend, Kan. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-2287. Starting Date (as reported): Early in 1958.

★ **GOODLAND (Ch. 10)**—KWGB-TV, Goodland Bcstg. Co., c/o Station KWGB. Goodland, Kan. CP 5-11-55; 316-kw visual, 158-kw aural, 766-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level, lat. 39° 20′ 31″, long. 101° 42′ 33″. Transmitter 17th St. & Broadway Ave. Plant, $286,749; yearly operating, $130,271. Equipment, GE. James E. Blair, 100%. Counsel, Frank Stollenwerck; consulting engineer, Russell P. May. BPCT-1947. Starting Date: Unreported.

★ **HAYS (Ch. 7)**—KAYS-TV, KAYS Inc., Box 695. (KAYS). CP 5-29-57; 81.3-kw visual, 44-kw aural, 660-ft. above av. terrain, 748-ft. above ground, 2776-ft. above sea level, lat 38° 53′ 05″, long. 99° 20′ 20″. Transmitter, 23rd & Hall Sts. Plant, $183,675; yearly operating, $87,300. Equipment, Standard Electronics transmitter, Alford antenna. Ross Beach Sr., pres., 50⅔% (pres. & majority owner of gas producing firm); Robert E. Schmidt, treas.-gen. mgr., 49⅓%; Ross Beach Jr., v.p.; Paul Ward, secy. Counsel, Abe L. Stein; consulting engineers, Commercial Radio Equipment Co. BPCT-2269. Rep.: Katz Agency. Starting Date (as reported): June 1, 1958.

† **Lawrence (Ch. 11, educational)**—Univ. of Kansas, Lawrence. (KFKU). 55.4-kw visual, 33.2-kw aural, 610-ft. above av. terrain, 507-ft. above ground, 1524-ft. above sea level, lat. 38° 57′ 15″, long. 95° 15′ 48″. Transmitter, .6-mi. N. of 23rd St. on Ottawa Rd. Plant, $249,595; yearly operating, $100,000. Equipment, RCA. R. Edwin Browne, director of KFKU-KANU. Counsel, Kreiger & Jorgensen; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPET-36.

★ † **MANHATTAN (Ch. 8, ed.)**—KSAC-TV, Kansas State Coll. of Agriculture & Applied Science (KSAC). CP 7-24-52; 52-kw visual, 26-kw aural, 450-ft. above av. terrain, 273-ft. above ground, 1628-ft. above sea level, lat. 39° 13′ 31″, long. 96° 37′ 10″. Transmitter, 2.9 mi. N.W. of Manhattan. Plant, $362,624; yearly operating, $332,800. Kenneth Thomas, mgr.; Bernard P. Holbert, chief engineer. Kansas State College. BPET-1. [Note: Failed to get appropriation, see *Television Digest*, Vol. 9:15.]

**KENTUCKY**

★ **ASHLAND (Ch. 59)**—WALN-TV, Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan & Lake Polan Jr., d/b as Polan Industries, 321 8th St., Huntington, W.Va. CP 8-13-52; 250-kw visual, 130-kw aural, 470-ft. above av. terrain, 234-ft. above ground, 1194-ft. above sea level, lat. 38° 24′ 40″, long. 82° 33′ 54″. Transmitter, N. Kenova. Plant, $311,000; yearly operating, $150,000. Equip., DuMont. For interest and holdings of partners, see CP for WLTV, Wheeling, W. Va. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1009. Starting Date: Unreported.

**Bowling Green (Ch. 13)**—George A. Brown Jr., 809 Covington Ave. 75.8-kw visual, 45.7-kw aural, 801-ft. above av. terrain, 600-ft. above ground, 1410-ft. above sea level, lat. 37° 05′ 52″, long. 86° 37′ 35″. Transmitter, 12.5-mi. NW of Bowling Green. Plant, $165,596; yearly operating, $72,000. Equipment, RCA. George A. Brown Jr., 100% (Ky. representative of General Shoe Corp.). Counsel, Koteen & Burt; consulting engineer, W. J. Holey, Atlanta. BPCT-2131.

**Bowling Green (Ch. 13)**—Sarkes Tarzian Inc., East Hillside Dr., Bloomington, Ind. 316-kw visual, 200-kw aural, 700-ft. above av. terrain, 664-ft. above ground, 1369-ft. above sea level. lat. 37° 01′ 43″, long. 86° 08′ 54″. Transmitter, approx. 3.6-mi. SE of Smiths Grove. Plant, $408,765; yearly operating, $210,000. Equipment, RCA. Sarkes Tarzian, pres. All stock in company is held by Mr. Tarzian & family. Also operates WTTV & WTTS, Bloomington, Ind., and WPTA, Fort Wayne-Roanoke, Ind. Counsel, A. L. Stein; consulting engineers, George P. Adair, Engineering Co. BPCT 2114.

★ † **LOUISVILLE (Ch. 15, educational)**—WFPK-TV, Board of Trustees, Louisville Free Public Library, 301 Library Place (WFPK-FM). CP 1-3-58; 20-kw visual, 10-kw aural, 300-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level, lat. 38° 14′ 40″, long. 85° 45′ 27″. Transmitter, 301 Library Pl. Plant, $46,392; yearly operating, $16,500. Equipment, RCA. Clarence R. Graham, dir. Louisville Free Public Library and Richard VanHoose, supt. of schools. Counsel, Krieger & Jorgensen; consulting engineers, Vandivere & Cohen. BPET-69. Starting Date: Unreported.

# **LOUISVILLE (Ch. 21)**—WEZI, Mid-American Bcstg. Corp., Henry Clay Hotel (WKLO-ABN). CP 11-26-52; 251-kw visual, 129-kw aural, 720-ft above av. terrain, 404-ft. above ground, 1384-ft. above sea level, lat. 38° 21′ 55″, long. 85° 50′ 17″. Transmitter, Bald Knob, Ind., near Louisville. Plant, $293,000; yearly operating $350,000. Equipment, GE. Mid-America Bcstg. is 100% owned by Great Trails Bcstg. Corp., licensee of WING, Dayton, O. and WVDA, Boston, Mass. Great Trails is controlled by ex-Secy. of Commerce Charles Sawyer, who has interests in Ohio radio stations WCOL, Columbus, & WIZE, Springfield; he also controls *Lancaster (O.) Eagle-Gazette*. Counsel, Haley, Wollenberg & Kenehan. BPCT-552. [Note: Began operating Sept. 7, 1953, but quit the air April 20, 1954, reverting to CP status, then sale to present owner by group headed by E.R. & Harold J. Plunkett was approved by FCC July 20, 1955; *Television Digest*, Vol. 10:17 & 11:27, 31. Request for extension of CP awaits FCC action.]

★ **LOUISVILLE (Ch. 41)**—WQXL-TV, Robt. W. Rounsaville, 2549 S. Third St. (WLOU). CP 1-14-53; 200-kw visual, 105-kw aural. 210-ft. above av. terrain, 293-ft. above ground, 753-ft. above sea level, lat. 38° 12′ 42.5″, long. 85° 45′ 39.6″. Transmitter, 2549 S. Third St. Plant, $293,500; yearly operating, $300,000. Equip., GE. Mr. Rounsaville holds CP for off-air WATL-TV, Atlanta, Ga.; is TV grantee for Cincinnati, O. For other radio interests see WATL-TV, Atlanta. Counsel, Smith & Pepper; engineer, J. H. Mullaney. BPCT-1442. Starting Date: Unreported.

★ **NEWPORT (Ch. 74, allocated to Cincinnati)**—WNOP-TV, Tri-City Bcstg. Co., 606 Monmouth St. (WNOP). CP 12-24-53; 17.52-kw visual, 8.762-kw aural, 515-ft. above av. terrain, 500-ft. above ground, 1215-ft. above sea level, lat. 39° 05′ 26″, long. 84° 28′ 51″. Transmitter, SE corner of Race & Center Sts. Plant, $218,900; yearly operating, $225,000. Equipment, GE. James G. Lang, pres., 52.3%; Vincent Herold, v.p., 6.8%; Ann R. Lang, secy.-treas.; Olin W. Davis, 17.6% (Purdue U professor); Wm. A. Geoghegan, 6.5% (attorney); Earl M. Britenberg, 5.3% (physician); remainder held by 6 others, none owning more than 2.3%. Counsel, Maurice R. Barnes; consulting engineers, Robert M. Silliman. BPCT-1737. Starting Date: Unreported.

**Owensboro**—See Hatfield, Ind.

**LOUISIANA**

**Baton Rouge (Ch. 18)**—Port City Television Co., Inc., 1505 Arlington Ave. 256.6-kw visual, 132.8-kw aural, 536-ft. above av. terrain, 551-ft. above ground, 596-ft. above sea level, lat. 30° 26′ 36″, long. 91″ 11′ 01°. Transmitter, Napoleon & Government Sts. Plant, $325,000; yearly operating, $315,000. Equipment, GE. Louis J. Prejean, pres., 12.5% (attorney, real estate; 2% owner of WAFB-TV & WAFB, Baton Rouge); Ron Litteral, v.p., 12.5% (ex-sales mgr., WAFB-TV; owner of KGKB, Tyler, Tex.); Ronald K. Caldwell, secy., 7% (bank v.p.); G. Allen Penniman, treas., 3% (advertising; merchandising); W. H. Wright Sr., 6.5% (insurance); following own 5% each: Floyd Peterson (auto dealer), Charles W. Lamar Jr. (advertising; real estate; owns WPFA-TV, Pensacola, Fla. & 46.2% of KTAG-TV, Lake Charles, La.); A. J. Bankhead (air conditioning engineer); A. B. Cobb (dry cleaner); remainder held by 30 others, none with more than 4%. Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-2262. [Note: Initial decision by examiner Charles J. Frederick Nov. 11, 1957, recommended grant of application. However, FCC has delayed effective date of grant pending further review; see *Television Digest*, Vol. 13:50.]

**Houma (Ch. 11)**—St. Anthony Television Corp., c/o Frank Conwell, Box 70, Houma. 316-kw visual, 165-kw aural, 981-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level lat. 29° 41′ 41″, long. 90° 49′ 09″. Transmitter, 9-mi. NW of Houma on Hwy 24. Plant, $441,810; yearly operating, $348,600. Equipment, Standard Electronics transmitter, RCA antenna. Frank Conwell, pres., 29.50% (consultant; 1.33% of WKRG-TV, Mobile); S. Clark Collins, v.p., 14.8% (physician; 20% of chemical company; investments); C. R. Patterson Jr., secy.-treas., 19.7% (50% of trucking; chemical mfr.; insurance; real estate; construction); Thomas H. Givens, 9.8% (physician); V. L. Caldwell, 6.6% (banking; sugar raising; real estate); W. V. Seeber Jr., 4.9% (high school teacher); E. W. Jemison, 4.9% (pres. & 62½% of beer distributor; v.p. & 22% of Mobile Baseball Club; fish company); Richard V. McMullen, 4.9%; Joseph S. Strada, 3%; Keith T. Kenney, 1.9% (insurance). Counsel, Howard J. Schellenberg Jr.; consulting engineers, Lohnes & Culver. BPCT-2328.

**Houma (Ch. 11)**—WTVJ Inc., Box 2440, Miami, Fla. 316-kw visual, 158-kw aural, 990-ft. above av. terrain, 1023-ft. above ground, 1030-ft. above sea level, lat 29° 39′ 26″, long. 90° 46′ 18″. Transmitter, Hwy. 24, 5-mi. NW of Houma. Plant, $1,444,500; yearly operating, $925,000. Equipment, RCA. For ownership & other interests, see WTVJ, Miami, Fla. Counsel, Cohn & Marks; consulting engineers, Vandivere & Cohen. BPCT-2354.

**Lafayette (Ch. 3)**—Acadian Television Corp., Box 43. 100-kw visual, 50-kw aural, 978-ft. above av. terrain, 1039-ft. above ground, 1044-ft. above sea level, lat. 30° 02′ 38″, long. 92° 22′ 16.7″. Transmitter, 5.8-mi. NW of Kaplan, La. Plant, $702,838; yearly operating, $525,000. Equipment, RCA. Paul Kurzweg Jr., pres., 25% (physician); O. A. LaHaye, v.p., 6.66% (auto dealer); Randolph A. LeBlanc, v.p., 5% (steel fabrication); Edward E. Wilson, 25% (auto dealer); D. Roy Domingue, secy-treas., 3.33% (insurance); James C. Pollock, gen. mgr., 3.3%; 15 others, none with more than 3.33%. Counsel, Leo Resnick; consulting engineer, John H. Mullaney. BPCT-2351.

**Lafayette (Ch. 3)**—Evangeline Bcstg. Co. Inc., 519 S. Buchanan St. (KVOL-NBC). 100-kw visual, 50-kw aural, 978-ft. above av. terrain, 1039-ft. above ground, 1044-ft. above sea level, lat. 30° 02′ 38″, long. 92° 22′ 16.7″. Transmitter, 5.8-mi. NW of Kaplan, La. Plant, $634,098; yearly operating, $407,000. Equipment, RCA. Morgan Murphy, pres. (16% owner of *Lafayette Advertiser;* for other interests, see WEAU-TV, Eau Claire, Wis.); Mrs. George H. Thomas, v.p.; George H. Thomas, 50% (also owns 50% of KANE, New Iberia); Harry Squiers, secy.; Lafayette Advertiser Gazette Inc. (a Morgan Murphy newspaper), 50%. Counsel, Scharfeld & Baron; consulting engineers, Vandivere & Cohen. BPCT-2335.

★ **NEW ORLEANS (Ch. 26)**—WCKG, WCKG-TV Co., Melrose Bldg., Houston, Tex. CP 4-2-53; 100-kw visual, 54-kw aural, 330-ft. above av. terrain, 356-ft. above ground, 356-ft. above sea level, lat. 29° 54′ 30″, long. 90° 02′ 26″. Transmitter, Whitney Rd., .25-mi. S of Hamilton St. Plant, $204,200; yearly operating, $245,000. Equipment, RCA. Lester Kamin, pres., 33⅓% (advertising); Pat Coon, v.p., 33⅓% (attorney); Billy B. Goldberg, secy.-treas., 33⅓% (attorney). Each has interest in KCIJ, Shreveport. Kamin also owns radio KAKC, Tulsa, Okla. and KIOA, Des Moines, Ia. Counsel, A. L. Stein; consulting engineer, L. J. N. duTreil, New Orleans. BPCT-1474. Starting Date: Unreported.

★ **NEW ORLEANS (Ch. 32)**—WWEZ-TV, WWEZ Radio Inc., Hotel New Orleans. (WWEZ). CP 9-26-56; 229-kw visual, 126-kw aural, 340-ft. above av. terrain, 358-ft. above ground, 361-ft. above sea level, lat. 29° 57′ 45″, long. 89° 57′ 31″. Transmitter, Paris Rd., Chalmette, La. Plant, $314,875; yearly operating, $350,000. Equipment, GE. A. L. Chilton, pres., 64% (64% of WWEZ; 99.8% with wife of KSKY, Dallas, Tex.); L. H. Chilton, secy.-treas., 1.8% (wife of A. L. Chilton); James R. Wood, v.p., .2% (pres. of insurance company; also .2% of KSKY); A. Earl Cullum Jr., 22% (consulting engineer; 30% of KCNC, Fort Worth; 2.8% of KFDM, Beaumont, Tex.); Joe A. Oswald, 12% (mgr. of WWEZ). Counsel, Loucks, Zias, Young & Jansky; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-2165. Starting Date: Unreported.

**New Orleans (Ch. 12)**—Oklahoma Television Corp., 7401 Lincoln Blvd., Oklahoma City, Okla. 316-kw visual, 158-kw aural, 1549-ft. above av. terrain, 1578-ft. above ground, 1580-ft. above sea level, lat. 29° 29′ 35″, long. 89° 43′ 08″. Transmitter, Hwy. 31, 1-mi. N of Potash, La. Plant, $1,666,386; yearly operating, $600,000. Equipment, RCA. For ownership, see KWTV, Oklahoma City. Counsel, Spearman & Roberson; consulting engineers, Paul Godley Co. BPCT-2330.

**New Orleans (Ch. 12)**—Coastal Television Co., 1320 National Bank of Commerce Bldg. 316-kw visual, 181.26-kw aural, 1324-ft. above av. terrain, 1374-ft. above ground, 1378-ft. above sea level, lat. 29° 31′ 43.4″, long. 89° 45′ 27.3″. Transmitter approx. .5-mi. SE of Socola. Plant, $1,562,500; yearly operating, $1,300,000. Equipment, RCA. General partnership, each of the following owns 11.11%: Wm. G. Aly, (accountant); Richard J. Carrere (real estate & insurance); Frank B. Ellis (attorney); George C. Foltz (tea & coffee sales); George E. Martin (insurance & investments); Joseph A. Paretti (auto dealer; insurance; real estate); Chalin O. Perez (attorney); John E. Pottharst (electric plant; marine & heavy machinery sales); Wm. H. Saunders Jr. (oil processing). Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-2430.

## MAINE

★ **AUGUSTA (Ch. 10)**—WPTT, Pine Tree Telecasting Corp. c/o Richard S. Robie, Park Square, Boston, Mass. CP 11-14-56; 316-kw visual, 158-kw aural, 560-ft. above av. terrain, 497-ft. above ground, 785-ft. above sea level, lat. 44° 08′ 50″, long. 69° 48′ 43″. Transmitter, Beedle Rd., 2.3-mi. W of Hwy. 12, 6-mi. S of Gardiner, Me. Plant, $440,764; yearly operating, $376,730. Equipment, GE. Richard S. Robie, 100% (auto & truck rental, long-term leasing, storage & moving). Minority stock interest to be made available to Richard P. Doherty for services as consultant. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-2201. Starting Date: Unreported.

**Presque Isle (Ch. 10)**—Murray Carpenter & Associates, Box 732, Bangor, Me. 15.55-kw visual, 7.772-kw aural, 391-ft. above av. terrain, 97-ft. above ground, 996-ft. above sea level, lat. 46° 43′ 36″, long. 67° 55′ 45″. Transmitter 5½-mi. NE of center of city. Plant, $31,300; yearly operating, $55,000. Equipment, RCA. Murray Carpenter, pres.-treas., 87%; Marie Zoidis Carpenter, secy., 10%; Wm. O. Clark, v.p., 1%; Rudolph O. Marcoux, 1%; Gardner Landon, 1%; Applicant also operates WTWO, Bangor. Initial programming will originate at Bangor station. However, station will be equipped to originate film and modest live programs. Counsel, Pierson, Ball & Dowd; consulting engrs., Page, Creutz, Steel & Waldschmitt. BPCT-2409.

## MARYLAND

★ **BALTIMORE (Ch. 18)**—WTLF, United Bcstg. Co. of Eastern Maryland Inc., 912 N. Charles St. (WSID, Essex, Md.). CP 12-9-53; 21.4-kw visual, 12.6-kw aural, 480-ft. above av. terrain, 501-ft. above ground, 691-ft. above sea level, lat. 39° 18′ 00″, long. 76° 36′ 59″. Transmitter, 912 N. Charles St. Plant, $275,935; yearly operating, $175,000. Equipment, used RCA from off-air WECT, Elmira, N.Y. Richard Eaton, pres., 2%; Margaret G. Eaton, secy.-treas., 1%; United Bcstg. Co. Inc., controlled by Richard Eaton, 97%. Mr. Eaton also owns CPs for WOOK-TV, Washington and WACH-TV, Newport News, Va. For other interests, see WOOK-TV. Counsel, Cohn & Marks. BPCT-1791. Rep: United Bcstg Co. Starting Date: Unreported.

★ **BALTIMORE (Ch. 72)**—WITH-TV, WITH-TV Inc., 7 East Lexington St. (WITH). CP 12-17-52; 95.5-kw visual, 52.5-kw aural, 510-ft. above av. terrain, 335-ft. above ground, 835-ft. above sea level, lat. 39° 17′ 08″, long. 76° 44′ 23″. Transmitter, Edmondson Ave. between Ingleside & Winters Lane. Plant, $283,500; yearly operating, $250,000. Equipment DuMont transmitter, RCA antenna. Maryland Bcstg. Co., 100%; Thomas G. Tinsley Jr., pres.-gen. mgr. Mr. Tinsley also is pres. of WXEX-TV, Petersburg-Richmond, Va. Counsel, Arnold, Fortas & Porter; consulting engineers, Jansky & Bailey Inc. BPCT-1338. Starting Date: Unreported.

## MASSACHUSETTS

★ **BOSTON (Ch. 38)**—WXEL, Herbert Mayer d/b as Ajax Enterprises. Box 376, Greenwich, Conn. CP 10-12-55; 251-kw visual, 136-kw aural, 491-ft. above av. terrain, 444-ft. above ground, 599-ft. above sea level, lat. 42° 25′ 52″, long. 71° 05′ 44″. Transmitter, Watervale Rd., Melrose, Mass. Plant, $404,100; yearly operating, $500,000. Equipment, RCA. Herbert Mayer, 100% (magnet wire mfr.; nursery owner; former owner of TV stations WXEL, Cleveland, now WJW-TV, & KPTV, Portland). Also Ch. 23 grantee for Philadelphia. Counsel, Martin W. Kramer, N.Y.; consulting engineer, Thomas B. Friedman, New Rochelle, N.Y. BPCT-2026. Starting date: Unreported.

★ **BOSTON (Ch. 44)**—WJDW, J. D. Wrather, Jr., 172 Delfern Dr., Beverly Hills, Cal. CP 8-12-53; 282-kw visual, 145-kw aural, 580-ft. above av. terrain, 539-ft. above ground, 779-ft. above sea level, lat. 42° 13′ 31″, long. 71° 18′ 30″. Transmitter, 1.92-mi S.W. of Dover. Plant, $466,385; yearly operating $610,00C. Equipment, GE. Mr. Wrather, an oilman, owns 38.89% of KFMB-TV, San Diego and KERO-TV, Bakersfield, Cal.; KFMB-TV has grant for Ch. 13 for Yuma, Ariz. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. P. Adair Co. BPCT-1656. Starting Date: Unreported.

★ **BROCKTON (Ch. 62)**—WHEF-TV, Trans-American Television Enterprises Inc., 225 Washington St., Boston. CP 7-29-53; 195-kw visual, 105-kw aural, 430-ft. above av. terrain, 458-ft. above ground, 549-ft. above sea level, lat. 42° 03′ 16″, long. 70° 57′ 07″. Transmitter, Rt. 18, .16-mi. N. of Highland St. & 1.5-mi. E. of East Bridgewater. Plant, $311,016; yearly operating, $232,000. Equipment, RCA. Harry E. Franks, pres.-treas., 100% (clothing mfr.); Morton M. Goldfine, secy. Counsel, Sam Miller; consulting engineer, Robert M. Silliman. BPCT-1731. Starting Date: Unreported.

# **CAMBRIDGE-BOSTON (Ch. 56)**—WTAO-TV, Middlesex Bcstg. Corp., 439 Concord Ave., Cambridge (WTAO). CP 3-11-53; 20.5-kw visual, 11.5-kw aural, 470-ft. above av. terrain, 289-ft. above ground, 629-ft. above sea level, lat. 42° 27′ 20″, long. 71° 10′ 50″. Transmitter, Zion Mt., Waltham St., Woburn, Mass. Plant, $125,000; yearly operating $190,000. Equipment, RCA. Frank Lyman Jr., pres.-treas., 74% (radio & electronic components mfr.); Harvey Radio Laboratories Inc., 26%. Lyman is principal stockholder of Harvey Radio Labs. Counsel, Cottone & Scheiner; consulting engineers, Commercial Radio Equipment Co. BPCT-1485. [Note: Began operation Aug. 31, 1953, but quit air March 30, 1956, reverting to CP status; see *Television Digest*, Vol. 12:11. Request for extension of CP awaits FCC action.]

**New Bedford (Ch. 6)**—E. Anthony & Sons Inc., 555 Pleasant St. (WNBH). 100-kw visual, 50-kw aural, 985-ft. above av. terrain, 925-ft. above ground, 1045-ft. above sea level, lat. 41° 19′ 53″, long. 70° 48′ 00″. Transmitter, Middle Rd., 1.8-mi. W of Nashaquitsa on Gay Head, Martha's Vineyard. Plant, $1,294,581; yearly operating, $927,000. Equipment, RCA. Applicant is publisher of *New Bedford Standard-Times; Hyannis* (Mass.) *Cape Cod Standard-Times;* owns WNBH, New Bedford; WOCB, West Yarmouth, Mass.; owns & operates airplane sales & charter service in New Bedford. Basil Brewer, pres. Counsel, Hogan & Hartson; consulting engineers, Jansky & Bailey, Inc. BPCT-2233.

**New Bedford (Ch. 6)**—Eastern States Bcstg. Corp., 501 County St. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 971-ft. above ground, 1061-ft. above sea level, lat. 41° 19′ 54″, long. 70° 48′ 24″. Transmitter, 2-mi. SE of Gay Head Coast Guard Station. Plant, $582,180; yearly operating, $565,000. Equipment, RCA. Paul E. Thurlow, chairman & treas., 15.55% (retired hotel operator); Paul B. Mowrey, pres. & gen. mgr., 4.44% (TV consultant; ex-gen. mgr. of WABC-TV, N.Y.; ex-director for TV of ABC); Charles W. Steadman, secy., 10% (attorney); Roland Hale, v.p., 1.11% (asst. gen. mgr. of WCOP, Boston); John S. Kroese, 16.66% (owns electric supply concern); 8 others, none with more than 5.5%. Counsel, Steadman & Colliers; consulting engineers, George P. Adair Engineering Co. BPCT-2252.

**New Bedford (Ch. 6)**—New England Television Co., Inc., c/o Frank Lyman Jr., 445 Concord Ave., Cambridge, Mass. 98-kw visual, 50-kw aural, 1013-ft. above av. terrain, 998-ft. above ground, 1093-ft. above sea level, lat. 41° 19′ 54″, long. 70° 48′ 24″. Transmitter, 2-mi. SE of Gay Head Lighthouse. Plant, $693,189; yearly operating, $581,838. Equipment, RCA. Alfred DeMaris, pres., 20% (bus line operator; truck sales); Harold C. Arcaro, v.p., 20% (attorney; 30.66% of WNET, Providence, Ch. 16; 1/6 of WRIB, Providence; beer distributor); Samuel Hamin, v.p., 20% (jewelry mfr.; 30.33% of WNET); John M. Dunne, treas., 20% (auto dealer; 30.33% of WNET); Frank Lyman Jr., 20% (electronics components mfr.; 74% of WTAO-TV & WTAO, Cambridge, Mass.; owner of Harvey Radio Labs. tool & die maker; real estate; 36% of electroplating corp.). Applicant is former permittee of Ch. 46 in Fall River, Mass. Counsel, Cottone & Scheiner; consulting engineers, George C. Davis Consulting Engineers. Note: WNET & WTAO-TV are off air. BPCT-2425.

**New Bedford (Ch. 6)**—Wilson Bcstg. Corp., 85 William St., Worcester, Mass. 100-kw visual, 50-kw aural, 965-ft. above av. terrain, 969-ft. above ground, 1049-ft. above sea level, lat. 41° 19′ 38″, long. 70° 48′ 25″. Transmitter, lot 89, Gay's Head, Martha's Vineyard. Plant, $560,913; yearly operating, $475,755. Equipment, RCA. George F. Wilson, pres-treas.-gen. mgr., 67.27%; Jacqueline I. Nelson, v.p., 6.45%; Kathleen I. Wilson, secy., 12.73%; George F. Wilson Jr., 5.45%. Counsel, Cohn & Marks; consulting engineer, Don Howe, Worcester. BPCT-2232.

# **WORCESTER (Ch. 14)**—WWOR-TV, Salisbury Bcstg. Corp., Box 609. CP 6-17-53; 16.2-kw visual, 8.71-kw aural, 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level, lat. 42° 18′ 13.6″, long. 71° 53′ 50.7″. Transmitter, Asnebumskit Hill, Paxton, Mass. Plant, $350,900; yearly operating, $350,000. Equipment, RCA. John Z. Buckley, pres., 1.66%; Ansel E. Gridley, v.p., 4.16%; Kenneth P. Higgins, treas., .83% (banker); Ralph K. Hubbard, 9.16% (woolen mfgr.); Fox Wells & Rogers, 26.74% (investment house); 26 other stockholders, none owns as much as 2%. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-1068. [Note: Began operating Nov. 16, 1953, but quit air Sept. 5, 1955, retaining license; see *Television Digest*, Vol. 11:37. Request for renewal of license awaits FCO action.]

## MICHIGAN

# **ANN ARBOR (Ch. 20)**—WPAG-TV, Washtenaw Bcstg. Co. Inc., Hutzel Bldg. (WPAG). CP 9-25-52; 17.062-kw visual, 9.595-kw aural, 343-ft. above av. terrain, 274-ft. above ground, 1234-ft. above sea level, lat. 42° 15′ 33″, long. 83° 46′ 39″. Transmitter, Scio Church & Maple Rds. Plant, $108,004; yearly operating $55,000. Equipment, GE. Edward F. Baughn, 100%. Counsel, Prince, Taylor & Crampton; consulting engineers, Commercial Radio Equipment Co. BPCT-1119. [Note: Began operation April 3, 1953, but quit air Dec. 31, 1957, retaining license; see *Television Digest*, Vol. 13:51. License expires Oct. 1, 1958.]

★† **ANN ARBOR (Ch. 26, educational)**—WUOM-TV, Board of Regents of the U of Michigan, 504 S. State St. CP 11-4-53; 263-kw visual, 138-kw aural, 1110-ft. above av. terrain, 1047-ft. above ground, 1997-ft. above sea level, lat. 42° 17′ 37″, long. 83° 43′ 26″. Transmitter, Cedar Bend Dr., 1.3-mi. NE of Ann Arbor. Plant, $535,000; yearly operating, $292,000. Equipment, GE. W. K. Pierpont, v.p. Counsel, Edmund A. Cummiskey, U of Mich.; consulting engineer, J. J. Swantek. U of Mich. BPET-27. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]

**Cheboygan (Ch. 4)**—Midwestern Bcstg. Co., Paul Bunyan Bldg., Traverse City, Mich. 21.3-kw visual, 11-kw aural, 652-ft. above av. terrain, 576-ft. above ground, 1316-ft. above sea level, lat. 45° 38′ 58″, long. 84° 20′ 20″. Transmitter, U.S. Rt. 23, 6.7-mi. E of center of Cheboygan. Plant $88,406; yearly operating, $43,990. Equipment, RCA. For ownership, see WPBN-TV, Traverse City, Mich. Station will pick up and rebroadcast programs of WPBN-TV. Counsel, Dow, Lohnes & Albertson; George C. Davis Consulting Engineers. BPCT-1992. [Note: Initial decision by examiner Basil P. Cooper June 20, 1957, recommended grant of application.]

# Michigan - Minnesota

**Cheboygan (Ch. 4)**—R. E. Hunt d/b as Straits Bcstg. Co., % Radio Station WCBY, Mackinaw Ave. 1.167-kw visual, .816-kw aural, 281-ft. above av. terrain, 344-ft. above ground, 931-ft. above sea level, lat. 45° 39′ 27″, long. 84° 29′ 30″. Transmitter, Mackinaw Ave. Plant, $99,633; yearly operating, $30,000. Equipment, Gates transmitter, RCA antenna. Richard E. Hunt, 100% (owns WCBY, Cheboygan and is pres. & owns 80% of WPTW, Piqua, O., owns ⅓ of WMAB, Munising, Mich.). Counsel, Barnes & Neilson. BPCT-1998. [Note: Initial decision by examiner Basil P. Cooper June 20, 1957, recommended denial of application.]

★ **DETROIT (Ch. 50)**—WBID-TV, Woodward Bcstg. Co., 1056 Randolph St., Detroit. CP 11-19-53; 1000-kw visual, 500-kw aural, 640-ft. above av. terrain, 670-ft. above ground, 1270-ft. above sea level, lat. 42° 19′ 49″, long. 83° 02′ 52″. Transmitter, Penobscot Bldg. Plant, $883,147; yearly operating, $488,908. Equipment, GE. Max Osnos, pres.-treas., 93% (dept. store owner, owns 11% of WITI-TV. Milwaukee-Whitefish Bay); Jacob Kellman, v.p., 4.5% (dept. store exec.); Prof. Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); Geo. Edwards, 1.25%, State of Michigan, Supreme Court Justice. Woodward also holds CP for WTOH-TV, Toledo, O. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere & Cohen. [Note: Woodward Bcstg. Co. dismissed Ch. 50 application and purchased this CP for $100 from UAW-CIO; see *Television Digest*, Vol. 10:26, 29]. BPCT-1589. Starting Date: Unreported.

**Detroit (Ch. 62)**—Plaza Radio & TV Co., 551 Fifth Ave., New York, N.Y. 277.87-kw visual, 139.478-kw aural, 588-ft. above av. terrain, 616-ft. above ground, 1216-ft. above sea level, lat. 42° 19′ 49″, long. 83° 02′ 52″. Transmitter, Penobscot Bldg. Plant, $371,539; yearly operating, $264,000. Equipment, GE. Alex Rosenman, pres., 50% (station rep, former gen. mgr. & ⅓ owner of off-air WCAN-TV, Milwaukee); Eliot Hyman, v.p., 25% (camera, optical & hi-fi importer); David M. Harris, secy.-treas., 25% (film producer). Also holds CP for Ch. 26, San Francisco, and is applicant for Ch. 30, St. Louis. Counsel, Philip M. Baker; consulting engineer, John H. Mullaney. BPCT-2198.

★ **FLINT (Ch. 12)**—WJRT, WJR, The Goodwill Station Inc., Fisher Bldg., Detroit. (WJR-CBS). CP 5-13-54; 316-kw visual, 158-kw aural, 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level, lat. 43° 13′ 48″, long. 84° 03′ 35″. Transmitter, Burt & Gasper Rds., 4-mi. NE of Chesaning, Mich. Plant, $1,139,000; yearly operating, $530,000. Equipment, RCA. L. R. Jackson & Bank of America, trustees under will of G. A. Richards, 25.98%; C. Russell Feldmann & L. R. Jackson, trustees for G. A. Richards' Life Ins. Trust, 8.23%; Rozene R. Moore, 5.36%; Frances S. Parker, 3.83%; John F. Patt, pres., 3.56%; John F. Patt, trustee, .770%; Worth Kramer, v.p., 2.72%; William G. Siebert, secy.-treas., 2.31%; F. Sibley Moore, v.p., 1.54%; and over 1400 other stockholders, none with more than 1%. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-967. Rep: Harrington, Righter & Parsons. Starting Date: Indefinite [Note: CP for change of site to location listed above from one near Clarkston, Michigan, stayed by FCC pending hearing on protests; initial decision January 17, 1956 by examiner Herbert Sharfman recommended reinstating grant; see *Television Digest*, Vol. 11:24 & 12:3.]

★ **GRAND RAPIDS (Ch. 23)**—WMCN, Peninsular Bcstg. Co., 123 Pearl St. NW. CP 9-2-54; 18.6-kw visual, 10.2-kw aural, 480-ft. above av. terrain, 439-ft. above ground, 1199-ft. above sea level, lat. 42° 57′ 56″, long. 85° 43′ 08″. Transmitter, near intersection of Covell Rd. & Bridge St. Plant, $340,808; yearly operating, $260,000. Equipment, GE. H. & E. Balaban Corp. 50% (for other interests, see WICS, Springfield, Ill.); John D. Loeks, 33⅓% (theatres); Howard W. Frech, 16⅔% (theatres). Counsel, Kirkland, Fleming, Green, Martin & Ellis; engineers, Lohnes & Culver. BPCT-1730. Starting Date: Unreported.

★ **IRONWOOD (Ch. 12)**———, Lake Superior Bcstg. Co., Mining Journal Bldg., Marquette, Mich. (WDMJ-TV). CP 11-30-55; .794-kw visual, .397-kw aural, 540-ft. above av. terrain, 293-ft. above ground, 1966-ft. above sea level, lat. 46° 26′ 53″, long. 90° 09′ 28″. Transmitter, East Norrie Hill. Plant, $59,004; yearly operating, $80,000. Equipment, RCA. Subsidiary of *Marquette Mining Journal* (Frank J. Russell Jr., publisher), which acquired CP from Wm. L. Johnson, owner of WJMS, Ironwood, *Television Digest*, Vol. 14.2. Ironwood is to be satellite of WDMJ-TV. BPCT-2036. Starting Date (as reported): "Fall of 1958."

# **LANSING (Ch. 54)**—WTOM-TV, Inland TV Co., c/o John L. Mayer, receiver, 11531 Hamilton Ave., Detroit, Mich. CP 2-4-53; 20-kw visual, 10-kw aural, 360-ft. above terrain, 378-ft. above ground, 1238-ft. above sea level, lat. 42° 43′ 57″, long. 84° 33′ 15″. Transmitter, Mich. State Bank Bldg. Plant, $105,254; yearly operating, $280,000. Equipment, RCA. Counsel, Samuel Miller. BPCT-1415. [Note: Began operation Aug. 13, 1953; year later John C. Pomeroy and associates leased station to Inland TV Co. (Herbert H. Upton, J. A. Straus, James C. Hendley). Station left air Oct. 9, 1956, reverting to CP status and being taken over by receiver; see *Television Digest*, Vol. 12:41. Request for extension of CP awaits FCC action.]

**Onondaga (Ch. 10)**—State Board of Agriculture, Michigan State U., E. Lansing, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26′ 33″, long. 84° 34′ 21″. Transmitter, Rossman Rd. [Will share time and transmission facilities with Television Corp. of Michigan Inc., but will maintain separate studios.] Plant, $453,115; yearly operating, $350,000. Equipment, GE. John A. Hannah, pres. Applicant also operates WKAR-TV & WKAR, E. Lansing. Applicant proposes non-commercial operation on this commercial channel. Counsel, Barnes & Neilson; consulting engineers, Wm. L. Foss Inc. BPCT-1885. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended grant of application.]

**Onondaga-Parma (Ch. 10)**—Television Corp. of Michigan Inc., 407-11 N. Washington Ave., Lansing 30, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26′ 33″, long. 84° 34′ 21″. Transmitter, Rossman Rd. [Will share time and transmission facilities with Michigan State Board of Agriculture, Michigan State College, but will maintain separate studios.] Plant, $717,581; yearly operating, $590,000. Equipment, RCA. John C. Pomeroy, pres. & secy. (pres. & 27% owner of WILS, Lansing); Edward E. Wilson, v.p. & treas., 60% (auto & truck dealer); Lansing Bcstg. Co., 40% (operator of WILS, Lansing). Counsel, Leo Resnick; engineer, John H. Mullaney. BPCT-1870. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended grant of application.]

**Parma (Ch. 10)**—Triad Television Corp., 842 N. Parma Rd. 258.6-kw visual, 144.7-kw aural, 554-ft. above av. terrain, 573-ft. above ground, 1583-ft. above sea level, lat. 42° 15′ 56″, long. 84° 36′ 46″. Transmitter, Scott Rd., between Old & New U.S. Hwy. 12. Plant, $328,783; yearly operating, $343,030. Equipment, RCA. C. Wayne Wright, pres., 32.5% (gen. mgr., WALM, Albion-Marshall, Mich.); Clem Davis, v.p., 2.5% (auto dealer); Adeline M. Amsden, secy., 2.5%; Leland S. Bisbee Jr., treas., 2.5% (banker); Donald G. Fox, asst. secy., 1% (attorney); Arnold VanZanten, asst. treas., 1.25% (banker); Jane D. Kitchen, 9.5%; Wilfred L. Kitchen, 5% (theatre owner); Leon L. Raymond, 3.25% (sales, WJIM-TV & WJIM, Lansing); Simon A. Tessman, 2.75% (investments); remainder held by 9 others, none with more than 2.5%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1846. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

**Parma-Onondaga (Ch. 10)**—Booth Radio & Television Stations Inc., 700 Buhl Bldg., Detroit, Mich. (WIBM, Jackson, Mich.) 188.8-kw visual, 105.7-kw aural, 1017-ft. above av. terrain, 1075-ft. above ground, 2035-ft. above sea level, lat. 42° 16′ 42″, long. 84° 37′ 41″. Transmitter, 2470 W. Michigan Ave., Parma, Mich. Plant, $558,444; yearly operating, $350,000. Equipment, RCA. John L. Booth, pres.-treas., 69.24%; Mrs. John L. Booth, 13.97%; John L. Booth II, 10.93%; Ralph H. Booth II, 5.85%. Applicant owns radio stations WBBC, Flint, WJLB, Detroit, WSGW, Saginaw, WJVA, South Bend, WIOU, Kokomo; and has applied to FCC for permission to buy Ed Lamb's WTOD, Toledo. Counsel, Cohn & Marks; George C. Davis Consulting Engineers. BPCT-1866. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

**Parma-Onondaga (Ch. 10)**—Jackson Bcstg. & Television Corp, 441 Wildwood Ave., Jackson, Mich. (WKHM-MBS). 230-kw visual, 115-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 2016-ft. above sea level, lat. 42° 16′ 01″, long. 84° 38′ 00″. Transmitter, 1.45-mi. W of Parma on U.S. 12. Plant, $698,196; yearly operating, $425,000. Equipment, RCA. Frederick A. Knorr, pres., 33.31% (pres., gen. mgr. & ⅓ owner of WKMH, Dearborn, WKMF, Flint, & WSAM, Saginaw); Harvey R. Hansen, v.p., 33.31% (v.p. & ⅓ owner of WKMH, WKMF & WSAM); William H. McCoy, secy.-treas., 33.31% (secy.-treas. & ⅓ owner of WKMH, WKMF & WSAM); remainder held by 21 others, each owning .0024%. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Kear & Kennedy. BPCT-1871. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

★ **PORT HURON (Ch. 34)**—WHLS-TV, Harmon LeRoy Stevens & John F. Wismer d/b as Stevens-Wismer Bcstg. Co., 932 Military St. (WHLS). CP 11-14-56; 22.9-kw visual, 12.3-kw aural, 30-ft. above av. terrain, 82-ft. above ground, 677-ft. above sea level, lat. 42° 58′ 27″, long. 82° 25′ 27.5″. Transmitter, 932 Military St. Plant, $80,285; yearly operating, $45,000. Equipment, RCA. Harmon LeRoy Stevens, 50% (part-time actor); John F. Wismer, 50%. Also control WLEW, Bad Axe, Mich., and WBSE, Hillsdale, Mich. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Gautney & Jones. BPCT-2166. Starting Date: Unreported.

## MINNESOTA

★ **ALEXANDRIA (Ch. 7)**—Central Minnesota Television Co., Box 25. CP 12-5-57; 26.3-kw visual, 13.2-kw aural, 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level, lat. 45° 41′ 03″ long. 95° 08′ 14″. Transmitter, 2.5-mi. SE of Westport, Minn. Plant, $322,442; yearly operating, $152,000. Equipment, RCA. Thomas K. Barnes, dir., 21%; (gen. mgr. of WDAY-TV, Fargo, N. D.); Joseph O. Perino, pres. 10% (mgr. of electric company); Lee H. Johnson, v.p. & treas., 3.06% (soft drink bottler); John J. McCarten, secy., 3.06% (attorney); Kenneth C. Bechtel, asst. secy., 3.06% (stockholder of KXRA, Alexandria); Julius Hetland, 10% (tech. dir., WDAY-TV & WDAY); Harold Bangert, 10% (attorney); E. C. Reineke, 10% (pres. & 54% of WDAY-TV & WDAY); remainder held by 9 others, none with more than 3.06%. Counsel, Paul M. Segal. BPCT-2398.

**Bemidji (Ch. 13)**—Central Minnesota Television Co., Box 25, Alexandria, Minn. 28-kw visual, 14-kw aural, 906-ft. above av. terrain, 856-ft. above ground, 2326-ft. above sea level, lat. 47° 22′ 22″, long. 94° 41′ 33″. Transmitter, .5-mi. S of Ferris, Minn. Plant, $287,533; yearly operating, $128,000. Equipment RCA. For ownership & other interests, see Alexandria, above. Also holds CP for Ch. 7, Alexandria, Minn. Counsel, Paul M. Segal. BPCT-2376. [Note: has petitioned for move to Walker, Minn.]

# **DULUTH (Ch. 38)**—WFTV, Great Plains Television Properties of Minnesota Inc., 4 W. 58th St., New York 19, N.Y.; 230 E. Superior St., Duluth, Minn. CP 10-23-52; 20-kw visual, 10-kw aural, 731-ft. above av. terrain 483-ft. above ground, 1743-ft. above sea level, lat. 46° 47′ 28″, long. 92° 06′ 52″. Transmitter, 4th Ave. W. at 10th St. Plant, $240,122; yearly operating, $125,000. Equipment, RCA. Transcontinental Properties Inc., 100%; Herbert Scheftel, pres. & secy. (owns 44.833% of Transcontinental); Alfred G. Burger, treas. (44.833% of Transcontinental). Transcontinental also owns 50% of WICS, Springfield, Ill. Herbert Scheftel also is chairman and part owner of Industrial Publishing Corp., which publishes

trade journals through subsidiary Industrial Publishing Co., Cleveland, O. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-1155. [Note: Began operating with 8.7-kw visual ERP May 31, 1953, but quit the air July 11, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. Request for extension of CP awaits FCC action.]

**Duluth (Ch. 10)**—Rex Television Co., 2230 No. Farwell Ave., Milwaukee 2, Wis. 316-kw visual, 158-5-kw aural, 688-ft. above av. terrain, 576-ft. above ground, 1761-ft. above sea level, lat. 46° 48′ 08″, long. 92° 06′ 39″. Transmitter, near Observation Rd. & 11th St. Plant, $641,882; yearly operating, $400,000. Equipment, RCA. Partnership consisting of L. F. Gran, 25% (Milwaukee theatres & investment firm); Bruce R. Gran, 25%; Louis E. Caster, 50% (41% of KOCO-TV, Enid-Oklahoma City). Counsel, Cohn & Marks; consulting engineers, Lohnes & Culver. BPCT-2379.

★ **HIBBING (Ch. 13)**————, Carl Bloomquist, 715 Grant Ave., Eveleth, Minn. CP 2-20-58; 10.8-kw visual, 5.4-kw aural, 633-ft. above av. terrain, 437-ft. above ground, 2077-ft. above sea level, lat. 47° 22′ 52″, long. 92° 57′ 18″. Transmitter, Maple Hill. Plant, $133,983; yearly operating, not shown. Equipment, RCA. Carl Bloomquist, 100% (owns WEVE, Eveleth). Consulting engineers, Vandivere & Cohen. BPCT-2422. Starting Date: Unreported.

★ **INTERNATIONAL FALLS (Ch. 11)**————, Minneonto Television Inc. Chamber of Commerce Bldg., Second Ave. & Fourth St. CP 2-12-58; 1.58-kw visual, .794-kw aural, 270-ft. above av. terrain, 310-ft. above ground, 1420-ft. above sea level, lat. 48° 36′ 08″, long. 93° 23′ 35″. Transmitter, State Hwy. 11 & 3rd Ave. E. Plant, $114,857; yearly operating, $56,253. Equipment, DuMont transmitter, Prodelin antenna. LeRoy E. Phaklides, pres., .074% (paper co. employe); Marie Carlson, secy., .074% (credit bureau employee); Martin I. Narbo, treas., .074%; (teacher); Donald K. Enzmann, .074%; Warner LaDu, .037%; Archie Iveson, .037%; and James D. Bush, .037%, are all directors. There are approx. 2700 other stockholders, none with more than 3 shares of stock. Counsel, Spearman & Roberson; engineer, Wm. S. Sadler, St. Paul. BPCT-2411. Starting Date: Unreported.

**Mankato (Ch. 12)**—Two-States Television Co. Inc., c/o New Ulm Journal, New Ulm, Minn. 316-kw visual, 158-kw aural, 1038-ft. above av. terrain, 1113-ft. above ground, 2163-ft. above sea level, lat. 43° 56′ 14″, long. 94° 24′ 41″. Transmitter, 1.6-mi. NE of Lewisville. Equipment, RCA. Walter K. Mickelson, pres. & treas., 2% (publisher of New Ulm Journal and Fairmont Sentinel; pres. of KNUJ); KNUJ Inc., 60% (licensee of KNUJ, New Ulm); Monte Appel, v.p., 2% (attorney); Einer Nelson, 16% (ice cream mfr.); George Korenchen, 10% (mgr. of KNUJ); Halvor Steenerson, 4.72% (accountant); W. E. Macklin III, 4% (newspaper employe); Jay Mickelson, .04% (sheriff); T. J. Snilsberg, .04% (insurance); Margaret Esser, asst. secy. & asst. treas., 1.2% (office mgr.). Counsel, Frank Stollenwerck; consulting engineers, Commercial Radio Equipment Co. BPCT-2433.

### MISSISSIPPI

★ **BILOXI (Ch. 13)**—WVMI-TV, Radio Associates Inc., Box 152 (WVMI). CP 8-1-57; 63.8-kw visual, 37.4-kw aural, 220-ft. above av. terrain, 238-ft. above ground, 255-ft. above sea level, lat. 30° 23′ 50″, long. 88° 59′ 20″. Transmitter, Edgewater Gulf Hotel, Edgewater Park, Miss. Plant, $119,099; yearly operating, $120,000. Equipment, RCA. Odes E. Robinson, pres.-treas., 62.8%; James H. McKee, v.p., 30.4% (TV-radio distributor); Frances L. Robinson, secy., 2%. Odes Robinson also owns 20% of WOKY, Bluefield, W. Va. and has minority in WPTW, Piqua, O. Counsel, Barnes & Neilson. BPCT-1150. Rep: National Time Sales. Starting Date: Unreported.

★ **GREENWOOD (Ch. 6)**—WABG-TV, Greenwood Bcstg. Co. Inc., Box 414. (WABG). CP 1-3-58; 30-kw visual, 15-kw aural, 347-ft. above av. terrain, 383-ft. above ground, 513-ft. above sea level, lat. 33° 31′ 33″, long. 90° 16′ 09″. Transmitter, 5-mi. W of Greenwood on Miss. Rt. 10. Plant, $144,000; yearly operating, $78,000. Equipment, RCA. Cy N. Bahakel, pres., 100% (owns WABG; WLBJ, Bowling Green, Ky.; WRIS, Roanoke, Va.; WWOD, Lynchburg, Va.; WLPH, Huntington, W. Va.; WKIN, Kingsport, Tenn.; WKOZ, Kosciusko, Miss.). Counsel, Stephen Tuhy; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-2224. Starting Date: Unreported.

★ **GULFPORT (Ch. 56)**—WSTG, State Telecasting Co., 960 East River Oaks Dr., Baton Rouge, La., CP 8-1-57; 21.47-kw visual, 11.5-kw aural, 320-ft. above av. terrain, 340-ft. above ground, 358-ft. above sea level, lat. 30° 22′ 02″, long. 89° 07′ 26″. Transmitter, Silverdale Addition. Plant, $60,420; yearly operating, $73,000. Equipment, RCA. I. K. Corkern Jr., 100% (farmer; asst. engineer at WBRZ (TV), Baton Rouge). Counsel, D'Amico & Curet, Baton Rouge. BPCT-2225. Starting Date: Unreported.

★ **LAUREL (Ch. 7)**—WTLM, Laurel Television Co. Inc., Rosenbaum Bldg., Meridian, Miss. 97.77-kw visual, 52.29-kw aural, 754-ft. above av. terrain, 710-ft. above ground, 1012-ft. above sea level, lat. 31° 33′ 36″, long. 89° 15′ 02″. Transmitter, Towanta Hills area, 100-yds. W of U.S. Hwy. 11. Plant, $217,500; yearly operating, $90,000. Equipment, Standard Electronics transmitter, RCA antenna. Wm. S. Smylie, pres., 41.67% (mayor of Meridian; insurance); Mrs. Wm. S. Smylie, 33.34%; W. S. Smylie III, 25% (son of Mayor Smylie). Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-2031. Starting Date: Unreported.

# **MERIDIAN (Ch. 30)**—WCOC-TV, Mississippi Bcstg. Co., Threefoot Bldg. (WCOC-CBS). CP 12-23-52; 252-kw visual, 134-kw aural, 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level lat. 32° 19′ 40″, long. 88° 41′ 28″. Transmitter, approx. 2-mi. S. of Meridian on Bozeman Way & U. S. Hwy. Equipment, GE. D. W. Gavin, pres.-secy.-gen. mgr., 75%; Mrs. R. S. Gavin, v.p., 25%. Mr. Gavin also publishes *Clarke County Tribune* (Quitman, Miss.) and *Meridian Record*. BPCT-1181. [Note: Began operating in Dec. 1953, but quit the air July 30, 1954, reverting to CP status; see *Television Digest*, Vol. 10:31. CP expires June 1, 1958.]

### MISSOURI

**Kansas City (Ch. 65)**—Malco Theatres Inc., Box 2853, Memphis Tenn. 604.2-kw visual, 361-kw aural, 278-ft. above av. terrain, 281-ft. above ground, 1171-ft. above sea level, lat. 39° 06′ 05″, long. 94° 34′ 53″. Transmitter, 6 E. 11th St. Plant, $295,982; yearly operating, $250,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Consulting engineers, William L. Foss Inc. BPCT-2317.

★ **ST. LOUIS (Ch. 11)**—KMOX-TV, 220 Television Inc., 200 N. Kingshighway Blvd. 316-kw visual, 189.7-kw aural, 1009-ft. above av. terrain, 998-ft. above ground, 1548-ft. above sea level, lat. 38° 36′ 51″, long. 90° 17′ 07″. Transmitter, Hampton Ave. between Columbia & Elizabeth Ave. Plant, $976,623; yearly operating, $1,428,043. Equipment, RCA. Harold Koplar, pres., 45% (hotel owner); Howard S. Frazier, v.p. & gen. mgr., 10%; Lillian K. Shenker, treas., 15% (attorney); Arthur A. Blumeyer, chairman, 10% (banker); remainder of stock held by prospective employees. Counsel, Koteen & Burt; Consulting engineer, George C. Davis Counsulting Engineers. BPCT-1778. Starting Date: Unreported. [Note: CP turned over to 220 Television by CBS as part of deal whereby it purchased Ch. 4 there; see *Television Digest*, Vol. 13:43.]

**St. Louis (Ch. 2)**—Louisiana Purchase Co., 407 N. 8th St. 100-kw visual, 50-kw aural, 995-ft. above av. terrain, 831-ft. above ground, 1631-ft. above sea level, lat. 38° 24′ 53″, long. 90° 26′ 24″. Transmitter, 5-mi. NW of Kimmswick, Mo. Plant, $448,352; yearly operating, $1,500,000. Equipment, RCA. Lon Hocker, pres., 24.33% (attorney; insurance; former director of Globe-Democrat Publishing Co.); Gregory J. Nooney, v.p., 10.81% (real estate); E. H. Blind, secy.-treas.; Donald L. Barnes Jr., 10.81% (investments); Donald L. Barnes Sr., 10.81% (investments; ex-pres., St. Louis Browns); Louis W. Greenblatt Jr., 10.81% (consulting engineer); Edwin B. Meissner Jr., 10.81% (pres., St. Louis Car Co.); Charles W. DeWitt, 5.4% (insurance & real estate); William O. DeWitt, 5.4% (baseball coordinator for major leagues; ex-owner with brother of St. Louis Browns baseball team); Eathan A. Shepley, 5.4% (chancellor of Washington U., St. Louis; attorney); Sophie B. Shepley, 5.4% (housewife). Consulting engineers, Commercial Radio Equipment Co.; counsel, Miller & Schroeder. BPCT-2295. [Note: Louisiana Purchase Co. will be liquidated upon acquisition of stock of KTVI, temporary licensee of Ch. 2, St. Louis.]

**St. Louis (Ch. 30)**—Plaza Radio & TV Co., 551 Fifth Ave., New York, N.Y. 251.2-kw visual, 125.92-kw aural, 237-ft. above av. terrain, 298-ft. above ground, 708-ft. above sea level, lat. 38° 39′ 08″, long. 90° 08′ 27″. Transmitter, .2-mi. W of intersection of U.S. Hwy. Alt. 67 & County Line of St. Clair and Madison. Plant, $251,539; yearly operating, $264,000. Equipment, GE. Alex Rosenman, pres., 50% (advertising; former gen. mgr. & ½ owner of off-air WCAN-TV, Milwaukee); Eliot Hyman, v.p., 25% (film producer); David M. Harris, secy.-treas., 25% (camera, optical & hi-fi equipment importer). Also applicant for Ch. 62, Detroit, Mich., and holds CP for Ch. 26, San Francisco. Counsel, Philip M. Baker; consulting engineer, John H. Mullaney. BPCT-2207.

**St. Louis (Ch. 42)**—Wistenn Inc., 1017 South Second St., Milwaukee, Wis. 22.27-kw visual, 13.35-kw aural, 442-ft. above av. terrain, 464-ft. above ground, 929-ft. above sea level, lat. 38° 37′ 43″, long. 90° 11′ 11″. Transmitter, 8th Ave. & Olive St. Plant, $144,500; yearly operating, $320,000. Equipment, RCA. Also applicant for Mobile, Ala., and Des Moines, Ia. Bernard D. Heifetz, pres., 25% (furniture mfr.); Wm. H. Schield Jr., v.p., 25% (furniture mfr., exec.); Milton S. Binswanger Jr., secy.-treas., 25% (wholesale glass distributor; real estate); Wm. H. Schield Sr., 25% (millinery mfg. exec.). Counsel, Alan Wohlstetter, Washington; consulting engineers, Wm. L. Foss Inc. BPCT-2341.

### MONTANA

★ **BILLINGS (Ch. 8)**—KGHL-TV, Midland Empire Bcstg. Co., 214 N. 30th St., Box 1940. (KGHL-NBC). CP 11-23-55; 316-kw visual, 158-kw aural, 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level, lat. 45° 45′ 40.5″, long. 108° 27′ 17″. Transmitter, 2.7-mi. NE of center of Billings. Plant, $316,224; yearly operating, $320,860. Equipment, RCA. P. N. Fortin, pres., 50% (oil & gas producer; real estate); W. J. Hancock, v.p. & secy.-treas., 25% (oil & gas producer; real estate); Kenneth L. Hancock, 25% (oil & gas producer; real estate); Counsel, Hogan & Hartson; consulting engineers, Jansky & Bailey. BPCT-2023. Rep: Young. Starting Date (as reported): March, 1958.

★ **BUTTE (Ch. 6)**—KOPR-TV, Copper Bcstg. Co., Finlen Hotel. (KOPR). CP 9-11-57; 50.12-kw visual, 26-kw aural, 3002-ft. above av. terrain, 291-ft. above ground, 9736-ft. above sea level, lat. 45° 49′ 59″, long. 112° 48′ 21″. Transmitter, Fleecer Mt. 18-mi. SW of Butte. Plant, $260,521; yearly operating, $260,000. Equipment, RCA. George C. Hatch, pres. (50% of KALL, Salt Lake City; 14%, with wife, of KUTV, Salt Lake City; pres. of Intermountain Network Inc.); Ed Cooney, v.p., 33% (mgr. of KOPR); Wilda Gene Hatch, v.p. (50% of KALL; 14%, with husband, of KUTV); George M. McMillan, secy.; E. W. Campbell, treas., Salt Lake City Bcstg. Co. (licensee of KALL), 67%. Applicant at one time held CP for KOPR-TV, Butte, when station was owned by others. Counsel, Haley, Wollenberg & Kenehan; consulting engineer, W. D'Orr Cozzens, Salt Lake City. BPCT-2245. Starting Date: Unreported.

★ **GREAT FALLS (Ch. 3)**—KCTL, Robert R. & Francis N. Laird db/as Cascade Bcstg. Co., 1951 Skyline Vista Dr., La Habra, Cal. CP 5-29-57; .118-kw visual, .071-kw aural, 230-ft above av. terrain, 130-ft. above ground, 3690-ft. above sea level, lat. 47° 31′ 56″, long. 111° 16′ 45″. Transmitter, 15th St., 2 mi. N. of Great Falls. Plant, $23,000; yearly operating, $54,000. Equipment, Gates. Francis N. Laird, 50% (personnel & management consultant); Robert R. Laird, 50%. Francis Laird is father of Robert. Counsel, Robert P. Lawton, La Habra, Cal. BPCT-2122. Starting Date: Unreported.

# Nebraska - New York

## NEBRASKA

**Alliance (Ch. 13)**—Western Nebraska Television Inc., c/o Station KCOW, Box 391. 102.3-kw visual, 61.3-kw aural, 669-ft. above av. terrain, 578-ft. above ground, 4763-ft. above sea level, lat. 41° 51′ 50″, long. 103° 07′ 58″. Transmitter, 1.5-mi. NW of Angora. Plant $298,000; yearly operating, $250,000. Equipment RCA. L. L. Hilliard, 13.9% (51% of KOLT, Scottsbluff; other 49% owned by his wife); Sandhills Bcstg. Corp., 6.9% (KCOW, Alliance); Gene Ackerley, v.p., .35% (gen. mgr. of KCOW); Walter R. Metz Jr., secy.-treas., .17% (attorney & KCOW secy.-treas.); J. W. Cover Sr., director, .69% (pres. of KCOW); T. C. Gregory, director, .69% (v.p. of KCOW) There are 600 other stockholders, none owns more than 3%. Counsel, Miller & Schroeder; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPCT-2205.

**McCook (Ch. 8)**—Central Kansas Television Co., Inc., Box 182, Great Bend, Kan. 49.7-kw visual, 26.8-kw aural, 626-ft. above av. terrain, 574-ft. above ground, 3395-ft. above sea level, lat. 39° 59′ 45″, long. 100° 39′ 35″. Transmitter, 4.5-mi. N of Traer just E of County Rd. Plant, $138,721; yearly operating $25,000. Equipment, GE. The proposed station is to be satellite of KCKT, Great Bend, Kan. For ownership, see KCKT. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-2434.

★ **NORTH PLATTE (Ch. 2)**—KWSL, North Platte Television Inc. c/c Rush C. Clarke, Larsen Bldg., 400 E. Fourth St., Pueblo, Colo. CP 8-1-57; 2.88-kw visual, 1.66-kw aural, 80-ft. above av. terrain, 202-ft. above ground, 3007-ft. above sea level, lat. 41° 08′ 14″, long. 100° 45′ 33″. Transmitter, Pawnee Hotel, 5th & Pine Sts. Plant $92,050; yearly operating, $135,000. Equipment, Sarkes Tarzian transmitter, RCA antenna. Rush C. Clarke (attorney) is pres. of North Platte Television Inc., owned by 50 local businessmen, who acquired CP from Goldenrod Tele-Radio Co. (*Television Digest*, Vol. 14:1, 5). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere & Cohen. BPCT-2325. Starting Date: Unreported.

## NEVADA

★ **ELKO (Ch. 10)**—KNDA, Nevada Radio-Television Inc., 770 E. Fifth St., Reno, Nev. CP 11-6-57; 2.94-kw visual, 1.47 aural, minus 430-ft. above av. terrain, 137-ft. above ground, 5287-ft. above sea level, lat. 40° 51′ 08″, long. 115° 45′ 42″. Transmitter, 1-mi. N of Elko. Plant, $75,500; yearly operating, $150,000 Equipment, RCA. Donald W. Reynolds, pres., 50%; Southwestern Pub. Co., 50%. Albert E. Cahlan, v.p.; C. W. Parkinson, secy.-treas. For other interests, see KFSA-TV, Fort Smith, Ark. This application replaces application of Southwestern Pub. Co. for same facilities. Counsel, Haley, Wollenberg & Kenehan; consulting engineer, Robert L. Hammett, San Francisco. BPCT-2278. Starting Date: Unreported.

★ **RENO (Ch. 4)**—KAKJ, Nevada Telecasting Corp., Mapes Hotel, CP 4-19-55; 27.5-kw visual, 16.6-kw aural, minus 170-ft. above av. terrain, 245-ft. above ground, 4735-ft. above sea level, lat. 39° 31′ 32.5″, long. 119° 48′ 40″. Transmitter, Mapes Hotel. Plant, $195,040; yearly operating, $192,000. Equipment, RCA. Robert C. Fish, pres., 100% (real estate & refrigeration); A. Laurence Tuma, v.p. (securities); Eldon E. Cory, secy.-treas. (accountant). Counsel, Clyde C. Sherwood, San Francisco; consulting engineer, James R. Bird, Oroville, Cal. BPCT-1952. Starting Date: Unreported. [Note: Sale pends to Tower Telecasting Co., but FCC has begun proceedings to revoke CP; see *Television Digest*, Vol. 12:20, 24.]

## NEW HAMPSHIRE

★ **KEENE (Ch. 45)—WKNE-TV. WKNE Corp., 17 Dunbar St. (WKNE-CBS). CP 4-22-53; 23-kw visual, 12.5-kw aural, 800-ft. above av. terrain, 375-ft. above ground, 1720-ft. above sea level, lat. 43° 01′ 06″, long. 72° 21′ 31″. Transmitter, 7.5 miles NW of Keene. Plant, $164,616; yearly operating, $74,100. Equipment, RCA. Joseph K. Close, pres., 71.2%; Abbott K. Spencer, 4.8%; Lyman Spitzer, 5%; Luette S. Close, 5.8%; Mildred M. Smith, 4.2%; Frank B. Estes, v.p., .04%; George W. Smith, treas., .02%; Robert T. Colwell, 4.8%; William A. H. Birnie, 4%. WKNE Corp. also owns 50% of WKXL, Concord, N.H. Note: Percentages will change after stock subscriptions are issued. Mr. Close also is pres. of off-air WKNY-TV, Kingston, N.Y., and WKNE Corp. holds 10.93% of WKNY-TV. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1300. Starting Date: Unreported. [Has petitioned for Ch. 11.]**

## NEW JERSEY

# **ASBURY PARK (Ch. 58)**—WRTV, Atlantic Video Corp., Eatontown, N. J. CP 10-1-52; 17.10-kw visual, 9.12-kw aural, 440-ft. above av. terrain, 466-ft. above ground, 550-ft. above sea level, lat. 40° 17′ 31″, long. 74° 02′ 56″. Transmitter, Eatontown Traffic Circle, Eatontown, N. J. Plant, $367,750; yearly operating, $250,000. Equipment, RCA. Atlantic Video, has following officers: Walter Reade Jr., pres. 51% (pres. Walter Reade Theatres Inc.) Suzanne Gage, 49%; Edwin Gage, v.p.-secy. Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1213. [Note: Began operating Dec. 14, 1953, but quit the air April 1, 1955, reverting to CP status; see *Television Digest*, Vol. 11:13. Request for extension of CP awaits FCC action.]

# **ATLANTIC CITY (Ch. 46)**—WHTO-TV, Neptune Broadcasting Corp., Box 1230, Steubenville, O. CP 10-29-52; 18-kw visual, 9.5-kw aural, 426-ft. above av. terrain, 448-ft. above ground, 454-ft. above sea level, lat. 39° 22′ 33″, long. 74° 27′ 10″. Transmitter, Murray & Ohio Aves. Estimated plant cost, $152,700; yearly operating, $125,000. Equipment, RCA. Ownership interlocks with Ch. 7 applicant for Buffalo, N. Y. Messrs. Jack, Louis & Allen Berkman, and John J. Laux have minority interest in WPIT, Pittsburgh; WSTV-TV, Steubenville, O.; WBOY-TV, Clarksburg, W. Va.; KODE-TV, Joplin, Mo. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Lohnes & Culver. BPCT-629. [Note: Began operating Dec. 21, 1953 as WFPG-TV, but quit air May 17, 1954 reverting to CP status; see *Television Digest*, Vol. 10:19. Request for extension of CP awaits FCC action.]

★ **ATLANTIC CITY (Ch. 52)—WOCN, David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa. CP 1-7-53; 24.5-kw visual, 13.2-kw aural, 360-ft. above av. terrain, 378-ft. above ground, 388-ft. above sea level, lat. 39° 21′ 31″, long. 74° 25′ 16″. Transmitter, Haddon Hall Hotel. Plant, $159,500; yearly operating, $300,000. Equipment, RCA. Counsel, Scharfeld & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1457. Starting Date: Unreported.**

★ **CAMDEN (Ch. 17, allocated to Philadelphia)—WKDN-TV, South Jersey Bcstg. Co., 2881 Mt. Ephraim Ave. (WKDN). CP 1-28-54; 17.8-kw visual, 9.77-kw aural, 250-ft. above av. terrain, 217-ft. above ground, 337-ft. above sea level, lat. 39° 54′ 30″, long. 75° 06′ 00″. Transmitter, 2881 Mt. Ephraim Ave. Plant, $232,500; yearly operating, $144,000. Equipment, RCA. Ranulf Compton, pres.-treas., 34%; Florence J. Compton, v.p., 20%; Alice True C. Giffen, secy., 14%; Gordon Giffen, v.p., 1%; Wm. R. Compton, 14%; Douglas M. Compton, v.p., 14%; treasury stock, 3%. Counsel, McKenna & Wilkinson; consulting engineers, A. D. Ring & Assoc. BPCT-1522. Starting Date: Unreported.**

★ † **NEW BRUNSWICK (Ch. 19, educational)—WTLV, New Jersey Dept. of Ed., State House, Trenton. CP 12-3-52; 105-kw vis., 53-kw aural, 780-ft. above av. terrain, 461-ft. above ground, 1000-ft. above sea level, lat. 40° 36′ 49″, long. 74° 28′ 31″. Transmitter, Washington Rock, approx. 1.2-mi. NNW of Dunellen, N.J. Plant, unknown; yearly operating, $146,000. Equipment, DuMont transmitter, RCA antenna. Chester Robbins, acting Comm. of Education. Counsel, Atty. General of New Jersey; consulting engineer, Paul Godley Co. BPCT-13. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]**

## NEW MEXICO

★ † **ALBUQUERQUE (Ch. 5, Educational)**—KNME-TV, Regents of U of New Mexico, Albuquerque, and Board of Education of the City of Albuquerque, 724 Maple St. S. E. CP 10-23-57; 2-kw visual, 1.02-kw aural, 4100-ft. above av. terrain, 34-ft. above ground, 10.697-ft. above sea level, lat. 35° 12′ 42.65″, long. 106° 26′ 58.6″ and 58.82″. Transmitter, 15-mi. NE of Albuquerque. Plant $387,000; yearly operating, $80,000. Equipment, RCA (Plan to use existing auxiliary towers of KOB-TV, one for visual, one for aural). Tom L. Popejoy, pres., U of New Mexico; Charles R. Spain, supt. of schools, Albuquerque. Counsel, Kreiger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-68. Starting Date (as reported): "Early part of 1958."

**Farmington (Ch. 12)**—Farmington Bcstg. Co., 407 W. Broadway. 31-kw visual, 15.5-kw aural, 386-ft. above av. terrain, 137-ft. above ground, 140-ft. above sea level, lat. 36° 46′ 45″, long. 108° 11′ 20″. Transmitter, Twin Peaks, 2.3-mi. N of Farmington. Plant, $110,483; yearly operating, $125,000. Equipment DuMont transmitter, RCA antenna. Farmington Community TV Inc. (community antenna), 33⅓% (voted by I. E. Shahan); Hugh DeWitt Landis & Cloved O. Kendrick, a partnership operating KVBC, Farmington, 33⅓%; San Juan Bcstg. Co. Inc. (KIUP, Durango, Colo.), 16⅔%; Jack W. Hawkins, 2nd v.p., 16⅔% (owns ⅔ of KVFC, Cortez, Colo.; 50% of KIUN, Pecos, Tex.; 25% of KRIG, Odessa, Tex., 40% each of KVLF, Alpine & KCMR, McCarney, both Tex.; ⅓ of real estate firm in Pecos. Officers: Cloved O. Kendrick, pres. (50% of KVBC, Farmington); R. E. O'Brien, 1st v.p. (11.26% of KIUP); I. E. Shahan, secy.-treas. (1st v.p. & 13.6% of Farmington Community TV Inc.). Counsel, Smith & Pepper; consulting engineers, Vandivere & Cohen. BPCT-2369.

**Farmington (Ch. 12)**—Four Corners Bcstg. Co., 21' E. Broadway. 64.8-kw visual, 39.8-kw aural, 85-ft. above av. terrain, 139-ft. above ground, 5742-ft. above sea level, lat. 36° 43′ 20″, long. 108° 09′ 06″. Transmitter, 2.8-mi. E of Farmington. Plant, $92,581; yearly operating, $249,600. Equipment, RCA. Wade Beavers, pres., 25% (attorney); Ernest F. Terrazas, 25% (restaurant, trailer courts); Arthur Coy, secy.-treas., 20% (real estate); D. W. Justus, v.p., 20% (real estate, oil field machinery); Johnston Jeffries, 10% (lawyer). Counsel, Bailey Walsh and Welch, Mott and Morgan; consulting engineer, John H. Mullaney. BPCT 2417.

★ **SANTA FE (Ch. 2)**—KVIT, Video Independent Theatres Inc., Box 1334, Oklahoma City, Okla. CP 1-25-56; 28.2-kw visual, 14.3-kw aural, 4195-ft. above av. terrain, 99-ft above ground, 10,739-ft. above sea level, lat. 35° 13′ 03″, long. 106° 27′ 58″. Transmitter, Sandia Crest. Plant, $150,000; yearly operating, $100,000. Equipment, Sarkes Tarzian transmitter, RCA antenna. Video Independent Theatres owns 12.5% of KWTV, Oklahoma City, Okla. Also operates community antenna systems in Ardmore and Hobart, Okla. and Wellington, Tex. and is constructing similar systems at Altus & Hugo, Okla. and Childress, Tex. It operates 140 theatres in 48 towns in Okla. and Texas. Counsel, Frank U. Fletcher, consulting engineer, Guy C. Hutcheson. BPCT-2017. Note: Seeks new site.

## NEW YORK

★ † **ALBANY (Ch. 17, ed.)**—WTVZ, U. of New York State, State Education Dept., Albany. **CP 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. above av. terrain, 541-ft. above ground, 2281-ft. above sea level, lat. 42° 37′ 54″, long. 74° 00′ 57″. Transmitter,** Albany. Plant, $251,500; yearly operating, not indicated. Equipment, GE. James E. Allen Jr., Commissioner of Education; John P. Myers, Chancellor, Board of Regents. Also holds CPs for Binghamton, Buffalo, Ithaca, New York City, Rochester, Syracuse; applicant for Utica. Counsel, Fisher, Willis & Panzer; engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany BPET-3. Starting Date: Unreported. [Note: State Education Dept. is

conducting closed-circuit experiment in 2 high schools and 2 state teachers colleges; see *Television Digest*, Vol. 12:35. Bill providing $500,000 for construction of educational station also has been introduced in state legislature; see Vol. 14:3.

★ **ALBANY (Ch. 23)**—WPTR-TV, Patroon Bcstg. Co. Inc., Hotel Ten Eyck. (WPTR). CP 6-10-53; 257-kw visual, 135-kw aural, 1010-ft. above av. terrain, 248-ft. above ground, 1828-ft. above sea level, lat. 42° 38′ 04″, long. 74° 00′ 11″. Transmitter, E. Berne Rd. Plant, $445,000; yearly operating, $296,718. Equipment, GE. J. Meyer Schine, pres. Owned 55% by Schine Chain Theatres Inc. Other stockholders: Harold E. Blodgett, 30%; Bertha R. Asch, 10%; W. R. David Sr., 2.5%; M. L. Prescott, 2.5%. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-405. Starting Date: Unreported.

★ † **BINGHAMTON (Ch. 46, ed.)**—WQTV, U. of the State of New York, State Education Dept., Albany. CP 8-13-52; 200-kw visual, 105-kw aural, 551-ft. above av. terrain, 531-ft. above ground, 1811-ft. above sea level, lat. 42° 06′ 46″, long. 75° 52′ 01″. Transmitter, grounds of State Veterans Hospital. Plant, $251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET-11 Starting Date: Unreported, see WTVZ, Albany.

★ † **BUFFALO (Ch. 23, ed.)**—WTVF, U. of State of New York, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 630-ft. above av. terrain, 539-ft. above ground, 1639-ft. above sea level, lat. 42° 42′ 51″, long. 78° 44′ 38″. Transmitter, Buffalo. Plant, $251,500; yearly operating, not indicated. Equipment, GE. BPET-4. Starting Date: Unreported, see WTVZ, Albany.

★ **BUFFALO (Ch. 29)**—WNYT-TV, Frontier Television Inc., 355 Ellicott Square Bldg. CP 11-23-55; 263-kw visual, 144-kw aural, 360-ft. above av. terrain, 388-ft. above ground, 998-ft. above sea level, lat. 42° 57′ 15″, long. 78° 52′ 39″. Transmitter, 2077 Elmwood Ave. Plant, $86,500; yearly operating, $155,000. Equipment, RCA. Bernard I. Obletz, pres., 33⅓% (attorney); Richard S. Levy, v.p., 33⅓% (v.p. & 10% of electronic & appliance wholesaler); Daniel A. Roblin, secy.-treas., 33⅓% (v.p. & 25% of salvage concern (pres. & 50% of metal company). Counsel, Berge, Fox & Arent; consulting engineer, Frank B. Ridgeway, Buffalo. BPCT-2035. Starting Date: Unreported.

**Buffalo (Ch. 7)**—Great Lakes Television Inc., 785 Main St. 74-kw visual, 38.7-kw aural, 1555-ft. above av. terrain, 1323-ft. above ground, 2891-ft. above sea level, lat. 42° 39′ 36.5″, long. 78° 37′ 55.5″. Transmitter, 2.9-mi. NE of Golden on Bleistein Rd. Plant, $638,781; yearly operating, $750,000. Equipment, RCA. Buffalo Courier-Express Inc., 33⅓%; WPIT Inc., 16⅔% (licensee of WPIT, Pittsburgh, Pa.); Cataract Theatre Corp., 16⅔% (movie exhibitors, Niagara Falls); Copper City Bcstg. Corp., 33⅓% (owns WKTV, Utica, and WKAL, Rome, N. Y.); Howard W. Clother, pres., (treas., *Buffalo Courier-Express*); Myron J. Kallett, v.p. (pres. WKTV, Utica); John J. Laux, v.p. (owns 11% of WSTV-TV, Steubenville, O., WBOY-TV, Clarksburg, W. Va., and KODE-TV, Joplin, Mo.; minority of WHTO-TV, Atlantic City, now off air and in CP status; also has minority interest in WPIT, Pittsburgh); Wm. J. Connors III, trea. (pres-secy. and owns 51% of *Buffalo Courier-Express*); Robert C. Hayman, secy. (owns 11% of Cataract Theatres Corp.); Wm. T. MacNeilly, asst. treas. (exec. v.p., WKTV). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1812. [Note: Initial decision by examiner H. Gifford Irion, Feb. 1, 1956, recommended grant of application.]

**Buffalo (Ch 7)**—Leon Wyszatycki d/b as Greater Erie Bcstg. Co. 315 Main St. (WWOL), 140-kw visual, 70-kw aural, 1285-ft. above av. terrain, 1078-ft. above ground, 2418-ft. above sea level, lat. 42° 40′ 36″, long. 78° 44′ 12″. Transmitter, Chestnut Ridge Rd., 2.1-mi. ESE of North Boston. Plant, $716,500; yearly operating, $730,000. Equipment, RCA. Leon Wyszatycki, 100%. Counsel, Welch, Mott & Morgan; consulting engineers, Jansky & Bailey. BPCT-1827. [Note: Initial decision by examiner H. Gifford Irion Feb. 1, 1956 recommended denial of application.]

**Buffalo (Ch. 7)**—WKBW-TV Inc., 1420 Main St. (WKBW-ABN). 263-kw visual, 132-kw aural, 425-ft. above av. terrain, 404-ft. above ground, 1049-ft. above sea level, lat. 42° 54′ 44″, long. 78° 52′ 00″. Transmitter, 1430 Main St. Plant, $582,879; yearly operating, $721,000. Equipment, DuMont transmitter, GE antenna. Clinton H. Churchill, pres., 51% (pres. of WKBW); Edward Kavinoky, 24% (attorney); Alfred E. Anscombe, v.p., 5%; Buffalo Waste Paper Co., 15%; Darwin Martin, 5%. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere & Cohen. BPCT-1841. [Note: Initial decision by examiner H. Gifford Irion Feb. 1, 1956 recommended denial of application.]

# **ELMIRA (Ch. 24)**—WTVE, WTVE Inc., Box 89, 159 Madison Ave. CP 11-5-52; 7.94-kw visual, 4.27-kw aural, 898-ft. above av. terrain, 468-ft. above ground, 1602-ft. above sea level, lat. 42° 01′ 52″, long. 76° 47′ 05″. Transmitter, Comfort Hill, Ashland Township, Chemung County. Plant, $241,380; yearly operating, $200,000. Equipment, DuMont transmitter, GE antenna. Thompson K. Cassel, pres., 35%; John S. Booth, v.p. 25%; Wm. W. Scranton, 30%; Charles W. Perry, 2.5%; Bela C. Tifft, 2.5%; Joseph Stein, 2.5%; Charles F. Kennedy, 2.5%; Scranton controls WARM-TV & WARM, Scranton. Cassel owns 25.8% of WCHA, Chambersburg, Pa., 15% of CP for radio station WACK, Newark, N. Y.; he also is 100% owner of radio station WATS, Sayre, Pa.; WTKO, Ithaca, N. Y. Booth & Cassel are each ⅓ owners of WBRX, Berwick, Pa.; Booth is ⅓ owner of radio WCHA, also 100% of WMLP, Milton, Pa.; 50% of WTOW, Towson, Md., and 45% of AM CP in Waynesboro, Pa. Counsel, Harry J. Daly; consulting engineers, Kear & Kennedy. BPCT-1161. [Note: Began operating June 1, 1953, but quit air Oct. 15, 1954 when hurricane destroyed tower. Resumed operation May 6, 1956, but left air again Feb. 13, 1957, reverting to CP status; see *Television Digest*, Vol. 10:45; 12:18; 13:7. Request for extension of CP awaits FCC action.]

# **HAGAMAN (Ch. 29)**—WCDB, Capital Cities Television Corp., Box 4100. Albany, N. Y. CP 2-8-56; 252-kw visual, 125-kw aural, 696-ft. above av. terrain, 246-ft. above ground, 1346-ft above sea level, lat. 42° 55′ 00″, long. 74° 02′ 35″. Transmitter, Glenville Hill, 6-mi. W of Hagaman. Plant, $108,200; yearly operating, $49,500. Equipment, GE. For ownership, see WTEN, Albany, N.Y. BPCT-2071. [Note: Began operation April 2, 1956 as satellite of WCDA, Albany, but quit air Dec. 1, 1957 when WCDA shifted to Ch. 10 and changed call letters to WTEN; see *Television Digest*, Vol. 13:49. Request for extension of CP awaits FCC action.]

★ † **ITHACA (Ch. 14, ed.)**—WIET, U. of State of New York, State Education Dept., Albany. CP 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. above av. terrain, 544-ft. above ground, 2644-ft. above sea level, lat. 42° 23′ 12″, long. 76° 40′ 10″. Transmitter, Connecticut Hill, 10-mi. SW of Ithaca. Plant, $251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET 10. Starting Date: Unreported, see WTVZ, Albany.

★ **ITHACA (Ch. 20)**—WHCU-TV, Cornell University, 212 E. State St. Bldg. (WHCU-CBS). CP 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. above av. terrain, 440-ft. above ground, 2335-ft. above sea level, lat. 42° 23′ 10″, long. 76° 40′ 10″. Transmitter, Connecticut Hill, Newfield. Plant, $335,000; yearly operating, $150,000. Equipment, GE. Michael R. Hanna, gen. mgr. Counsel, Cohn & Marks; consulting engineer, Howard G. Smith, Ithaca. BPCT-534. Starting Date: Unreported.

# **KINGSTON (Ch. 21, allocated to Poughkeepsie)**—WKNY-TV, WKNY-TV Corp., 601 Broadway (WKNY-MBS). CP 1-22-53; 46.5-kw maximum visual, 28.5-kw maximum aural, 623-ft. above av. terrain, 649-ft. above ground, 929-ft. above sea level, lat. 41° 53′ 07″, long. 73° 58′ 39″. Transmitter, U. S. Hwy. 9-W, S of Kingston. Plant, $171,825; yearly operating, $93,928. Equipment, RCA. John K. Close, pres., 11%; Robert M. Peebles, v.p., 1.2%; George W. Smith, treas., 2.8%; N. LeVan Haver, secy., 6.5%; Arthur L. Baker, 5.46%; Gerald V. C. Baker, 5.46%; W. A. H. Birnie, 4.1%; WKNE Corp. (radio WKNE, Keene, N.H., holding CP for WKNE-TV and 50% of WKXL, Concord, N.H.), 18%; over 20 other stockholders none owns as much as 3%. Mr. Close also owns 71.2% of WKNE. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1264. [Note: Began operating April 23, 1954 from site near Port Ewen, N.Y., with 2.14-kw visual on Ch. 66, but quit the air July 25, 1956, reverting to CP status: see *Television Digest*, Vol. 12:30. Request for extension of CP awaits FCC action.]

★ † **NEW YORK CITY (Ch. 25, ed.)**—WREG, U. of State of New York, Albany. CP 8-13-52; 205-kw visual, 110-kw aural, 680-ft. above av. terrain, 712-ft. above ground, 743-ft. above sea level, lat. 40° 42′ 51″, long. 74° 00′ 26″. Transmitter, New York City. Plant, $251,500; yearly operating, not indicated. Equipment, GE. BPET-5. Starting Date: Unreported.

★ **NEW YORK (Ch. 31)**—WNYC-TV, City of New York, Municipal Bcstg. System. Municipal Bldg. (WNYC). CP 5-12-54; 251.55 kw visual, 150-kw aural. 588-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 40° 42′ 47″, long. 74° 00′ 14″. Transmitter, Municipal Bldg., Chambers St. at Centre St. Plant, $335,000; yearly operating, $200,000. Equipment, RCA. Seymour N. Siegel, director; William H. Pitkin, chief engineer. BPCT-899. Starting Date: Unreported.

★ **ROCHESTER (Ch. 15)**—WCBF-TV, Star Bcstg. Co. Inc., 87 Seneca St., Geneva, N. Y. (WGVA-ABN, Geneva & WBBF-MBS, Rochester). CP 6-10-53; 286-kw visual, 150-kw aural, 430-ft. above av. terrain, 325-ft. above ground, 1005-ft. above sea level, lat. 43° 08′ 07″, long. 77° 35′ 02″. Transmitter, Pinnacle Hill. Plant, $427,214; yearly operating, $200,000. Equipment, GE. Maurice R. Forman, pres., 71.59% (adv. & real estate); Thomas L. Brown, v.p., 11.84% (gen. mgr., WGVA); R. Carleton Greene, secy., 4.73% (chief engr., WGVA); Edward Menden, 11.84% (real estate). Star Bcstg. also owns WTLB, Utica, N.Y. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-1608. Starting Date: Unreported. [Note: Has petitioned for Ch. 13 assignment; see *Television Digest*, Vol. 13:44.]

★ † **ROCHESTER (Ch. 21, ed.)**—WROH, U of State of New York Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 700-ft. above av. terrain, 540-ft. above ground, 1200-ft. above sea level, lat. 43° 08′ 23″, long. 77° 34′ 37″. Transmitter, Rochester. Plant, $251,500; yearly operating, not indicated. Equipment, GE. BPET-6. Starting Date: Unreported, see WTVZ, Albany.

**Schenectady**—See also Albany.

★ † **SYRACUSE (Ch. 43, ed.)**—WHTV, U of State of New York, Albany. CP 9-17-52; 200-kw visual, 105-kw aural, 560-ft. above av. terrain, 531-ft. above ground, 1111-ft. above sea level, lat. 43° 02′ 04″, long. 76° 07′ 59″. Transmitter, Syracuse. Plant, $251,000; yearly operating, not indicated. Equipment, GE. BPET-7. Starting Date: Unreported, see WTVZ, Albany.

**Troy**—See also Albany.

† **Utica (Ch. 25, ed.)**—U. of State of New York, Education Dept., Albany. 198-kw visual, 105-kw aural, 714-ft. above av. terrain, 538-ft. above ground, 1088-ft. above sea level, lat. 43° 09′ 29″, long. 75° 17′ 32″. Transmitter, 5-mi. NW of Utica. Plant, $251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET-12. Starting Date: Unreported, see WTVZ, Albany.

# New York-Ohio

**Utica (Ch. 54)**—Malco Theatres Inc., Box 2853, Memphis, Tenn. 25.7-kw visual, 15.4-kw aural, minus 167-ft. above av. terrain, 224-ft. above ground, 654-ft. above sea level, lat. 43° 06′ 06″, long. 75° 13′ 42″. Transmitter, 225 Bleecker St. Plant, $111,597; yearly operating, $140,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Wm. L. Foss Inc. BPCT-2321.

**Vail Mills (Ch. 10)**—Veterans Broadcasting Co. Inc., 17 S. Clinton Ave., Rochester, N.Y. 316-kw visual, 160-kw aural, 1000-ft. above av. terrain, 936-ft. above ground, 1856-ft. above sea level, lat. 43° 02′ 03″, long. 74° 13′ 37″. Transmitter, 1.3-mi. S of Vail Mills on Black St. Plant, $764,630, yearly operating, $1,200,000. Equipment, GE. For ownership, see WVET-TV, Rochester, N.Y. Counsel, Spearman & Roberson; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-2397.

## NORTH CAROLINA

**# CHARLOTTE (Ch. 36)**—WUTV, Century Advertising Co. Inc., 1 Television Pl., Charlotte. CP 2-25-53; 191-kw visual, 112-kw aural, 420-ft. above av. terrain, 191-ft. above ground, 1160-ft. above sea level, lat. 35° 12′ 15″, long. 80° 47′ 54″. Transmitter. Independence Blvd. at City Auditorium. Plant, $421,400; yearly operating, $293,600. Equipment, RCA. Hugh A. Deadwyler, 49.5%; Frank P. Larson Jr., 49.5%; James Poston, exec. v.p. & gen. mgr. Counsel, Bradshaw, Shearin, Redding & Thomas; consulting engineer, Walter Holey, Atlanta, Ga. BPCT-344. [Note: Began operation Dec. 7, 1953 as WAYS-TV, but quit air March 15, 1955 after sale to Hugh Deadwyler by G. W. Dowdy, Horton Doughton & Harold Thoms, and reverted to CP status; see *Television Digest*, Vol. 11:1, 12. CP expires May 15, 1958.]

**★ GASTONIA (Ch. 48)**—WTVX, Air Pix Corp., Lowell, N. C. CP 4-7-54; 14.4-kw visual, 7.59-kw aural, 902-ft. above av. terrain, 900-ft. above ground, 1737-ft. above sea level, lat. 35° 14′ 01″, long. 81° 16′ 36″. Transmitter, Crowders Mt., 5.5-mi. SW of Gastonia. Plant, $145,560; yearly operating, $200,000. Equipment, GE. Coit M. Robinson, pres., 24.31% (yarn mfg.); W. C. Bivens, v.p., .08% (free lance TV-radio announcer & producer); Coit M. Robinson Jr., secy.-treas., .83% (yarn mfg.); C. C. Dickson, 12.57% (wholesale air conditioning); Cary C. Boshamer, 4.2% (textile mfg.); Bontex Fabrics Inc., 4.2% (yarn trading); Frank P. Hall Jr., 4.2% (yarn & hosiery mfg.); Robert H. Pinnix, 4.2% (building & insurance); Mrs. Jane W. Richardson, 4.2%; Bruce E. Rowzie, 4.2%; remainder held by 35 others, none owning more than 2.1%. Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engr. Co. BPCT-1848. Starting Date: Unreported.

**★ NEW BERN (Ch. 12)**—WNBE-TV, Nathan Frank, Box 810, Henderson, N. C. (WHNC, Henderson). CP 2-9-55; 48.75-kw visual, 26.31-kw aural, 459-ft. above av. terrain, 493-ft. above ground, 511-ft. above sea level, lat. 35° 08′ 15″, long. 77° 03′ 31″. Transmitter, 2-mi. NNW of city on W side of Neuse River. Plant, $248,496; yearly operating, $105,000. Equipment, RCA. Mr. Frank is licensee of WHNC, Henderson. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Commercial Radio Equipment Co. BPCT-1908. Starting Date: Unreported.

**# RALEIGH (Ch. 28)**—WNAO-TV, Sir Walter Television Co., 2128 Western Blvd. CP 10-15-52; 182-kw visual, 102-kw aural, 460-ft. above av. terrain, 346-ft. above ground, 851-ft. above sea level, lat. 35° 47′ 29″, long. 78° 44′ 24″. Transmitter, Asbury, N. C. Plant, $96,500; yearly operating, $160,000. Equipment, GE. John W. English, pres., 12.5%; Frank A. Daniels, v.p. (12.5% held by *Raleigh News & Observer* and *Times*); Mrs. Lydia McBrier Jarecki, 1st v.p., 12.5%; Thomas Watters, v.p., 3.125%; James R. McBrier, treas., 12.5%; George J. Meade, secy., 12.5% (preferred); John J. Watters, 3.125%; Jean Devine Jarecki, 12.5%; Mary Evelyn Meade & John J. Boland Jr., 12.5% (jointly as trustees). Ownership interlocks with WSEE, Erie, Pa. George J. Meade is co-publisher of *Erie Times* and *Morning News*. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Lohnes & Culver. BPCT-1156. [Note: Began operation July 12, 1953, but quit air Dec. 31, 1957, reverting to CP status; see *Television Digest*, Vol. 12:52. Request for extension of CP awaits FCC action.]

**Wilmington (Ch. 3)**—New Hanover Bcstg. Co. Inc., Box 869. (WGNI). 100-kw visual, 50-kw aural, 467-ft. above av. terrain, 523-ft. above ground, 543-ft. above sea level, lat. 34° 24′ 17.7″, long. 77° 55′ 21.2″. Transmitter, U. S. Hwy. 421 approx. 12-mi. N of Wilmington. Plant, $413,129; yearly operating, $200,000. Equipment, RCA. J. S. Brody, pres., 49.34% (investments; 20% of WFIG, Sumter, S. C.); Leo Brody, treas., 25% (real estate; dry goods mfr.; 24.5% of WLPM, Suffolk, Va.); Fred L. Hart, v.p.-sec., 7.9% (bank director; 18.8% of WLPM); Charlotte Brody, 16.44% (housewife); Suffolk Bcstg. Corp. (WLPM), 1.32%. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Lohnes & Culver. BPCT-2310.

**Wilmington (Ch. 3)**—United Bcstg. Co. Inc., 2900 Tilden St., N.W. Washington, D.C. 100-kw visual, 70.8-kw aural, 370-ft. above av. terrain, 404-ft. above ground, 444-ft. above sea level, lat. 34° 27′ 18″, long. 77° 53′ 17″. Transmitter, North Lane Rd. off N.C. Route 117. Plant, $77,215; yearly operating, $100,000. Equipment, RCA. Richard Eaton & wife, 100%. Also grantee for WOOK-TV, Washington; WTLF, Baltimore and WACH-TV, Newport News, Va.; owns radios WOOK, WACH, WSID, Baltimore; WARK, Hagerstown, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O.; WINX, Rockville, Md. Counsel, Cohn & Marks. BPCT-2169.

**# WINSTON-SALEM (Ch. 26)**—WTOB-TV, Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P.O. (WTOB-CBS, MBS). CP 2-4-53; 7.4-kw visual, 3.71-kw aural, 570-ft. above av. terrain, 547-ft. above ground, 1447-ft. above sea level, lat. 36° 05′ 30″, long. 80° 16′ 59″. Transmitter, 300 S. Stratford Rd. Plant, $412,092; yearly operating, $329,040. Equipment, RCA. James W. Coan, pres., 15%; John G. Johnson, 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; and the following directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%. Also owns 80% of WAPA-TV, San Juan, P.R.; 50% of CP for WBMG, Birmingham, Ala. (Ch. 42); is applicant for Ch. 13, Aguadilla, P.R.; operates radio station WSGN, Birmingham, Ala. Counsel, Krieger & Jorgensen; consulting engineers, Kear & Kennedy. BPCT-1497. [Note: Began operating Sept. 18, 1953, but quit the air May 11, 1957, reverting to CP status; see *Television Digest*, Vol. 13:20. Request for extension of CP awaits FCC action.]

## NORTH DAKOTA

**Fargo (Ch. 11)**—North Dakota Bcstg. Co. Inc.. 4000 W. Main St. 29.05-kw visual, 14.55-kw aural, 392-ft. above av. terrain, 416-ft. above ground, 1336-ft. above sea level, lat. 46° 45′ 25″, long. 96° 35′ 37″. Transmitter, 2.75-mi. SE of Sabin, Minn. Plant, $103,450; yearly operating, $96,000. Equipment, DuMont transmitter, RCA antenna. (Antenna system & studio equipment on hand). For ownership & other interests, see KCJB-TV, Minot, N.D. John W. Boler, pres. Counsel, Prince, Taylor & Crampton; consulting engineer, Lloyd R. Amoo. BPCT-2357.

## OHIO

**# ASHTABULA (Ch. 15)**—WICA-TV, WICA Inc., Box 372, (WICA). CP 2-4-53; 19-kw visual, 10-kw aural, 340-ft. above av. terrain, 358-ft. above ground, 1188-ft. above sea level, lat. 41° 48′ 45″, long. 80° 47′ 15″. Transmitter, Rt. 46, 3½-mi. S. of Ashtabula. Plant, $138,050; yearly operating, not indicated. Equipment, RCA. D. C. Rowley, pres-treas., 52%; Olive D. Rowley, 48% (25% as executrix of estate of R. B. Rowley). D. C. Rowley publishes *Ashtabula Star Beacon, Painesville Telegraph Conneaut News Herald & Geneva Free Press*, all in Ohio. Consulting engineer, Gautney & Jones. BPCT-685. [Note: Began operation Aug. 25, 1953, but quit air June 16, 1956, reverting to CP status; see *Television Digest*, Vol. 12:23. Request for extension of CP awaits FCC action.]

**Athens (Ch. 62)**—Ohio U., Athens. (WOUI). 240-kw visual, 123-kw aural, 643-ft. above av. terrain, 634-ft. above ground, 1454-ft. above sea level, lat. 39° 18′ 57″, long. 82° 06′ 08″. Transmitter, 1-mi. S. of center of city. Plant, $437,000; yearly operating, $50,000. Equipment, GE. Laverne Lausche, business mgr. Engineer, Thomas B. Friedman, 2830 Van Aken Blvd., Cleveland. BPCT-1757.

**★ CANTON (Ch. 29)**—WTLC, Tri-Cities Telecasting Inc., 324 Market Ave. S. CP 3-20-56; 206.5-kw visual, 108-kw aural, 673-ft. above av. terrain, 640-ft. above ground, 1780-ft. above sea level, lat. 40° 45′ 10″, long. 81° 20′ 45″. Transmitter, 2-mi. SE of Canton. Plant, $337,539; yearly operating, $215,000. Equipment, GE transmitter, Workshop Assoc. antenna. Morton Frank, pres., 23.4% (publishes *Canton Economist* and *Stark County Times*, weekly newspapers); Donald M. Stein, v.p., 9.4% (scrap iron & steel; Loren E. Souers Jr., secy., .2% (attorney); David B. Hanna, treas., 5% (steel fabrication); Dale C. Hall, accountant & asst. secy.-treas., .6% (metal products); Fred W. Danner, 9.4% (printer); Oral S. Pflug, 9.4% (owns *Steubenville Jeffersonian;* advertising); Ethel M. Pritz, 9.4%; Samuel M. Sparks, 9.4 (physician); Wallace R. Persons Jr., 9.4% (electronics equipment); Michael Rocco, 9.4% (real estate & fruit dealer); Agnes D. Frank, 4.7% (v.p. of *Canton Economist* and *Stark County Times*); Joseph B. Looker Jr., 1% (commercial theatre director); John D. Cowing Jr., .2% (outdoor advertising); Howard Harmony, .2% (advertising). Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1738. Starting Date: Unreported.

**★ CINCINNATI (Ch. 54)**—WQXN-TV, Robert W. Rounsaville, 3165 Mathieson Dr., N.E., Atlanta, Ga. CP 5-13-53; 129-kw visual, 67.6-kw aural, 530-ft. above av. terrain, 487-ft. above ground, 1279-ft. above sea level, lat. 39° 06′ 17″, long. 84° 33′ 21″. Transmitter, 8th & Matson Place. Plant, $221,660; yearly operating, $250,000. Equipment, DuMont transmitter, GE antenna. Robert Rounsaville, 100% (holds CP for off-air WATL-TV, Atlanta, and CP for WQXL-TV, Louisville; for radio station ownership see WATL-TV). Counsel, Smith & Pepper; consulting engineer, John H. Mullaney. BPCT-1681. Starting Date: Unreported.

**★ CLEVELAND (Ch. 19)**—WHK-TV, Forest City Publishing Co., 5000 Euclid Ave. (WHK-NBC). CP 12-3-53; 936-kw visual, 468-kw aural, 640-ft. above av. terrain, 464-ft. above ground, 1604-ft. above sea level, lat. 41° 21′ 31.9″, long. 81° 39′ 59.9″. Transmitter, 3600 E. Pleasant Valley Rd. Plant, $593,430; yearly operating, $430,000. Equipment, RCA. Forest City Publishing Co., is publisher of *Cleveland Plain Dealer* and *News*. Sterling E. Graham, pres. Same interests own 40% of WKBN-TV, Youngstown, O. Counsel, Loucks, Zias, Young & Jansky. BPCT-216. [Note: Transfer of WHK and CP for WHK-TV to DuMont Bcstg. pends FCC approval; see *Television Digest*, Vol. 14:9.]

**★ CLEVELAND (Ch. 65)**—WERE-TV, Cleveland Bcstg. Inc., 1501 Euclid Ave. (WERE). CP 6-17-53; 204-kw visual, 110-kw aural, 650-ft. above av. terrain, 434.5-ft. above ground, 1595.5-ft. above sea level, lat. 41° 20′ 28″, long. 81° 44′ 29″. Transmitter, 9256 Ridge Rd. Plant, $406,735; yearly operating, $330,000. Equipment, RCA. Herbert Gleitz, chairman, 7% (plane mfgr.); Ray T. Miller, pres., 21.98% (investments); Paul C. Aiken, v.p., 3.28% (lawyer); Dan W. Duffy, v.p., 1.78%; Harry E. Small, v.p. & treas., 3.1% (with wife); Ray L. Lamb, secy., 2.20% (investments); Walter R. Miller, 9.06%; Donald W. Hornbeck, 7.16% (lawyer, also interest in Cleveland Indians); over 50 others, none owns over 4%. Counsel, Spearman & Roberson; consulting engineers, George P. Adair Engineering Co. BPCT-279. Starting Date: Unreported.

**Columbus (Ch. 40)**—Malco Theatres Inc., Box 2853, Memphis, Tenn. 23.1-kw visual, 13.86-kw aural, 208-ft. above av. terrain, 290-ft. above ground, 1035-ft. above sea level, lat. 39° 58′ 05″, long. 83° 00′ 05″. Transmitter, 8 E. Long St. Plant, $131,597; yearly operating, $160,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Wm. L. Foss Inc. BPCT-2315.

# **DAYTON** (Ch. 22)—**WIFE**, Skyland Broadcasting Corp., 380 W. First St. (WONE). CP 11-26-52; 257-kw visual, 132-kw aural, 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level, lat. 39° 43′ 15.5″, long. 84° 15′ 38.9″. Transmitter, West Carlton Rd., 4.5-mi. SW of Dayton. Plant, $349.377; yearly operating, not listed. Equipment, GE. Ronald B. Woodyard, pres.-gen. mgr., 29%. Interlocking ownership with CP for Pittsburgh. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineer, Lester Cohn. BPCT-884. [Note: This station began operating Oct. 3, 1953, but quit the air March 13, 1954, reverting to CP status; see *Television Digest*, Vol. 10:11. Request for extension of CP awaits FCC action.]

★ **ELYRIA** (Ch. 31, allocated to Lorain)—WEOL-TV, Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Co. Bldg. (WEOL). CP 2-12-54; 85.2-kw visual, 46.8-kw aural, 280-ft. above av. terrain, 313-ft. above ground, 1038-ft. above sea level, lat. 41° 22′ 06″, long. 82° 06′ 10″. Transmitter, East Ave. & Depot St. Plant, $304,425; yearly operating, $225,000. Equipment, RCA. Roy W. Ammel, pres., 23.12%; D. O. Thomas, v.p., 1.9%; R. J. Fitch, treas., .5%; I. L. Porter, asst. secy.- treas., .5%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9%; James Holan, 3.3%; Ralph Henderson, 4.1%; remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for WTVQ, Pittsburgh & WIFE Dayton, which went off air March 13, 1954 & reverted to CP status. Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1124. Starting Date: Unreported.

★ **MANSFIELD** (Ch. 36)—WTVG, Fergum Theatres, Inc., Madison Theatre. CP 6-4-54; 17-kw visual, 9.1-kw aural, 712-ft. above av. terrain, 542-ft. above ground, 2002-ft. above sea level, lat. 40° 44′ 11″, long. 82° 35′ 59″. Transmitter, Alta West Rd. 4-mi. S.W. of center of Mansfield. Plant, $236,360; yearly operating, $200,000. Equipment, RCA. William N. Skirball, pres., 40.7%; Jack H. Skirball, v.p., 40.7%; Grace Skirball, 6.2%. Counsel, Lyon, Wilner & Bergson; consulting engineers, Vandivere & Cohen. BPCT-1179. Starting Date: Unreported.

★ **MASSILLON** (Ch. 23)—WMAC-TV, Midwest TV Co., 500 Security Bldg., Toledo, O. CP 9-4-52; 99-kw visual, 50-kw aural, 430-ft. above av. terrain, 524-ft. above ground, 1524-ft. above sea level, lat. 40° 52′ 18″, long. 81° 34′ 33″. Transmitter, Rt. 21, near Butler Bridge. Plant, $257,930; yearly operating, $170,979. Equip., GE. Lamb Enterprises Inc., 100%, own TV station WICU-TV, Erie, Pa.; AM Stations, WTOD, Toledo; WICU, Erie; WHOO, Orlando, Fla.; also TV applicant for Toledo, O. Counsel, McGrath & Brown. BPCT-1010. Starting Date: Unreported.

★ † **OXFORD** (Ch. 14, educational)—WMUB-TV, the President & Trustees of the Miami University, Oxford. (WMUB-FM). CP 7-18-56; 5-kw visual, 2.7-kw aural, 315-ft. above av. terrain, 334-ft. above ground, 1225-ft. above sea level, lat. 39° 30′ 26″, long. 84° 44′ 09″. Transmitter, Oak at Spring St., Plant, $55,855; yearly operating $30,057. Equipment, RCA. Dr. John D. Millett, pres. Counsel, Attorney General of Ohio; engineer, Andrew F. Bruck, Hamilton, O. BPET-62. Starting Date (as reported): Summer of 1958.

★ † **TOLEDO** (Ch. 30, educational)—WGTE-TV, Greater Toledo Educational TV Foundation, Board of Education Bldg., 121 Southard Ave. CP 6-27-57; .29-kw visual, .15-kw aural, 188-ft. above av. terrain, 199-ft. above ground, 819-ft. above sea level, lat. 41° 39′ 44″, long. 83° 36′ 52″. Transmitter, 2801 W. Bancroft St. Plant, $42,033; yearly operating, $35,100. Equipment, GE. Asa S. Knowles, pres. (pres. U. of Toledo). Counsel, Kreiger & Jorgensen; consulting engineer, A. R. Bitter, Toledo. BPET-53. Starting Date: Unreported.

★ **TOLEDO** (Ch. 79)—WTOH-TV, Woodward Bcstg. Co., 1056 Randolph St., Detroit, Mich. CP 10-20-54; 166-kw visual, 87.1-kw aural 420-ft. above av. terrain, 437-ft. above ground, 1040-ft. above sea level, lat. 41° 39′ 03.7″, long. 83° 32′ 06.5″. Transmitter, St. Clair St. & Madison Ave. Plant, $359,217; yearly operating, $500,000. Equipment, GE. Max Osnos, pres. & treas., 93% (dept. store owner; owns 9% of WITI-TV Milwaukee-Whitefish Bay); Jacob Kellman, v.p. & secy., 4.5% (dept. store exec.); Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); George Edwards, 1.25% (State of Michigan, Supreme Court Justice). Applicant is grantee for Ch. 50, Detroit, having acquired CP from UAW-CIO July 14, 1954 (*Television Digest*, Vol. 10:26, 29). Counsel, Fly, Shuebruk, Blume & Gaguine; engineers, George P. Adair Engineering Co. BPCT-1899. Starting Date: Unreported.

**Toledo** (Ch. 11)—Anthony Wayne Television Corp., 2300 Ohio Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1619-ft. above sea level, lat. 41° 40′ 32″, long. 83° 23′ 30″. Transmitter, Cedar Point & Norden Rd. Plant, $828,656; yearly operating, $1,000,000. Equipment, RCA. Mason B. Jones, pres., 10.593% (diversified mfg.); Howard P. DeVilbiss, v.p., 10.593% (spraying equipment mfg.); Harold F. Gross, v.p., 10.593% (pres. & gen. mgr. and 38.25% owner of WJIM-TV & WJIM, Lansing, Mich.); C. Barnes Walbridge, v.p., 10.593% (commercial photographer); Wm. H. Black Jr., secy., 3.178% (attorney); Durwood DuBois, treas., 2.119% (banker); Arthur L. Baker, 5.296% (machine tool mfg.); Robert G. Landers, 5.296% (plastic & rubber coated fabrics mfg.; building); Randolph H. Barnard, 5.296% (glass fiber mfg.); John O. Halsted, 5.296% (real estate); George B. Secor, 5.296%, (sales rep.); Lynn Troxel, 4.237% (architect); John Duncan Jr., 3.178% (dir. of trade relations, Owens-Ill. Glass Co.); James E. Kirk, 3.178% (real estate); Howard E. Zink, 3.178% (auto seat cover mfg.); Conant M. Ohl, 4.237% (employee benefit plans); Jules D. Lippman, 5.296% (pres. of Tertileather div. of General Tire); 3 others, none owning as much as 1.5%. Counsel, Bingham, Collins, Porter & Kistler; engineer, Carleton Musson, 2820 E. Saginaw, Lansing, Mich. BPCT-1855. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

**Toledo** (Ch. 11)—Citizens Bcstg. Co., 611 Huron St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1043-ft. above ground, 1618-ft. above sea level, lat. 41° 38′ 50″, long. 83° 17′ 26″. Transmitter, Sacks & Teachout Rds. Plant, $726,820; yearly operating, $627,000. Equipment, GE. Local 12 UAW owns 63.4%; Local 16 UAW, 1.2%; remainder of stock held by several civic groups and other labor unions of Toledo, O. Howard H. Rediger, pres.; Thomas H. Burke, exec. v.p.-secy.; Clem Holewinski, treas. Counsel, Rauh & Levy. BPCT-1720. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

**Toledo** (Ch. 11)—Community Bcstg. Co., 709 Madison Ave. (WTOL). 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1034-ft. above ground, 1614-ft. above sea level, lat. 41° 40′ 22″, long. 83° 22′ 47″. Transmitter, Cedar Point Rd., near Norden Rd., 3-mi. E of Harbor View. Plant, $805,383; yearly operating, $1,033,127. Equipment, RCA. Frazier Reams, pres.-treas., 70% (attorney, ex-Congressman); Morton Neipp, v.p., 10% (attorney); Thomas S. Bretherton, secy., 10% (attorney); Glenn H. Reams, asst. secy., 10% (physician). Counsel, Pierson, Ball & Dowd; consulting engineers, A. D. Ring & Assoc. BPCT-590. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

**Toledo** (Ch. 11)—Great Lakes Bcstg. Co., 620 Security Bldg. 316-kw visual, 158-kw aural, 841-ft. above av. terrain, 879-ft. above ground, 1469-ft. above sea level, lat. 41° 37′ 20″, long. 83° 21′ 34.5″. Transmitter, Brown Rd., .65-mi. NE of Curtice, O. Plant, $747,411; yearly operating, $800,000. Equipment, GE. Arthur W. Reichert, pres., 14.7% (advertising); Seymour N. Siegel, exec. v.p., 7.3%; Wellington F. Roemer, v.p.-treas., 14.7% (insurance); John N. Richards, v.p., 14.7% (architect) Wayne E. Shawaker, v.p.-secy., 14.7% (attorney); Harold Anderson, v.p., 14.7% (grain elevator); Smith L. Rairdon, 7.3% (v.p., Owens-Illinois Glass Co.); James M. Acklin, 7.3% (mfr. & distributor of women's apparel); remainder held by 4 others, none owns over 1.5%. Counsel, Cohn & Marks; consulting engineers, Jansky & Bailey Inc. BPCT-1805. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended grant of application.]

**Toledo** (Ch. 11)—Maumee Valley Bcstg. Co., 902 Toledo Trust Bldg. 288.3-kw visual, 150-kw aural, 1023-ft. above av. terrain, 1055-ft. above ground, 1640-ft. above sea level, lat. 41° 38′ 38″, long. 83° 21′ 14″. Transmitter, Cousino Rd. Plant, $766,231; yearly operating, $709,490. Equipment, GE. Bernard R. Baker II, pres., 4.4%; Paul E. Wagner, v.p., 4.2%; Robt. L. Ballintyne, v.p., 2.45%; Robert N. Torbet, secy., 2.1%; Wendell V. Gorton, asst. secy.-treas., 2.1%; Hulbert Taft Jr., 4.2%; David G. Taft, 1.4%; Marvin H. Rorick Sr., 4.9%; remainder held by over 30 others, none holding more than 3.5%. Messrs. Hulbert & David Taft also have interest in WKRC-TV, Cincinnati; WTVN-TV, Columbus; WBIR-TV, Knoxville, Tenn. Counsel, Roberts & McInnis; consulting engineers, George C. Davis Consulting Engineers. BPCT-1741. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

**Toledo** (Ch. 11)—Toledo Blade Co., 541 Superior St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1036-ft. above ground, 1623-ft. above sea level, lat. 41° 38′ 37″, long. 83° 22′ 06″. Transmitter, N. Curtice Rd., .5-mi. N of Jerusalem Rd. Plant, $1,372,000; yearly operating, $1,028,390. Equipment, GE. Paul Block Jr., pres., 33⅓%; William Block, v.p., 33⅓%; Dina W. Block, 2%. Same interests publish *Toledo Blade* and *Pittsburgh Post-Gazette*, latter 50% owner of WIIC (Ch. 11), Pittsburgh, and operator of radio WWSW there. Counsel, Paul M. Segal; consulting engineers, Page, Cruetz, Steel & Waldschmitt. BPCT-262. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

**Toledo** (Ch. 11)—Unity Corp. Inc., 3225 Arlington. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1629-ft. above sea level, lat. 41° 38′ 09″, long. 83° 22′ 22″, Transmitter, Jerusalem Rd. & N. Curtice Rd., 1-mi. N of Curtice, O. Plant, $619,058; yearly operating, $916,000. Equipment, DuMont transmitter, RCA antenna. Edward Lamb, pres.-treas., 48%; J. Howard McGrath, exec. v.p.; Stephen A. Mack, v.p., 3.9%; Prudence H. Lamb, 16.6%; Edward Lamb, trustee for Priscilla P. Lamb, 14.5%; Edward Lamb, trustee for Edward H. Lamb, 14.5%. Same interests also own TV station WICU-TV, Erie, Pa., and AM station WICU, Erie; hold CP for Massillon, O. Counsel, McGrath & Brown; consulting engineer, Lohnes & Culver. BPCT-1609. [Note: Initial decision by examiner J. D. Bond March 21, 1957 recommended denial of application.]

★ **YOUNGSTOWN** (Ch. 73)—WXTV, Community Telecasting Co., Box 150, Farrell, Pa. CP 11-2-55; 6.46-kw visual, 3.47-kw aural, 330-ft. above av. terrain, 334-ft. above ground, 1404-ft. above sea level, lat. 41° 04′ 22″, long. 80° 38′ 25″. Transmitter, Homestead St. & Indianola Ave. Plant, $72,500; yearly operating, $100,000. Equipment, Continental Electronics transmitter, Gabriel antenna. Sanford A. Schafitz, 50% (owns WFAR, Farrell, Pa.; AM applicant in Lorain, O.); Guy W. Gully, 50% (banker). Counsel, Carl L. Shipley; engineer, Sanford A. Schafitz. BPCT-2015. Starting Date: Unreported.

**Youngstown** (Ch. 45)—The Jet Bcstg. Co., 18th & Ash, Erie, Pa. 196.36-kw visual, 98.64-kw aural, 556-ft. above av. terrain, 642-ft. above ground, 1632-ft. above sea level, lat. 41° 05′ 26″, long. 80° 36′ 56″. Transmitter, McCartney Rd. & Blaine Ave. Plant, $235,000; yearly operating, $388,800. Equipment, GE. Myron Jones, pres., 63.5% (licensee of WHOT, Campbell, O.; pres. & majority owner of WJET, Erie; 32% owner of WTIV, Titusville, Pa.); William Fleckenstein, v.p.-secy.-treas., 36.5% (gen. mgr., WHOT; secy.-treas. & 36% of WJET). Counsel, Harry J. Daly; consulting engineer, John H. Mullaney. (Also filed protest against grant of WKST-TV mod. of CP, request for stay & petition for Commission to accept above application of Jet Bcstg. and to designate it for comparative hearing with WKST-TV.) Jet Bcstg. also is applicant for Ch. 66, Erie, Pa.

## OKLAHOMA

★ **ELK CITY (Ch. 8)**—KSWB, Southwest Bcstg. Co., Station KASA, Elk City, (KASA). CP 11-20-57; 14.86-kw visual, 7.43-kw aural, 123-ft. above av. terrain, 203-ft. above ground, 2165-ft. above sea level, lat. 35° 25′ 28″, long 99° 24′ 52″. Transmitter, near Randall Ave. & Country Club Blvd., N. of Elk City. Plant, $55,537; yearly operating, $70,000. Equipment, DuMont transmitter, Prodelin antenna. Lonnie J. Preston, pres., 60%; Alice H. Preston, 40%. Also licensee of KASA, Elk City and each principal owns 32.83% of KWOE, Clinton, Okla. Counsel, Harry M. Plotkin; consulting engineer, A. Earl Cullum, Jr. BPCT-2243. Starting Date: Unreported.

# **OKLAHOMA CITY (Ch. 25)**—KTVQ, Republic TV & Radio Co., c/o E. A. Fariss, Liberty Bank Bldg. CP 2-11-53; 275-kw visual, 141-kw aural, 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level, lat. 35° 28′ 08, long. 97° 30′ 58″. Plant $142,264; yearly operating, $51,000. E. A. (Jack) Fariss, 100%. Counsel, McKenna & Wilkinson; engineers, Vandivere & Cohen. BPCT-828. [Note: Began operation Oct. 28, 1953 as Oklahoma County Television & Radio Co., headed by John Esau; later was transferred to E. A. Fariss to whom station owed $100,000; then quit air Dec. 15, 1955, reverting to CP status; see *Television Digest*, Vol. 11:21, 50-51. Request for extension of CP awaits FCC action.]

**Oklahoma City (Ch. 19)**—Malco Theatres Inc., Box 2853, Memphis, Tenn. 22.85-kw visual, 13.7-kw aural, 359-ft. above av. terrain, 393-ft. above ground, 1593-ft. above sea level, lat. 35° 28′ 21″, long. 97° 30′ 53″. Transmitter, Broadway & N. First St. Plant, $135,647; yearly operating, $140,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Counsel, Haley, Wollenberg & Kenehan. Consulting engineers, William L. Foss Inc. BPCT-2320.

★ † **TULSA (Ch. 11, educational)**—KOED-TV, Oklahoma Educational Television Authority, Box 2005 Norman. CP 7-21-54; 75.9-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11′ 26″, long. 96° 05′ 50″. Transmitter, 6.4-mi. WNW of center of Tulsa. Plant, $233,827; yearly operating, $31,160. Equipment, RCA. Charles Franklin Spencer, chairman; Rex E. Pettijohn, vice chairman; Dr. J. R. Colvert, secy.-treas. Also operates KETA, Oklahoma City (Ch. 13). Counsel, Cohn & Marks; consulting engineers, George C. Davis Consulting Engineers. BPET-51. Starting Date: Unreported.

★ **TULSA (Ch. 17)**—KSPG, Arthur R. Olson, Box 2680. CP 2-5-54; 215.2-kw visual, 116.2-kw aural, 864-ft. above av. terrain, 651-ft. above ground, 1669-ft. above sea level, lat. 36° 11′ 25″, long. 96° 05′ 51″. Transmitter, 6.4-mi. WNW of Tulsa. Plant, $701,052; yearly operating, $300,000. Equipment, GE. Mr. Olson manufactures magnesium & aluminum castings and has oil interests. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1628. Starting Date: Unreported.

# **TULSA (Ch. 23)**—KCEB, Elfred Beck, 2877 E. 35th St. CP 2-25-53; 170-kw visual, 93.3-kw aural, 700-ft. above av. terrain, 494-ft. above ground, 1400-ft. above sea level, lat. 36° 07′ 00″, long. 96° 01′ 28″. Transmitter, Lookout Mt. Note: Studio-transmitter facilities sold to KTUL-TV, Tulsa. Plant, $435,126; yearly operating, $260,000. Equipment, RCA. Elfred Beck, 100% (real estate & oil production). Counsel, Cottone & Scheiner; consulting engineers, Geo. C. Davis Consulting Engineers. BPCT-1392. [Note: Began operating March 13, 1954, but quit air Dec. 25, 1954, reverting to CP status; see *Television Digest*, Vol. 10:49 & 11:2. Request for extension of CP awaits FCC action.]

## OREGON

★ **COOS BAY (Ch. 16)**—KOOS-TV, KOOS Inc., Hall Bldg. (KOOS-MBS). CP 8-29-56; 20.5-kw visual, 11.6-kw aural, 836-ft. above av. terrain, 503-ft. above ground, 1153-ft. above sea level, lat. 43° 23′ 33″, long. 124° 09′ 42″. Plant, $155,655; yearly operating, $125,409. Equipment, DuMont transmitter, RCA antenna. Sheldon F. Sackett, pres., 94% (also pres. & principal stockholder of KRWO, Oakland, Cal., and KVAN-TV & KVAN, Vancouver, Wash. (Ch. 21); publisher of *World of Coos Bay;* Mercedes Prosser Young, v.p., .1% (secy. to Mr. Sackett); Jack Irvine, v.p., .1%; estate of Fred F. Chitty, 5%. Counsel, Hearne & Spillane, San Francisco; consulting engineers, A. D. Ring & Assoc. BPCT-2052. Starting Date: Unreported.

**Coos Bay (Ch. 11)**—Pacific Television Inc., c/o KVAL-TV, Box 548, Eugene, Ore. 12.22-kw visual, 6.12-kw aural, 712-ft. above av. terrain, 341-ft. above ground, 891-ft. above sea level, lat. 43° 21′ 18″, long. 124° 14′ 27″. Transmitter, Blossom Hill, 1-mi. SW of Coos Bay. Plant, $70,800; yearly operating, $48,000. Equipment, RCA. Eugene Television Inc., 100%. Robert P. Booth, pres.; C. H. Fisher, v.p. Also owns 50% of KPIC-TV, Roseburg, Ore. For ownership, see KVAL-TV, Eugene. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, A. D. Ring & Assoc. BPCT-2309.

**Eugene (Ch. 9)**—KEED Inc., Box 696, Springfield, Ore. (KEED). 221.1-kw visual, 123.8-kw aural, 1023-ft. above av. terrain, 400-ft. above ground, 1725-ft. above sea level, lat. 44° 00′ 05″, long. 123° 06′ 46″. Transmitter, Blanton Heights, 2-mi. S of Eugene. Plant, $404,144; yearly operating $200,000. Equipment, RCA. Glen M. Stadler, pres., 38.2% (pres. & 74% of KEED, Springfield; v. p. & 25% of KDON, Salinas, Cal.); Helene N. Stadler, v. p., 12.6% (v. p. & 25% of KEED; secy. & 25% of KDON); Walter A. Stadler, secy.-treas., .5% (secy.-treas. & 1% of KEED; optometrist); Ray J. Schaecher, 11.7% (50% of lumber co.); Nils B. Hult, 8.3% (v. p. of lumber co.; banking); Edwin E. Cone, 6.6% (40% of lumber co.); Alex Dreier, 3.3% (NBC news analyst); Keith D. Skelton (attorney), Roger J. Hougium (mgr. KRVM, Eugene, Ore.) and V. E. Johnson (furniture co.) each owns 1.7%; remainder of stock (13.7%) will be offered for sale. Percentages of ownership shown become effective upon grant of application. Counsel, Cottone & Scheiner; consulting engineers, George C. Davis Consulting Engineers BPCT-2457.

**Eugene (Ch. 9)**—Thomas B. Friedman & Dawkins Espy d/ba Northwest Video, 235 Quadro Vecchio Dr., Pacific Palisades, Cal. 1.64-kw visual, .84-kw aural, 853-ft. above av. terrain, 200-ft. above ground, 1500-ft. above sea level, lat. 44° 00′ 03″, long. 123° 06′ 16″. Transmitter, Blanton Heights. Plant, $75,758; yearly operating, $125,000. Equipment, Gates transmitter, Prodelin antenna. Thomas B. Friedman, 50% (consulting engineer); Dawkins Espy, 50% (consulting engineer; electronic equip. mfgr. & sales). Counsel, Roberts & McInnis; engineer, Dawkins Espy. BPCT-2429.

**Eugene (Ch. 9)**—Liberty Television Inc., 416 Tiffany Bldg. 281-kw visual, 141-kw aural, 1584-ft. above av. terrain, 273-ft. above ground, 2403-ft. above sea level, lat. 44° 06′ 58″, long. 122° 59′ 55″. Transmitter, Coburg Ridge, approx. 5-mi. NNE of Eugene. Plant, $404,792; yearly operating, $200,000. Equipment, RCA. Donald A. McDonald, pres., 35.36% (fruit grower; employment agency); C. E. Carlson, v.p., 17.4% (physician & surgeon); Julio William Silva, treas., 17.4% (auto dealer; real estate); Richard Miller, secy., .12% (attorney); Elizabeth M. Silva, 17.4% (auto dealer; real estate); Durward L. Boyles, 8.7% (biologist); remainder held by 4 others, none with more than 3%. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere & Cohen. BPCT-2436.

**Portland (Ch. 2)**—Fisher Bcstg. Co., 902 Public Service Bldg., Portland, 4. 100-kw visual, 60.3-kw aural, 1075-ft. above av. terrain, 269-ft. above ground, 1993-ft. above sea level, lat. 45° 40′ 32″, long. 122° 22′ 42″. Transmitter, 14-mi. NE of Portland on Livingston Mt. Plant, $1,044,539; yearly operating, $1,164,164. Equipment, RCA. O. D. Fisher, pres.; W. W. Warren, exec. v.p.; L. H. Hoffman, v.p., 10% (contractor); Joseph E. Franz, v.p., 10% (pres. & 26% owner of bakery); Fisher's Blend Station Inc., 80% (KOMO-TV & KOMO, Seattle, Wash.). O. D. Fisher and family control Fisher's Blend Station Inc. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, A. D. Ring & Assoc.

**Portland (Ch. 2)**—Tribune Publishing Co., 711 St. Helens Ave., Tacoma, Wash. 100-kw visual, 51.4-kw aural, 1514-ft. above av. terrain, 806-ft. above ground, 1811-ft. above sea level, lat. 45° 31′ 14″, long. 122° 43′ 55″. Transmitter, W. Burnside Rd. & S. W. Skyline Blvd. Plant, $718,497; yearly operating, $960,000. Equipment, GE. Applicant publishes *Tacoma News-Tribune* and is licensee of KTNT-TV (Ch. 11) & KTNT, Tacoma. Frank S. Baker, pres. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Lohnes & Culver. BPCT-2421.

**Portland (Ch. 2)**—KPOJ Inc., Box 31 (KPOJ-MBS). 100-kw visual, 50-kw aural, 1165-ft. above av. terrain, 283-ft. above ground, 2093-ft. above sea level. lat. 45° 40′ 39″, long. 122° 22′ 25″. Transmitter, 6.3-mi. N of Camas. Plant, $650,611; yearly operating, $1,100,726. Equipment, RCA. Journal Publishing Co. (*Oregon Journal*), 100%. Wm. W. Knight, pres.; Arden X. Pangborn, v.p.; R. M. Brown, v.p.-secy.; Robert D. Young, treas.; David L. Davies, asst. treas. Counsel, Dempsey & Koplovitz; consulting engineers, Kear & Kennedy. BPCT-2464.

**Portland (Ch. 27)**—Trans-Video Co. of Oregon, 1220 S.W. Stark St. 18.75-kw visual, 9.36-kw aural, 1000-ft. above av. terrain, 229-ft. above ground, 1281-ft. above sea level, lat. 45° 30′ 00″, long. 122° 42′ 00″. Transmitter, 3405 S. W. Council Crest Dr. Plant, $47,270; yearly operating, $96,250. Equipment, RCA transmitter, GE antenna. Wallace J. Matson, pres., 55.5% (electrical engineer; 95% of community TV); Clara V. Maston, v.p., 4.15% (employe of Oregonian Pub. Co.); C. E. Wheelock, secy., 35% (attorney); Willis E. Earl, 20% (mfrs. agent); Paul S. Forsythe, 20% (theatre owner). Counsel, Fisher, Wayland, Duvall & Southmayd. BPCT-2419.

**Portland**—See also Vancouver, Wash.

★ **SALEM (Ch. 3)**—KSLM-TV, Oregon Radio Inc., Senator Hotel (KSLM-MBS). CP 9-30-53; 5.5-kw visual, 2.75-kw aural, 970-ft. above av. terrain, 224-ft. above ground, 1294-ft. above sea level, lat. 44° 58′ 10″, long. 123° 08′ 14″. Transmitter, 4.8-mi. N.W. of Salem. Plant, $203,907; yearly operating, $200,000. Equipment, RCA. Glenn E. McCormick, pres., 100%; Lou C. McCormick, secy.-treas.; John W. Kendall, v.p. (attorney). Principals own KYOS, Merced, Cal. and KCOV, Corvallis, Ore. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, Alvin H. Barnard, Portland. BPCT-1180. Starting Date: Unreported. [Note: Sale to Northwest Telecasting Inc., in which Oregon Radio Inc. holds 51%, KVIP, Redding, Cal. 49% pends FCC approval; see *Television Digest*, Vol. 13:23.]

## PENNSYLVANIA

★ **ALLENTOWN (Ch. 39)**—WQCY, WKAP Inc., Box 689. (WKAP) CP 8-10-53; 263-kw visual, 141-kw aural, 714-ft. above av. terrain, 349-ft above ground, 1204-ft above sea level, lat. 40° 35′ 53″, long. 75° 25′ 11″. Transmitter, 403 Savercool Ave. Plant, $331,378; yearly operating, $240,000. Equipment, GE. N. Joe Rahall, 23.4%; Sam. G. Rahall, 23.4%; Farris E. Rahall, 23.4% (also operates bus line); Deem F. Rahall estate, 23.4%; O. R. Davies, 4.6%; (golf course owner). C. Frank Cordaro, 1.8%. Rahall family controls radios WKAP, WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; WTSP, St. Petersburg, Fla. (TV applicant); WFEA, Manchester, N.H. Counsel, Welch, Mott & Morgan; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1001. Starting Date: Unreported.

# **ALLENTOWN (Ch. 67)**—WFMZ-TV, Penn-Allen Bcstg. Co., E. Rock Rd. (WFMZ-FM). CP 7-5-53; 79.4-kw visual, 43.6-kw aural, 970-ft. above av. terrain, 495-ft. above ground, 492-ft. above sea level, lat. 40° 33′ 59″, long. 75° 26′ 03″. Transmitter, South Mt., about 3-mi. SSE of Allentown. Plant, $160,973; yearly operating $260,000. Equipment, Du Mont transmitter, Gabriel antenna. Raymond F. Kohn, pres., 3.6%; Daniel Houck, secy., .02%; Ben Strouse, v.p., 31.9% (gen. mgr. of WWDC, Wash., D.C.); Maribelle Kohn, treas.; 21 others, none holding more than 5%. Counsel, Koteen & Burt; consulting engineers, Commercial Radio Equipment Co. BPCT-486. [Note: Began operation Dec. 4, 1954, but quit air April 15, 1955, reverting to CP status; see *Television Digest*, Vol. 11:16. Request for extension of CP awaits FCC action.]

# **BETHLEHEM (Ch. 51)**—WLEV-TV, Associated Bcstrs. Inc. c/o WGAL-TV, Lancaster, Pa. CP 10-29-52; 20-kw max. and 7.41-kw horizontal visual, 10.7-kw max. and 3.98-kw horizontal aural, using 1° electrical beam tilt, 600-ft. above av. terrain, 235-ft. above ground, 1095-ft. above sea level, lat. 40° 35′ 55″, long. 75° 25′ 12″. Transmitter, Savercool Ave., Fountain Hill, Bethlehem. Plant, $204,649; yearly operating, $280,000. Equipment, RCA. For ownership and other interests, see WGAL-TV, Lancaster. Counsel, McConnaughey, Sutton & L'Heureux; consulting engineer, James C. McNary. BPCT-1199. [Note: Began operation April 21, 1953, but quit air Oct. 31, 1957, retaining license which expires Aug. 1, 1960; see *Television Digest*, Vol. 13:43.]

# **EASTON (Ch. 57)**—WGLV, Easton Publishing Co., 2857 Nazareth Rd. (WEEX). CP 12-17-52; 100-kw visual, 49.89-kw aural, 1063-ft. above av. terrain, 471-ft. above ground, 1481-ft. above sea level, lat. 40° 37′ 35″, long. 75° 15′ 19″. Transmitter, Gaffney Hill. Plant, $290,241; yearly operating, $108,000. Equipment, DuMont transmitter, RCA antenna. Easton Publishing Co., publisher of *Easton Express;* J. L. Stackhouse, pres. Counsel, Eliot Lovett; consulting engineers, Paul Godley Co. BPCT-261. [Note: Began operation June 26, 1953, but left air Nov. 1, 1957, reverting to CP status *(Television Digest*, Vol. 13:44). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

**Erie (Ch. 66)**—The Jet Bcstg. Co., 18th & Ash Sts. (WJET). 231.5-kw visual, 116.25-kw aural, 42-ft. above av. terrain, 241-ft. above ground, 941-ft. above sea level, lat. 42° 07′ 28″, long. 80° 03′ 54″. Transmitter, 1635 Ash St. Plant, $388,800; yearly operating, $405,000. Equipment, GE. Myron Jones, pres., 63.5% (owns WHOT, Campbell, O. and 32% of WTIV, Titusville, Pa.); Wm. Fleckenstein, v.p. & secy.-treas., 36.5% (gen. mgr. of WHOT). Jet Bcstg. also is applicant for Ch. 45, Youngstown, O. Counsel, Harry J. Daly; consulting engineer, John H. Mullaney. BPCT-2388.

**Erie (Ch. 66)**—L. E. U. Bcstg. Co., 212 Commerce Bldg. (WLEU). 225-kw max. and 222.1-kw horizontal visual, 122.3-kw max. and 120-kw horizontal aural, 142-ft. above av. terrain, 325-ft. above ground, 985-ft. above sea level, lat. 42° 07′ 26″, long. 80° 04′ 52″. Transmitter, State & 12th Sts. Plant, $211,000. yearly operating, $360,000. Equipment, RCA. Joseph P. Wardlaw Jr., pres., 100%. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, L. H. Carr & Assoc. BPCT-2362.

**Erie (Ch. 66)**—WERO Broadcasting Corp., 121 W. 10th St. 12.1-kw visual, 6.9-kw aural, 358-ft. above av. terrain, 217-ft. above ground, 1487-ft. above sea level, lat. 42° 07′ 26″, long. 80° 02′ 31″. Transmitter, Robinson Rd., .3-mi. E of intersection with French Rd. Plant, $168,450; yearly operating, $210,-000. Equipment, GE. Joseph L. Brechner, pres., 55%; Marion Brechner, v.p., 5%; Vasil Polyzois, secy.-treas., 40%. Counsel, Cohn & Marks; consulting engineer, Commercial Radio Equipment Co. BPCT-2402.

# **HARRISBURG (Ch. 71)**—WCMB-TV, Rossmoyne Corp., 228 Court St. (WCMB). CP 7-23-53; 220-kw visual, 110-kw aural, 990-ft. above av. terrain, 439-ft. above ground, 1519-ft. above sea level, lat. 45° 19′ 03″, long. 76° 56′ 50″. Transmitter: E. Penneboro Twp. Plant, $211,000; yearly operating, $98,000. Equipment, GE. Edgar T. Shepard Jr., pres., 66⅔%; Edgar K. Smith, v.p., 33⅓%. Counsel, McKenna & Wilkinson; consulting engineers, Frank H. McIntosh & Assoc. BPCT-966. [Note: Began operating on Ch. 27 Sept. 2, 1954, but quit the air April 9, 1957, reverting to CP status. May 15, 1957 FCC authorized it to swap Ch. 27, transmitter & tower with WTPA (Ch. 71) plant, with WTPA to operate on Ch. 27; see *Television Digest*, Vol. 13:15, 20. Request for extension of CP awaits FCC action.]

★ **HAZLETON (Ch. 63)**—WAZL-TV, Hazleton Television Corp., Hazleton Nat'l Bank Bldg. (WAZL-NBC). CP 12-17-52; 20-kw visual, 10.7-kw aural, 660-ft. above av. terrain, 408-ft. above ground, 2128-ft. above sea level, lat. 40° 56′ 24″, long. 75° 58′ 04″. Transmitter, Thirwell Ave. between Mill & East Sts. Plant, $227,957; yearly operating, $187,296. Equipment, RCA. Victor C. Diehm, pres., 33⅓%; Hilda M. Deisroth, v.p., 33⅓%; Geo. M. Chisnell, treas., 33⅓%. Mr. Diehm also has interest in WIDE, Biddeford, Me.; WTAL, Tallahassee, Fla.; WHOL, Allentown, Pa. Counsel, McConnaughey, Sutton & L'Heureux; consulting engineer, James C. McNary. BPCT-481. Starting Date: Unreported.

★ **LANCASTER (Ch. 21)**—WLAN-TV, Peoples Bcstg. Co., 252 N. Queen St. (WLAN-ABN). CP 11-8-56; 17-kw visual, 9.12-kw aural, 360-ft. above av. terrain, 393-ft. above ground, 773-ft. above sea level, lat. 40° 01′ 11″, long. 76° 16′ 39″. Transmitter, on Gypsy Hill Rd., 2.4-mi. SE of Lancaster. Plant, $75,276; yearly operating, $80,000. Equipment, RCA. F. H. Altdoerffer, pres., 81% (secy. & 51% of WKOP, Binghamton, N.Y.; 25% of contracting firm; pres. & 60.7% of Lancaster Electric Co.); Barbara E. Altdoerffer, v.p., 12%; Samuel M. Altdoerffer, secy.-treas., 7% (dir., Lancaster Electric). Peoples Bcstg. Co. also owns 34.7% of Conestoga Pub. Co. (printing firm). Counsel, Stephen Tuhy Jr.; consulting engineers, Commercial Radio Equipment Co. BPCT-2189. Starting Date: Unreported.

★ **LOCK HAVEN (Ch. 32)**—WBPZ-TV, Lock Haven Bcstg. Corp. 132½ E. Main St. (WBPZ-MBS). CP 5-8-57; 20-kw visual, 11-kw aural, 300-ft. above av. terrain, 146-ft. above ground, 1426-ft. above sea level, lat. 41° 08′ 50″, long. 77° 29′ 16″. Transmitter, Glen Rd., 2.5-mi. WNW of Lock Haven. Plant, $35,675; yearly operating, $48,000. Equipment RCA. Applicant will be satellite of WILK-TV, Wilkes-Barre. Same ownership as WBPZ, Lock Haven. Donald C. Welch, pres., 10%; Thomas Caprio, v.p., 10%; Harry Shaffer, v.p., .05%; Paul Breon, treas., .03%; Harris Lipez, secy.-mgr., .66%; John R. Turner, dir., 10%; G. F. Wagner Sr., dir., 3%; Rebecca Gross, 5%; Mrs. W. C. Halter, 10%; Conrad W. Keller, 5%; A. H. Lipez, 10%; W. T. Piper Jr., 10%; T. V. Weld, 10%. BPCT-2139. Rep: Devney. Starting Date (as reported): Feb., 1958.

★ **McKEESPORT (Ch. 4, allocated to Irwin, Pa.)**—WTAE, Television City Inc., 2900 Grant Bldg., Pittsburgh, Pa. CP 7-25-57; 100-kw visual, 50.1-kw aural, 965-ft. above av. sea terrain, 1062-above ground, 2049-ft. above sea level, lat. 40° 16′ 49″; long. 79° 48′ 11″. Transmitter, Elizabeth Twsp. Plant, $1,627,678; yearly operating, $1,934,400. Equipment, RCA. Television City Inc., 50%; WCAE Inc. (Hearst Publishing Co.), 50%. Earl F. Reed, pres.; Leonard Kapner, exec. v.p.; Irwin D. Wolf Jr., v.p.; Lee Eckels, secy.; James Gormly, treas. Reed and Wolf are co-voting trustees for Television City Inc. Eckels represents WCAE Inc. Counsel, Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr. BPCT-147. Note: Effective 3-20-58 station location will be designated as Pittsburgh. Rep: Katz. Starting Date (as reported): Sept., 1958.

**Philadelphia—See also Camden, N. J.**

★ **PHILADELPHIA (Ch. 23)**—WPHD, Herbert Mayer d/b as Ajax Enterprises, Box 376, Greenwich, Conn. CP 9-28-55; 537-kw visual, 288-kw aural, 338-ft. above av. terrain, 299-ft. above ground, 599-ft. above sea level, lat. 40° 00′ 15″, long. 75° 17′ 07″. Transmitter. Lancaster Pike opposite intersection of Church St. Plant, $414,100; yearly operating, $500,000. Equipment, RCA. Herbert Mayer, 100% (magnet wire mfr.; nursery owner). Also holds CP for WHMB, Boston. Counsel, Martin W. Kramer, N.Y.; consulting engineer, Thomas B. Friedman, N.Y. BPCT-2009. Starting Date: Unreported.

★ **PHILADELPHIA (Ch 29)**—WSES, Philadelphia Bcstg. Co. Inc., Western Savings Fund Bldg. CP 3-28-56; 219-kw visual, 117-kw aural 546-ft. above av. terrain, 630-ft. above ground, 670-ft. above sea level, lat. 39° 57′ 04″, long. 75° 10′ 08″. Transmitter, 17th & Sansom Sts. Plant $445,000; yearly operating, $520,000. Equipment, RCA. William L. Jones, pres., 57 1/7% (coal production & sales) Isadore B. Sley, treas., 28 4/7% (parking lots & garages) Murray Borkon, v.p., 14 2/7% (pres. & 50% of Community TV Systems Inc., community antenna construction & operating firm); Rita Simister, secy. Counsel Welch, Mott & Morgan; consulting engineers, Jansky & Bailey Inc. BPCT-1966. Starting Date: Unreported.

# **PITTSBURGH (Ch. 16)**—WENS, Telecasting Inc., Oliver Bldg. CP 12-23-52; 200-kw visual, 106-kw aural, 870-ft. above av. terrain, 552-ft. above ground, 1883-ft. above sea level, lat. 40° 29′ 39″, long. 80° 00′ 16″. Transmitter, 700 Ivory Ave. Plant, $402,430; yearly operating $660,000. Equipment, GE. Thomas P. Johnson, pres., 13.8%; Wm. H. Rea, secy.-treas.; Henry Oliver Rea, director, 8.35%; John W. Galbreath, 5.55%; Donald C. Lott, 2.77% Ralph McP. Kiner, 2.77%; Robert F. Prince, 2.77%; Norton Cotterill, 2.22%; A. Donovan Faust, 4.5%; Oliver Tyrone Corp., 5.55%; Audrey W. Israel, 5%; and 16 others, each owning less than 1%. H. O. Rea owns 32.2% and W. H. Rea owns 4.49% of WPOR, Portland, Me., whose stockholders control Tyrone Corp. Tyrone Corp. owns 35.2% of WMTW, Poland Spring, Me. Telecasting Inc. also is applicant for Ch. 5, Weston, W. Va. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey. [Note: Began operation Aug. 25, 1953, but quit air Aug. 31, 1957, reverting to CP status; see *Television Digest*, Vol. 13:35. Request for extension of CP awaits FCC action.]

★ **PITTSBURGH (Ch. 47)**—WTVQ, Golden Triangle Television Corp., 380 W. First St., Dayton, O. CP 12-23-52; 230-kw visual, 120-kw aural, 490-ft. above av. terrain, 430-ft. above ground, 1530-ft. above sea level, lat. 40° 25′ 52″, long. 80° 00′ 25″. Transmitter, Shiloh St. bounded by Grandview Ave., Wyoming Ave. and Sycamore St. at old KQV-FM site. Plant, $259,800; yearly operating, approx. $200,000. Equipment, GE. Equal partnership, Loren Berry & Ronald B. Woodyard; have interest in WIFE(TV) Dayton, which went off air March 13, 1954 & reverted to CP status. Mr. Berry also has 20.5% interest in WEOL, Elyria, O., TV grantee. Counsel, Fly, Shuebruk, Blume & Gaguine. Consulting engineer, John H. Mullaney. BPCT-1417. Starting Date: Unreported.

# **PITTSBURGH (Ch. 53)**—WKJF-TV, Agnes J. Reeves Greer, 1715 Grandview Ave. (WKJF) CP 1-7-53; 174-kw horizontal and 230-kw maximum visual, 93.3-kw horizontal and 124-kw maximum aural, using .7° electrical beam tilt, 530-ft. above av. terrain, 426-ft. above ground, 1586-ft. above sea level, lat. 40° 26′ 28″, long. 80° 01′ 34″. Transmitter, 1715 Grandview Ave. Equipment, RCA. Mrs. Greer owns steel plant & coal mine; controls *Morgantown Dominion News;* controls stations WAJR & WAJR-FM, Morgantown; WJER, Dover, O.; WAND, Canton, O., and is Ch. 5 applicant in Weston, W. Va. Counsel, Dow, Lohnes & Albertson; consulting engineer, Vandivere & Cohen. BPCT-1384. [Note: Began operating July 14, 1953, but quit the air July 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:19. Request for extension of CP awaits FCC action.]

**Pittsburgh (Ch. 47)**—Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave. 201-kw visual, 100.5-kw aural, 617-ft above av. terrain, 537-ft. above ground, 1702-ft. above sea level, lat. 40° 26′ 46″, long. 79° 57′ 51″. Transmitter, 2850 Berthoud St. Plant, $149,520; yearly operating, $40,000. Equipment, RCA. Same ownership as WQED (Ch. 13), Pittsburgh. If proposed station is granted, applicant will provide classroom instruction on both channels (13 & 47) throughout each school day. Counsel, Fischer, Willis & Panzer.

# **READING (Ch. 61)**—WHUM-TV, Eastern Radio Corp., Berkshire Hotel (WHUM-CBS). CP 9-3-52; 260-kw visual, 135-kw aural, 1784-ft. above av. terrain, 1036-ft. above ground, 2688-ft. above sea level, lat. 40° 31′ 36″, long. 76° 13′ 30″. Transmitter, Route 83, Summit Station, Blue Mountain, Pa. Plant, $614,-339; yearly operating, $570,000. Equipment, GE. Voting trust controls 61.003% of stock owned by 35 stockholders with following voting trustees: Jessie P. Greig, Geo. Gaul, Frank L. Hornberger, Arthur W. Heim and Elmer Gray. Remainder of stock is held by Humbolt J. Greig (38.2%) and others (.797%). Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum Jr. BPCT-268. [Note: Began operating Feb. 22, 1953, but quit air Sept. 6, 1956, reverting to CP status; see *Television Digest*, Vol. 12:36-7. Request for extension of CP awaits FCC action.]

# SCRANTON (Ch. 44)—WTVU, The Appalachian Co. Inc., Hotel Jermyn. CP 8-13-52; 13.2-kw visual, 7.08-kw aural, 1280-ft. above av. terrain, 371-kw above ground, 2447-ft. above sea level, lat. 41° 26′ 09″, long. 75° 43′ 45″. Transmitter, Television Hill, West Mt. Plant, $138,800; yearly operating, $180,000. Equipment, Federal transmitter, Workshop Assoc. antenna. Frank J. Collins, pres., 50%; Jane C. Collins, treas., 50%. Counsel, Kreiger & Jorgensen; consulting engineer, John H. Mullaney. BPCT-506. [Note: Began operating Aug. 17, 1953 on Ch. 73, but left air to convert to Ch. 44 and failed to resume operation and reverted to CP status; see *Television Digest*, Vol. 11:26, 53. Request for extension of CP awaits FCC action.]

★ SUNBURY (Ch. 38)—WKOK-TV, Sunbury Bcstg. Corp., 1150 N. Front St. (WKOK-CBS). CP 2-9-55; 12.9-kw maximum and 6.92-kw horizontal visual, 6.45-kw maximum and 3.45-kw horizontal aural. 880-ft. above av. terrain, 341-ft. above ground, 1683-ft. above sea level, lat. 40° 47′ 07″, long. 76° 41′ 53″. Transmitter. 7-mi. SE of Sunbury on Rt. 890. Plant, $82,000; yearly operating, $196,000. Equipment, GE. Harry H. Haddon, pres. 37.5%; Basse A. Beck, treas., 45.5%; George S. Beck estate, 8%; Mrs. Leon B. Moyer, 8%; Homer R. Smith, secy., 1%. Also publish *Sunbury Daily Item*. Counsel, Dow, Lohnes & Albertson; consulting engineers, George C. Davis Consulting Engineers. BPCT-1934. Starting Date: Unreported.

★ WILLIAMSPORT (Ch. 36)—WRAK-TV, WRAK, Inc. 1559-1561 West 4th St. (WRAK-NBC). CP 11-12-52; 21.4-kw visual, 11.5-kw aural, 380-ft. above av. terrain, 400-ft. above ground, 1340-ft. above sea level, lat. 41° 15′ 11″, long. 77° 01′ 28.5″. Transmitter, 1.5-mi. NW of center of city. Plant, $137,000; yearly operating, $120,000. Equipment, RCA. WGAL Inc., 100% (owns WGAL-TV, Lancaster, Pa. and radio WGAL). Steinman brothers acquired radio & CP in 1957 from George E. Joy-Margaretta T. Steele group. Counsel, Hogan & Hartson; consulting engineer, James C. McNary. BPCT-521. Starting Date: Unreported.

## RHODE ISLAND

# PROVIDENCE (Ch. 16)—WNET, Channel 16 of Rhode Island Inc., Box 1533. CP 4-8-53; 214-kw visual, 128-kw aural, 510-ft. above av. terrain, 473-ft. above ground, 650-ft. above sea level, lat. 41° 52′ 13″, long. 71° 17′ 47″. Transmitter, Pine & Walker Sts. Rehoboth, Mass. Plant, $291,800; yearly operating, $275,000. Equipment, RCA. Harold C. Arcaro, pres., 30.66% (attorney); Samuel Hamin, v.p., 30.66% (jewelry mfgr.); John Dunne, v.p., 30.66% (auto dealer); TV Associates of R.I. Inc., 8%. Counsel, Cottone & Scheiner; consulting engineers, George C. Davis Consulting Engineers. BPCT-1597. [Note: Began operating March 23, 1954 with 22-kw visual, 11-kw aural ERP, but quit air July 10, 1955, reverting to CP status; see *Television Digest*, Vol. 11:28. Request for extension of CP awaits FCC action.]

† Providence (Ch. 36, educational)—Board of Education, State of Rhode Island and Providence Plantations, 205 Benefit St. 215.5-kw visual, 125.7-kw aural, 449-ft. above av. terrain, 392-ft. above ground, 632-ft. above sea level, lat. 41° 48′ 20″, long. 71° 28′ 21″. Transmitter, Neutaconkanut Hill near Hwy. 14. Plant, $300,000; yearly operating, $100,000. Equipment, GE. Dr. Michael F. Walsh, commissioner of education. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-41.

## SOUTH CAROLINA

★ CAMDEN (Ch. 14)—WACA-TV, Camden Bcstg. Corp., Camden (WACA). CP 6-3-53; 78-kw visual, 45-kw aural, 550-ft. above av. terrain, 579-ft. above ground, 823-ft. above sea level, lat. 34° 13′ 36″, long. 80° 40′ 45″. Transmitter, U. S. Hwy. 1.4-mi. SW of Camden at junction of State Hwy. 213. Plant, $131,400; yearly operating, $75,000. Equipment, DuMont transmitter, RCA antenna. Haywood S. Bowden, pres., 30.9%; Woodrow R. Bowden, 15%; Thomas J. Richards, v.p.-treas., 2%; Harold W. Funderburk, secy., 8% (atty.); 23 others, none holding more than 3%. Counsel, A. L. Stein; consulting engineer, Wm. E. Benns Jr. BPCT-1544. Starting Date: Unreported.

★ CHARLESTON (Ch. 4)—WTMA-TV, Atlantic Coast Bcstg. Corp. of Charleston, 133 Church St. (WTMA-NBC). CP 8-1-57; 57.5-kw visual, 31.6-kw aural, 370-ft. above av. terrain, 417-ft. above ground, 421-ft. above sea level, lat. 32° 49′ 20″, long. 79° 58′ 45″. Transmitter, .6-mi. E of Old Town Rd. Plant, $222,500; yearly operating, $425,000. Equipment, RCA. Charles E. Smith, pres.-treas., 40%; George H. Clinton, v.p., 40% (v.p. & gen. mgr. of WPAR, Parkersburg, W.Va. and WBOY, permittee of Ch 12, Clarksburg, W.Va.; treas. of WCMI, Ashland, Ky.); David W. Jefferies, secy., 10% (chief engineer, WTMA, Charleston, S.C.); Dorothy A. Marks, 10%. Counsel, Cohn & Marks; consulting engineer, David W. Jefferies. BPCT-2346. Starting Date: Unreported.

# GREENVILLE (Ch. 23)—WGVL, Greenville Television Co., Calhoun Towers. CP 1-22-53; 17-kw visual, 8.51-kw aural, 1130-ft. above av. terrain, 131-ft. above ground, 2166-ft. above sea level, lat. 34° 56′ 26″, long. 82° 24′ 34″. Transmitter, Paris Mt. Plant, $177,991; yearly operating, $200,000. Equipment, RCA. R. M. Caine, 41% (real estate); Edgar M. Norris, 7% (investment securities); Lewis Village, 5%; Vivian M. Manning, 5% (stockbroker); Hugh K. Aiken, 5% (paint mfg.); Calvin F. Teague, 3% (real estate); Burnet R. Maybank, 5% (attorney & State Representative); Ben K. McKinnon, 2%; J. I. Converse, 3%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Frank H. McIntosh & Assoc. BPCT-1354. [Note: Began operating July 15, 1953, but quit the air April 29, 1956, reverting to CP status; see *Television Digest*, Vol. 12:17. Request for extension of CP awaits FCC action.]

## SOUTH DAKOTA

★ ABERDEEN (Ch. 9)—KXAB-TV, North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. CP 8-29-56; 1.58-kw visual, .794-kw aural, 204-ft. above av. terrain, 220-ft. above ground, 1540-ft. above sea level, lat. 45° 28′ 30″, long. 98° 30′ 41″. Transmitter, 1-mi. W of city limits on 8th Ave. Plant, $83,433; yearly operating, $64,500. Equipment, Gates transmitter, Prodelin antenna. John W. Boler, pres. & gen. mgr., 57%. For other interests, see KXJB-TV, Valley City, N.D. Counsel, Prince, Taylor, Crampton & Goodson; consulting engineer, Lloyd R. Amoo. BPCT-2152. Rep: Weed. Starting Date (as reported): April, 1958.

★ DEADWOOD (Ch. 5)—KDSJ-TV, John, Eli & Harry Daniels d/b as The Heart of The Black Hills Stations, Deadwood, S. D. (KDSJ). CP 8-6-56; 1.22-kw visual, .735-kw aural, 570-ft. above av. terrain, 165-ft. above ground, 5453-ft. above sea level, lat. 44° 22′ 39″, long. 103° 42′ 48″. Transmitter, near White Rocks. Plant, $52,993; yearly operating, $78,000. Equipment, Gates transmitter, RCA antenna. General partnership with each partner owning 33⅓%. Also own KRSD, Rapid City, Ch. 7 grantee, and KDSJ, Deadwood. Counsel, A. L. Stein. BPCT-2040. Starting Date: Unreported.

★ MITCHELL (Ch. 5)—KORN-TV, Mitchell Bcstg. Assn. Inc., Box 736. (KORN-MBS). CP 11-13-57; 23.4-kw visual, 11.7-kw aural, 570-ft. above av. terrain, 569-ft. above ground, 1915-ft. above sea level, lat. 43° 41′ 25″, long. 98° 00′ 27″. Transmitter, .5-mi. SE of Mitchell on Hwy. 37. Plant, $123,335; yearly operating, $120,000. Equipment, GE transmitter, RCA antenna. R. V. Eppel, pres. & treas., 98%; Charles N. Rozum, v.p., 1%; H. T. Fuller, secy., 1%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Lloyd R. Amoo, Valley City, N.D. BPCT-2378. Starting Date: Unreported.

★ SIOUX FALLS (Ch. 13)—KSOO-TV, KSOO Inc., 317 S. Phillips Ave. (KSOO-ABN). 29.97-kw visual, 17.38-kw aural, 540-ft. above av. terrain, 497-ft. above ground, 1977-ft. above sea level, lat. 43° 32′ 18″, long. 96° 33′ 15″. Transmitter, 8-mi. E of Sioux Falls. Plant, $109,024; yearly operating, $80,000. Equipment, RCA. Morton H. Henkin, pres., 69.8%; Ruth Henkin Hahn, 29.8%; George R. Hahn, 0.2%; Sylvia R. Henkin, 0.2%. Counsel, Paul M. Segal; consulting engineers, George C. Davis Consulting Engineers. BPCT-2195. Starting Date (as reported): Fall of 1957.

## TENNESSEE

★ MEMPHIS (Ch. 48)—Malco Theatres Inc., Box 2853. CP 2-12-58; 562-kw visual, 302-kw aural, 370-ft. above av. terrain, 393-ft. above ground, 643-ft. above sea level, lat. 35° 02′ 59″, long. 90° 00′ 50″. Transmitter, Crosstown Theatre. Plant, $307,786; yearly operating, $140,000. Equipment, RCA. For ownership and other application, see Davenport, Ia. BPCT-2344.

† Nashville (Ch. 2, educational)—Nashville Educational Television Foundation, c/o Dr. Rudolph A. Light, Vanderbilt Univ. Hospital. 12-kw visual, 6-kw aural, 266-ft. above av. terrain, 124-ft. above ground, 848-ft. above sea level, lat. 36° 08′ 17.280″, long. 86° 48′ 58.702″. Transmitter, Love Circle. Plant, $199,956; yearly operating, $100,000. Equipment, not specified. Dr. Rudolph A. Light, pres. Counsel, Murphy, Dulker, Smith & Burwell; engineer, Wm. A. Hill, Station WSM, Nashville. BPET-31.

## TEXAS

# BEAUMONT (Ch. 31)—KBMT, Television Bcstrs. Inc., Box 1192. CP 12-3-52; 224-kw visual, 117-kw aural, 460-ft. above av. terrain, 484-ft. above ground, 500-ft. above sea level, lat. 30° 06′ 50″, long. 94° 01′ 44″. Transmitter, U. S. Hwy. 90, between Vidor and Beaumont. Plant, $275,000; yearly operating $105,000. Equipment, GE. Randolph C. Reed, pres., 50% (wholesale appliances & oil producer); N. D. Williams, secy., 50% (lumberman & oil producer). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Frank H. McIntosh & Assoc. BPCT-1099. [Note: Began operating April 9, 1954, but quit the air temporarily Aug. 1, 1956, reverting to CP status; see *Television Digest*, Vol. 12:30. Request for extension of CP awaits FCC action.]

Beaumont (Ch. 12)—Brown Telecasters, Inc., 307 F. & M. Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1029-ft. above ground, 999-ft. above sea level, lat. 29° 42′ 40″, long. 93° 51′ 43″. Transmitter, .8-mi. SE of Sabine, Tex. Plant, $991,334; yearly operating, $640,000. Equipment, RCA. E. W. Brown Jr., pres., 60% (oil gas; timber; real estate; banker); W. E. Beathard Jr., v.p.-mgr., 10%; Charles E. Brown, v.p., 10% (oil; gas; real estate; auto dealer); G. L. Paret, v.p., 10% (gas; oil; lumber; rancher); B. L. Morris, secy.-treas., 10% (gen. mgr. of E. W. Brown oil & timber properties). Counsel, Weaver & Glassie; consulting engineers, Kear & Kennedy. BPCT-2327.

Beaumont (Ch. 12)—KPBX Bcstg. Co., Box 2673 (KJET). 316-kw visual, 158-kw aural, 579-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 29° 55′ 40″, long. 94° 21′ 35″. Transmitter, 6.3-mi. W of Fannett, Tex. Plant, $347,100; yearly operating, $500,000. Equipment, Standard Electronics transmitter, Alford antenna. Ben J. Rogers, pres., 13%; Walter L. Rubens, v.p. & gen. mgr., 49%; Nathan, J. Rogers, secy.-treas., 12%; Sol J. Rogers, 13%; Victor J. Rogers, 13%. Rogers are brothers and partners in wholesale optical firm & oil investments and each owns 1% of KCOR, San Antonio. Counsel, Lyon, Wilner & Bergson; consulting engineers, Vandivere & Cohen. BPCT-2313.

★ BROWNWOOD (Ch. 19)—KNBT-TV, Brownwood Television Co., 911 St. Joseph St., Dorchester Apts., Dallas, Tex. CP 6-6-56; .645-kw visual, .323-kw aural, 160-ft. above av. terrain, 310-ft. above ground, 1330-ft. above sea level, lat. 31° 42′ 20.5″, long. 98° 59′ 28″. Transmitter, Brady & Tenth St. Plant, $67,635; yearly operating $84,000. Equipment, Continental Electronics transmitter, Electron Labs antenna. O. L. Nelms, 100% (airport owner; real estate; nightclub owner). Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2090. Starting Date: Unreported.

# Texas

**# CORPUS CHRISTI (Ch. 22)**—KVDO-TV, South Texas Telecasting Co. Inc., 409 S. Staples St. CP 1-6-54; 16.6-kw visual, 8.91-kw aural, 310-ft. above av. terrain, 232-ft. above ground, 355-ft. above sea level, lat. 27° 47′ 15″, long. 97° 24′ 01″. Transmitter, Staples & Agnes Sts. Plant, $157,488; yearly operating $124,000. Equipment, RCA. E. J. Healey, chairman, 17%; Hubert J. Schmidt, pres., 17%; Wm. G. Barfield, v.p., 4%; Samuela A. Story Jr., secy.-treas., 4%; Nestor Cuesta Jr., 13%; Gabriel Lozano, 9%; Joe Garza, 9%; Celso Guzman, 9%; Dr. Jose A. Garcia, 9%; Murphy L. Walker, 4%; Jean N. Cyrus, 4%. Messrs. Cuesta, Lozano and Guzman are minority stockholders in radio KCCT, Corpus Christi. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-1066. [Note: Began operation June 9, 1954, then on April 3, 1957 was transferred from Coastal Bend TV Co. to present owners who took station off air Aug. 19, 1957, retaining license which expires Aug. 1, 1959; see *Television Digest*, Vol. 13:32, 43.]

**Denton (Ch. 17)**—Don Shepherd tr/as Denton Telecasting Co., Box 1122, Houston, Tex. .25-kw visual, .079-kw aural, 364-ft. above av. terrain, 210-ft. above ground, 840-ft. above sea level, lat. 33° 12′ 52.5″, long. 97° 07′ 38″. Transmitter, 331 E. Hickory St. Plant, $67,635; yearly operating, $84,000. Equipment, Adler transmitter, Prodelin antenna. Don Shepherd, 100% (oil properties & investments). Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2137.

**★ HOUSTON (Ch. 29)**—KXYZ-TV, Shamrock Bcstg. Co., Gulf Bldg. CP 6-17-53; 1000-kw visual, 500-kw aural, 670-ft. above av. terrain, 699-ft. above ground, 748-ft. above sea level, lat. 29° 42′ 53″, long. 95° 20′ 54″. Transmitter, Cullen Blvd., S of Wheeler Ave. Plant, $581,640; yearly operating, $400,000. Equipment, GE. Glenn H. McCarthy, pres., 86⅔%; (oilman); 7 others, none with more than 5%. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-319. Starting Date: Unreported.

**# HOUSTON (Ch. 39)**—KNUZ-TV, KNUZ Television Co., Box 2631 (KNUZ). CP 1-7-53; 89-kw visual, 50-kw aural, 680-ft. above av. terrain, 700-ft. above ground, 749-ft. above sea level, lat. 29° 42′ 52″, long. 95° 20′ 52″. Transmitter, Texas Television Center, Cullen Blvd. Plant, $347,679; yearly operating $360,379. Equipment, DuMont. Max H. Jacobs, pres., 40%; Irving M. Shlenker, v.p. & treas., 40%; David H. Morris, v.p., 5%; Bailey A. Swenson, secy., 5%; Leon Green, asst. secy., 5%; Douglas B. Hicks, asst, treas., 5%. Messrs. Jacobs, Hicks, Swenson & Green own KNUZ. Counsel, Cohn & Marks; engineers, L. H. Carr & Assoc. BPCT-1356. [Note: Began operating with 20-kw visual ERP Oct. 10, 1953, but quit the air June 25, 1954, reverting to CP status; see *Television Digest*, Vol. 10:27. Request for extension of CP awaits FCC action.]

**Lubbock (Ch. 5)**—Texas Technological College, Lubbock. 11.1-kw visual, 5.55-kw aural, 444-ft. above av. terrain, 485-ft. above ground, 3685-ft. above sea level, lat. 33° 35′ 05″, long. 101° 52′ 44″. Transmitter, Texas Tech campus. Plant, $88,189; yearly operating, $36,000. Equipment, RCA. Application is for non-commercial station. Dr. E. N. Jones, pres., Texas Technological College. Counsel, Welch, Mott & Morgan; consulting engineers, Kear & Kennedy. BPCT-2183. [Note: Initial decision by examiner Millard F. French Sept. 17, 1957, recommended grant of application; effective date postponed, see *Television Digest*, Vol. 13:43].

**Lubbock (Ch. 5)**—Western Television Co., Box 270, Lubbock. 20.4-kw visual, 10.2-kw aural, 360-ft. above av. terrain, 400-ft. above ground, 3598-ft. above sea level, lat. 33° 35′ 07″, long. 101° 50′ 54″. Transmitter, Great Plains Life Bldg., Broadway & Ave. L. Plant, $163,526; yearly operating, $250,000. Equipment, GE. General partnership consisting of David P. Pinkston, 50% (50% of KDAV, Lubbock; 75% of KPEP, San Angelo; 50% of KZIP, Amarillo; 50% of KPIK, Colorado Springs, Colo.) and Leroy Elmore, 50% (real estate; 30% of KDAV, 50% of KPIK). Each owns 40% of application for radio station in Albuquerque, N. M. Counsel, Harry J. Daley; consulting engineer, Guy C. Hutcheson, Arlington, Tex.

**★ MONAHANS (Ch. 9)**—KVKM-TV, Tri-Cities Bcstg. Co., Box 1118. CP 8-1-57; 27.5-kw visual, 13.8-kw aural, 620-ft. above av. terrain, 637-ft. above ground, 3253-ft. above sea level, lat. 31° 32′ 44″, long. 103° 04′ 48″. Transmitter, 2.5-mi. E of Pyote on US Hwy. 80. Plant, $149,061; yearly operating, $160,000. Equipment, DuMont transmitter, RCA antenna. Co-partnership composed of following: J. Ross Rucker, 33⅓% (pres. & 36% of KVKM, Monahans); J. B. Walton, 33⅓% (ranching & oil properties); Helen W. Walton, 33⅓% (ranching & oil properties). Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr. BPCT-2231. Starting Date (as reported): July, 1958.

**★ NACOGDOCHES (Ch. 19)**—KTES, East Texas Bcstg. Co. Inc., Box 248. CP 6-20-57; 20-kw visual, 10.7-kw aural, 292-ft. above av. terrain, 300-ft. above ground, 660-ft. above sea level, lat. 31° 35′ 26″, long. 94° 37′ 28″. Transmitter, State Hwy. 21, 2-mi. ESE of center of town. Plant, $42,000; yearly operating, $45,000. Equipment, DuMont transmitter, RCA antenna. Lee Scarborough, pres., 100% (TV sales & service; owner of KELS-FM, Nacogdoches); Dr. James G. Taylor, 25%. Counsel, Haley, Wollenberg & Kenehan; consulting engineer, Guy C. Hutcheson, Arlington, Tex. BPCT-2292. Starting Date: Unreported.

*Have you heard about the new and complete*

**AM-FM SERVICE?**

*(See page 140)*

† **San Antonio (Ch. 9, educational)**—San Antonio Council for Educational Television, c/o W. W. Jackson, P.O. Box 2341, San Antonio. 30.2-kw visual, 18.1-kw aural; 388-ft. above av. terrain, 465-ft. above ground, 1105-ft. above sea level, lat. 29° 25′ 20″, long. 98° 29′ 22″. Transmitter, N St. Marys & Villita Sts. Plant, $177,000; yearly operating, $30,000. Equipment, RCA. W. W. Jackson, chairman. Consulting engineer, Frank McIntosh & Assoc. BPET-45.

★ **VICTORIA (Ch. 19)**—KMVA-TV, Albert B. Alkek d/b as Alkek Television Co., Victoria Bank & Trust Bldg. (KNAL). CP 5-1-57; 20-kw visual, 10.7-kw aural, 322-ft. above av. terrain, 350-ft. above ground, 432-ft. above sea level, lat. 28° 47′ 23.4″, long. 96° 59′ 1.6″. Transmitter, 2402 Port Lavaca Dr. Plant, $190,500; yearly operating, $70,000. Equipment, RCA. Albert B. Alkek, 100% (oil, owns KNAL, Victoria; owns & operates bus line and trucking concern). Applicant formerly held 50% interest in CP for Victoria which was surrendered Nov. 1954. Counsel, Ross K. Prescott, Dallas; consulting engineer, Guy C. Hutcheson. BPCT-2109. Starting Date: Unreported.

## UTAH

★ **LOGAN (Ch. 12)**—Cache Valley Bcstg. Co., 1393 N. Main St. (KVNU-MBS). CP 2-26-58; 2.95-kw visual, 1.48-kw aural, minus 470-ft. above av. terrain, 264-ft. above ground, 4778-ft. above sea level, lat. 41° 45′ 00″, long. 111° 50′ 03″. Transmitter, 1393 N. Main St. Plant, $79,000; yearly operating, $50,000. Equipment, RCA. Herschel Bullen, pres., 41.6% (real estate); Dan B. Shields, v.p., 6.7% (attorney); Reed Bullen, secy.-treas., 31.5% (gen. mgr. of KVNU); Herschel K., Helen & Thurlow H. Bullen each own 6.7%. Consulting engineers, Clayton & Evans, Salt Lake City. BPCT-2260. Starting Date: Unreported.

**Ogden (Ch. 9)**—Jack A. Burnett, Box 1479, Honolulu, Hawaii. 1.745-kw visual, .814-kw aural, minus 668-ft. above av. terrain, 165-ft. above ground, 4480-ft. above sea level, lat. 41° 13′ 12.6″, long. 111° 58′ 8.1″. Transmitter, Washington Blvd. & 25th St. Plant, $71,812; yearly operating, $120,000. Equipment, Gates transmitter, Prodelin antenna. Jack A. Burnett, 100% (exec. v.p. & gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu). Consulting engineer, Ronald T. Miyahira, Honolulu. BPCT-2255.

**Ogden (Ch. 9)**—United Telecasting & Radio Co., 1538 Gibson Ave. 9.5-kw visual, 4.75-kw aural, minus 379-ft. above av. terrain, 437-ft. above ground, 4715-ft. above sea level, lat. 41° 14′ 18″, long. 110° 58′ 34″. Transmitter, 1538 Gibson Ave. Plant, $70,000; yearly operating, $125,000. Equipment, RCA. United Bcstg. Co. (KVOG, Ogden), 53.29% (to be voted by Arch G. Webb); Arch G. Webb, pres., .07%, pres. & gen. mgr. of KVOG; oil company pres.); Richard K. Hemingway, v.p., 6.6% (insurance & banking); Robert G. Hemingway, treas., 6.6% (banking); Clifford E. Peterson, secy., .07%; Granite District Radio Bcstg. Co. (KNAK, Salt Lake City and KBLI, Blackfoot, Ida.), 33.3%. BPCT-2270.

★ **PROVO (Ch. 11)**—KLOR-TV, Beehive Telecasting Corp., Box 44. CP 12-11-57; 6-kw visual, 3-kw aural, 2845-ft. above av. terrain, 137-ft. above ground, 7772-ft. above sea level, lat. 40° 16′ 56″, long. 111° 56′ 10″. Transmitter, Lake Mt., approx. 15-mi. WNW of Provo. Plant, $64,780; yearly operating, $96,000. Equipment, DuMont transmitter, RCA antenna. Samuel B. Nissley, pres. & gen. mgr., 42.1% (supervisor at Geneva Works of U. S. Steel in Geneva, Utah); James R. Winterton, v.p., 1.7%; Jeanette C. Nissley, secy.-treas., 3.5% (bookeeper at KEYY, Provo); Dr. James W. Nixon, director, 7%; Robert W. Hughes, director, 3.5%; Freda Vernon, 7% (owns dance studio); 17 other stockholders, none with more than 3%. Beehive also owns 63.28% of KSUB, Cedar City, Utah. Counsel, Scharfeld & Baron; consulting engineers, Vandivere & Cohen. BPCT-2051. Starting Date (as reported): Aug., 1958.

## VIRGINIA

**Arlington**—See also Washington, D.C.

★ **ARLINGTON (Ch. 20)**—WARL-TV, Northern Virginia Bcstrs. Inc., 5232 Lee Hwy. (WARL). CP 10-10-56; 676-kw visual, 339-kw aural, 550-ft. above av. terrain, 439-ft. above ground, 829-ft. above sea level, lat. 38° 53′ 46″, long. 77° 08′ 03″. Transmitter, 5232 Lee Hwy. Plant, $333,875; yearly operating, $60,000. Equipment, RCA. Cy Blumenthal, pres., 100% (is applicant for Ch. 2, Terre Haute, Ind. and owns WCMS, Norfolk; KCKN, Kansas City; WABB, Mobile). Counsel Philip M. Baker; consulting engineer, Russell P. May. BPCT-2134. Starting Date: Unreported.

# **DANVILLE (Ch. 24)**—WBTM-TV, Piedmont Bcstg. Corp., 710 Grove St. (WBTM-ABN). CP 12-17-52; 22.4-kw visual, 11.8-kw aural, 647-ft. above av. terrain, 273-ft. above ground, 1363-ft. above sea level, lat. 36° 44′ 28″, long. 79° 23′ 05″. Transmitter, White Oak Mt., 10-mi. N of Danville. Plant, $234,438; yearly operating, $135,000. Equipment, RCA. W. E. Gardner Jr., pres., .54%; L. R. Wyatt, v.p., 4.76%; Lyle C. Motley, secy.-treas., .08%; and following directors: George W. Aron, 1.8%; George A. Carter, .13%; L. N. Dibrell Jr. (co-executor of estate of L. N. Dibrell Sr.), 39.6%; H. F. Fitchett, .21%; and 46 others, none with more than 11% of votes. Counsel, John Midlen; consulting engineers, George C. Davis Consulting Engineers. BPCT-643. [Note: Began operating Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status; see *Television Digest*, Vol. 11:1-2. Request for extension of CP awaits FCC action.]

# **NEWPORT NEWS-NORFOLK (Ch. 33)**—WACH-TV, United Bcstg. Co. of Eastern Va. Inc. (WYOU). CP 2-4-53; 20.9-kw visual, 10.5-kw aural, 310-ft. above av. terrain, 318-ft. above ground, 351-ft. above sea level, lat. 36° 58′ 36″, long. 76° 25′ 54″. Transmitter, 114 24th St. Plant, $152,050; yearly operating, $130,000. Equipment, Federal transmitter, Workshops antenna. For owners and other interests, see WOOK-TV, Washington, D.C. Counsel, Eugene L. Burke; consulting engineers, George P. Adair Engineering Co. BPCT-889. [Note: Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status; April 25, 1956 license was transferred from Eastern Bcstg. Corp. to Russell A. Collins, bankruptcy trustee; see *Television Digest*, Vol. 10:14, 31 & 11:27. Sale to United Bcstg. Co. (Richard Eaton) approved July 19, 1956; see Vol. 12:27, 29. Holds CP without expiration date as it complied with FCC requirements concerning program tests.]

**Norfolk (Ch. 13)**—Norfolk Newport News Television Corp., c/o Jack Siegel, 1736 Buena Vista, Ormond Beach, Fla. 316-kw visual, 159-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 1048-ft. above sea level, lat. 36° 47′ 54″, long. 76° 10′ 41″. Transmitter, 1000-ft. NE of Bonney's Corner, Va. Plant, $547,000; yearly operating, $1,000,000. Equipment, RCA. Emil J. Arnold, pres., 50% (50% of optical & dental services in Boston, New York, Newark & Elizabeth City, N.J.; owns advertising agency in Boston; pres. & 50% of WALT, Tampa; pres. & 50% of WINN, Louisville, Ky.; treas., & 50% of WMFJ, Daytona Beach, Fla.; 100% of WTAM, Decatur, Ga.; 50% of grantee WHIY, Orlando, Fla.); Robert E. Wasdon, v.p., 25% (v.p. & 25% of WALT; 16⅔% of WINN; 25% of WHIY; 50% of WIOD, Sanford, Fla); Jack Siegel, secy.-treas., (secy. of WMFJ; secy.-treas. & 25% of WALT; 16⅔% of WINN; 25% of WHIY; 50% of WIOD). Counsel, Miller & Schroeder; consulting engineers, Page, Cruetz, Steel & Waldschmitt. BPCT-2363.

**Norfolk (Ch. 13)**—Virginian Television Corp., 419 National Bank Bldg., 316-kw visual, 158.5-kw aural, 383-ft. above av. terrain, 438-ft. above ground, 446-ft. above sea level, lat. 36° 51′ 53″, long. 76° 18′ 22″. Transmitter, Atlantic Warehouse, 511 Front St. Plant, $1,006,148; yearly operating, $973,300. Equipment, RCA. Each of the following owns 10%: R. R. Richardson Jr., pres. (steel fabricator); J. Leo Hoarty, exec. v.p. (pres. & 19.48% of WBOF, Virginia Beach & 25% of WRNB, New Bern, N.C.); W. W. McClanan Jr., treas. (v.p. & 19.48% of WBOF; 25% of WRNB; laundry & dry cleaning); James P. Sadler (secy. & 19.48% of WBOF, 25% of WRNB; real estate; ready-mix concrete); Sidney Banks (hotel owner & real estate; 25% of WRNB); Horace E. Savage Jr. (truck line owner); Lewis E. Keller (real estate; wholesale lumber); S. E. Liles (construction company); W. Lee Flaugher (33⅓% of concrete company). Counsel, Cottone & Scheiner; consulting engineers, George P. Adair Engineering Co. BPCT-2413.

**Richmond (Ch. 29)**—WOTV, Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P.O., Winston-Salem, N.C. CP 12-2-53; 17-kw visual, 9.33-kw aural, 540-ft. above av. terrain, 546-ft. above ground, 761-ft. above sea level, lat. 37° 30′ 16″, long. 77° 30′ 39″. Transmitter, 1.6-mi. from Richmond on Midlothian Turnpike. Plant, $153,954; yearly operating, $180,000. Equipment, RCA. James W. Coan, pres., 15%; John G. Johnson, secy.-treas., 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%; Gordon Hanes, 3.71%; Agnew H. Bahnson Jr., 1.66%; Kenneth Mountcastle Jr., 1.85%; Katherine K. Bahnson, .185%. Also owns off-air WTOB-TV, Winston-Salem; 80% of WAPA-TV, San Juan, P.R., and is Ch. 47 applicant for Birmingham, Ala. Counsel, Krieger & Jorgensen. BPCT-2265. [Note: Has applied for replacement of CP cancelled by FCC Dec. 19, 1956.]

## WASHINGTON

**Longview (Ch. 33)**—W. Gordon Allen & John Truhan d/b as Altru Bcstg. Co., 1451 Alaska St. (KBAM). 9.01-kw visual, 4.86-kw aural, 100-ft. above av. terrain, 333-ft. above ground, 349-ft. above sea level, lat. 46° 07′ 28″, long. 122° 56′ 12″. Transmitter, 1451 Alaska St. Plant, $62,000; yearly operating, $84,000. Equipment, RCA. W. Gordon Allen, 50% (pres., 70.1% owner of KGAL, Lebanon, Ore.; ⅔ owner of KGAY, Salem, Ore., 100% of KTIX, Seattle); John Truhan, 50% (⅓ of KGAY). Engineer, John Truhan. BPCT-2119.

★ **VANCOUVER (Ch. 21, allocated to Portland, Ore.)**—KVAN-TV, KVAN Inc., 707½ Main St. (KVAN). CP 9-23-53; 107-kw visual, 62-kw aural, 1014-ft. above av. terrain, 254-ft. above ground, 1297-ft. above sea level, lat. 45° 29′ 21″, long. 122° 41′ 41″. Trans., Portland, about 10 miles S.W. of center of Vancouver. Plant, $220,386; yearly operating $560,000. Equipment, Du Mont transmitter, RCA antenna. Sheldon F. Sackett, pres., 75%; Fred F. Chitty estate, 5%; D. Elwood Caples, v.p., 20%. Mr. Sackett also is principal stockholder of KROW, Oakland, and KOOS, Coos Bay, Ore., Ch. 16 grantee and publisher of *World of Coos Bay*. Counsel, Krieger & Jorgensen; consulting engineers, A.D. Ring & Assoc. BPCT-959. Starting Date: Unreported. [Note: Has requested Ch. 2.]

**Walla Walla (Ch. 5)**—Northwest Bcstg. System Inc., 13273 Ventura Blvd., North Hollywood, Cal. 30.3-kw visual, 23.28-kw aural, 1252-ft. above av. terrain, 150-ft. above ground, 5258-ft. above sea level, lat. 45° 48′ 36″, long. 118° 06′ 07″. Transmitter, Toll Gate near Blue Mt. Summit, McIntyre Point. Plant, $107,941; yearly operating, $217,000. Equipment, RCA. Warren L. Gray, pres., 19% (engineer, KHJ, Los Angeles); Sara W. Holton, 20% (housewife); Edith L. Wellington, 15% (housewife); Wm. F. Barclay, 10% (engineer, KNXT, Los Angeles; ex-owner of ⅓ of Panther Electronics, closed-circuit TV); Alma Carraher, 10% (nurse); Ray M. Whitt, 10% (bldg. supervisor L.A. city schools); others. Counsel, Richard H. Burton, North Hollywood; engineer, J. Glen Turner, Encino. BPCT-2460.

**Yakima (Ch. 23)**—Charles R. White, 12555 S.W. Edgecliff Rd., Portland, Ore. 21-kw visual, 10.5-kw aural, 958-ft. above av. terrain, 148-ft. above ground, 2148-ft. above sea level, lat. 46° 31′ 56″, long. 120° 30′ 30″. Transmitter, Ahtanum Ridge, 4-mi. S of Yakima. Plant, $63,000; yearly operating, $120,000. Equipment, RCA transmitter, GE antenna. Charles R. White, 100% (free-lance photographer; ex-v.p. gen. mgr. of CHEK-TV, Victoria, B.C.; ex-gen. mgr. KLEW-TV, Lewiston, Ida.; ex-commercial mgr., KPTV, Portland). Engineer, Harold C. Singleton, Portland. BPCT-2450.

**Yakima (Ch. 23)**—Yakima Television Corp., 315 W. Sprague St., Spokane, Wash. 22.5-kw visual, 12.14-kw aural, 959-ft. above av. terrain, 148-ft. above ground, 2148-ft. above sea level, lat. 46° 31′ 55″, long. 120° 30′ 30″. Transmitter, Ahtanum Ridge Rd. Plant, $165,200; yearly operating, $130,000. Equipment, RCA. Joseph Harris, chairman, 40%; Norman Alexander, pres., 40%; Richard E. Jones, v.p., 20%. Also owns KXLY-TV, & KXLY, Spokane and KELP-TV & KELP, El Paso, Tex. Counsel, Wheeler & Wheeler; engineer, David I. Green, Spokane. BPCT-2438.

### WEST VIRGINIA

**# CHARLESTON (Ch. 49)**—WKNA-TV, Joe L. Smith Jr. Inc., Main & Kanawha Sts., Beckley, W.Va. CP 3-4-53; 225-kw visual, 120-aural, 390-ft. above av. terrain, 342-ft. above ground, 1292-ft. above sea level, lat. 38° 21′ 22″, long. 81° 40′ 02″. Transmitter, 5 mi. E of S. Charleston. Plant, $326,917; yearly operating, $141,660. Equipment, RCA. Joe L. Smith Jr., pres.-treas., 76.35% (also owns WJLS, Beckley); Joe L. Smith, 11.78% (father); Hulett Smith, 11.78%. Counsel, Pierson, Ball & Dowd; consulting engineers, A. D. Ring & Assoc. BPCT-591. [Note: Began operation Sept. 17, 1953 with 22.5-kw visual, 12-kw aural, but quit air Feb. 12, 1955, reverting to CP status; see *Television Digest*, Vol. 11:6. Request for extension of CP awaits FCC action.]

**# FAIRMONT (Ch. 35)**—WJPB-TV, WJPB-TV Inc., 400 Quincy St. CP 7-1-53; 5.37-kw visual, 2.88-kw aural, 100-ft. above av. terrain, 190-ft. above ground, 1330-ft. above sea level, lat. 39° 29′ 17″, long. 80° 08′ 17″. Transmitter, Grant & Hill Sts. Plant, $100,580; yearly operating, $40,000. Equipment, RCA. J. Patrick Beacom, 100%. Mr. Beacom also owns WVVW, Inc., Grafton, W.Va., 10% of WETZ, New Martinsville, W.Va., controls WBUT, Butler, Pa.; also publishes weekly *Mannington* (W.Va.) *Times*. Consulting engineers, A. D. Ring & Assoc. BPCT-782. [Note: Began operating March 17, 1954, but left air Feb. 28, 1955, then resumed in March of 1955, but quit air again in fall of 1955, reverting to CP status; see *Television Digest*, Vol. 11:9, 27; 12:2. Request for extension of CP awaits FCC action. Mr. Beacon expects to return WJPB-TV to air by Feb. of 1958; also is applicant for Ch. 5 in nearby Weston, W.Va.; see Vol. 13:4, 18.]

**Weston (Ch. 5)**—Telecasting Inc., 700 Ivory Ave., Pittsburgh, Pa. 26.8-kw visual, 13.4-kw aural, 1000-ft above av. terrain, 912-ft. above ground, 2262-ft. above sea level, lat. 39° 08′ 30″, long. 80° 22′ 13″. Transmitter, 1.5-mi. NE of McWhorter, between McWhorter & Lost Creek. Plant, $308,739, yearly operating, $231,201. Equipment, GE. For ownership & other interests, see WENS, Pittsburgh. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey. BPCT-2345.

**Weston (Ch. 5)**—West Virginia Radio Corp., 446 Spruce St., Morgantown, W.Va. (WAJR-MBS). 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 656-ft. above ground, 2396-ft. above sea level, lat. 39° 05′ 10″, long. 80° 17′ 21″. Transmitter, near Rooting Creek School. Plant, $600,586; yearly operating, $450,000. Equipment, RCA. Mrs. Agnes J. Reeves Greer, pres. & treas., 50.841% (96.71% of steel plant; 77.4% of W.Va. Newspaper Publishing Co.; 99% of WJER, Dover, O.; 91.4% of coal & coke company; owner of off-air WKJF-TV & WKJF (FM), Pittsburgh; 25% of real estate company in Dover, O.); R. A. Raese, v.p., .187% (treas. of publishing company; secy.-treas. of WJER); P. S. Linsley, secy. (accountant); Mrs. Jane G. Kelly, .187% (69.49% of Preston County Supply Co.; v.p. of WJER and publishing co.); Malcolm A. Campbell Jr., .187% (gen. mgr. of WAJR); W.Va. Newspaper Publishing Co., 48.598% (*Dominion News* and *Morgantown Post*). Counsel, Dow, Lohnes & Albertson; consulting engineers, Vandivere & Cohen. BPCT-2343.

**Weston (Ch. 5)**—WJPB-TV Inc., Broadcast House, 400 Quincy St., Fairmont, W.Va. 100-kw visual, 60-kw aural, 881-ft. above av. terrain, 509-ft. above ground, 2169-ft. above sea level, lat. 39° 04′ 27″, long. 80° 25′ 28″. Transmitter, Fisher Summit. Plant, $146,000; yearly operating, $90,000. Equipment, RCA. J. Patrick Beacom, pres.-treas., 97.7% (98% of off-air WJPB-TV, Ch. 35, Fairmont; pres. & owner of WBUT, Butler, Pa.; pres. & 70% of WVVW, Grafton, W.Va.; pres. of demolition company; real estate); Emily P. Beacom, secy., .3%; D. D. Baer, 2%. Consulting engineers, A. D. Ring & Assoc. BPCT-2318.

**★ WHEELING (Ch. 51)**—WLTV, Polan Industries, 321 Eighth St., Huntington. CP 2-11-53; 120-kw visual, 67.6-kw aural, 176-ft. above av. terrain, 241-ft. above ground, 1261-ft. above sea level, lat. 40° 04′ 16″, long. 80° 43′ 13″. Transmitter, Palo Alto St. between 9th & 10th Sts. Plant, $224,500; yearly operating, $200,000. Equipment, RCA. Equal partnership of 5 brothers—Lincoln M., Albert S., Charles M., E. G. and Lake Polan Jr. In addition, E. G. Polan owns 20% interest in WPLH, Huntington, W.Va. Also holds CP for WPTV, Ashland, Ky. (Ch. 59). Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1048. Starting Date: Unreported.

### WISCONSIN

**# MILWAUKEE (Ch. 25)**—WCAN-TV, Lou Poller, Pennsylvania Bldg., Washington, D.C. CP 2-4-53; 229-kw visual, 123-kw aural, 410-ft. above av. terrain, 470-ft. above ground, 1170-ft. above sea level, lat. 43° 02′ 44″, long. 87° 58′ 50″. Transmitter, 5401 W. Marten Dr. Plant, $196,350; yearly operating $180,000. Equipment, RCA. Lou Poller, 100%. Counsel, Philip M. Baker. BPCT-784. [Note: This station began operating Sept. 5, 1953, but quit the air Feb. 27, 1955, reverting to CP status after FCC approved deal whereby WOAN-TV physical facilities were sold to CBS at same time CBS bought CP of WOKY-TV (Ch. 19), turning WOKY-TV facilities over to Poller; see *Television Digest*, Vol. 10:47 & 11:6. In Sept. 1956 Poller sued CBS for $4,350,000 damages in civil anti-trust suit; Vol. 12:37. Request for extension of CP awaits FCC action.]

**★ MILWAUKEE (Ch. 31)**—WFOX-TV, Business Management Inc., 4531 W. Forest Home Ave. (WFOX). CP 5-4-55; 21.2-kw visual, 11.9-kw aural, 353-ft. above av. terrain, 434-ft. above ground, 1064-ft. above sea level, lat. 43° 02′ 20″, long. 87° 54′ 17″. Transmitter, 208 E. Wisconsin Ave. Plant, $124,961; yearly operating, $150,000. Equipment, GE. Joseph A. Clark, pres. & treas., 100% (dairyman, owner of radio WWOC, Manitowoc, Wis.); Edward I. Stillman, v.p.; Charles L. Goldberg, secy. Counsel, McKenna & Wilkinson; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1964. Starting Date: Unreported.

### WYOMING

**★ SHERIDAN (Ch. 9)**—KTWX-TV, Rocky Mountain Tele Stations, 355 N. Beverly Dr. Beverly Hills, Cal. CP 5-8-57; 3.08-kw visual, 1.54-kw aural, 349-ft. above av. terrain, 67-ft. above ground, 4685-ft. above sea level, lat. 44° 41′ 43″, long. 106° 54′ 12″. Transmitter, 9.4 mi. S of county court house on Hwy. 87. Plant, $86,671; yearly operating, $83,400. Equipment, Gates transmitter, RCA antenna. For ownership and other interests, see KTWO-TV, Casper (Ch. 2). This CP is for satellite of KTWO-TV. Counsel, Sher, Oppenheimer & Harris; consulting engineers, Robert M. Silliman & Assoc. BPCT-2279. Rep: Meeker. Starting Date (as reported): March, 1958.

### HAWAII

**Wailuku (Ch. 8)**—Television Corp. of America Ltd., Box 1479, Honolulu, Hawaii. 3.67-kw visual, 1.83-kw aural, 6097-ft. above av. terrain, 64-ft. above ground, 10,014-ft. above sea level, lat. 20° 42′ 45″, long. 156° 15′ 20″. Transmitter, summit of Mt. Haleakala. Plant, $38,900; yearly operating, $36,400. Equipment, RCA. Same ownership as KULA-TV, Honolulu. Jack Burnett, exec. v.p. The proposed station will be a satellite of KULA-TV. BPCT-2399.

### PUERTO RICO

**Aguadilla (Ch. 12)**—Hector Reichard, P.O. Box 188, Aguadilla, (WABA). 30.2-kw visual, 15.1-kw aural, 431-ft. above av. terrain, 337-ft. above ground, 713-ft. above sea level, lat. 18° 26′ 34″, long. 67° 09′ 08″. Transmitter, Barrio Caimital Bajo, approx. .4-mi. NE of Aguadilla. Plant, $131,178; yearly operating, $45,009. Equipment, GE. Hector Reichard, 100%. Also operates radio WABA, Aguadilla. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-2306.

**Aguadilla (Ch. 12)**—Winston-Salem Bcstg. Co. Inc., 300 S Stratford Rd., Winston-Salem, N. C. 110.6-kw visual, 60.8-kw aural, 450-ft. above av. terrain, 374-ft. above ground, 751-ft. above sea level, lat. 18° 26′ 34″, long. 67° 09′ 08″. Transmitter, Barrio Camital Baja, approx. .4-mi. NE of Aguadilla. Plant, $199,319; yearly operating, $120,000. Equipment, GE. Also own off-air WTOB-TV, Winston-Salem; 80% of WAPA-TV, San Juan, P. R.; 50% of Ch. 42 grantee WMBG, Birmingham, Ala. Also radios WTOB, WSGN, Birmingham & WLOW, Portsmouth, Va. Counsel, Kreiger & Jorgensen; consulting engineers, Commercial Radio Equipment Co. BPCT-2329.

**Arecibo (Ch. 12)**—Abacoa Radio Corp., Box 126, (WIMA). 20-kw visual, 12-kw aural, 1006-ft. above av. terrain, 353-ft. above ground, 1469-ft. above sea level, lat. 18° 17′ 53″, long. 67° 05′ 25″. Transmitter, Cerro Gordo Mt., 5 kilometers from Anasco. Plant and yearly operating cost not shown. Equipment, RCA. For ownership, see application for Mayaguez, P.R. below. Counsel, Robert M. Booth Jr.; consulting engineer, Alfred C. Weed Jr., Santurce. BPCT-2459.

**★ CAGUAS (Ch. 11)**—WKBM-TV, American Colonial Bcstg. Corp., Box 4189, San Juan, P. R. (WKVM, San Juan). CP 4-25-56; 2.67-kw visual, 1.34-kw aural, 1177-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level, lat. 18° 16′ 54″, long. 66° 06′ 46″. Transmitter, 6-mi. NW of Caguas on Cerro Marquesa Mt. Plant, $35,809 (tower & antenna available; transmitter partially paid for); yearly operating, $60,000. Equipment, Gates transmitter, RCA antenna. Ralph Perez Perry, 100%; also holds CP for Ch. 9, Ponce, P.R. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-1980. Starting Date: Unreported.

**Fajardo (Ch. 13)**—Continental Bcstg. Corp., Ponce de Leon Ave. 566, Box 168. Hato Rey, P.R. .848-kw visual, .424-kw aural, 50-ft. above av. terrain, 237-ft. above ground, 276-ft. above sea level, lat. 18° 19′ 54″, long. 65° 39′ 04″. Transmitter, Sardinera Corp. Bldg., Avenida General Valero. Plant, $35,-907; yearly operating, $50,000. Equipment, Adler transmitter, RCA antenna. Applicant operates WHOA, San Juan, P. R. William R. Anthony, pres. Consulting engineers, Kear & Kennedy. BPCT-2439.

**Mayaguez (Ch. 3)**—Sucesion Luis Pirallo-Castellanos, Box 479. 29.17-kw visual, 14.59-kw aural, 487-ft. above av. terrain, 249-ft. above, ground, 873-ft. above sea level, lat. 18° 11′ 35″, long. 67° 07′ 28″. Transmitter, Km. 1.7 Santorio Rd. Plant, $206,104; yearly operating, $103,000. Equipment, Standard Electronics transmitter; RCA antenna. Applicant is real estate investment firm. Esperanza Lopez Vda. de Pirallo, 60%; Jose L. Pirallo-Lopez, 10%; Manuel Pirallo-Lopez, 10% (owns 27% of WISO, Ponce, 25% of WMIA, Arecibo); Carlos M. Pirallo-Lopez, 10% (15% of WISO, 25% of WMIA); Carmen Esperanza Pirallo-Lopez, 10%. WMIA also is applicant for Ch. 12 in Arecibo. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-2158. [Note: Initial decision by examiner Hugh B. Hutchison Oct. 16, 1957, recommended denial of application.]

**Mayaguez (Ch. 3)**—Department of Education of Puerto Rico, Hato Rey (San Juan). 29.4-kw visual, 14.7-kw aural, 693-ft. above av. terrain, 303-ft. above ground, 910-ft. above sea level, lat. 18° 04′ 11″, long. 67° 08′ 03″. Transmitter, 1.7-mi. SE of Cabo Rojo Town, Llanos Tuna Barrio. Plant, $300,000; yearly operating, $95,000. Equipment, GE. Efrain Sanchez-Hidalgo, secy. of education. Also operates WIPR-TV, San Juan. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-2159. [Note: Initial decision by examiner Hugh B. Hutchison Oct. 16, 1957, recommended grant of application.]

## CANADIAN TV AUTHORIZATIONS

**As of February 15, 1958**

**ELK LAKE, ONT. (Ch. 2)**—CFCL-TV-2, J. Conrad Lavigne Enterprises Ltd., Mont Sacre Coeur Timmins, Ont. Recommended 9-30-57; 3.52-kw visual, 1.76-kw aural, 462-ft. above av. terrain. Equipment, GE. Owner also is licensee of CFCL-TV, Timmins, Ont., which operates satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3). Elk Lake outlet also is to be satellite of CFCL-TV. Starting Date (as reported): May, 1958.

**MATANE, QUE (Ch. 9)**—CKBL-TV, La Compagnie de Radiodiffusion de Matane Limitee, 144 St. Jerome Ave. (CKBL). Recommended 6-25-57; 160-kw visual, 95-kw aural, 621-ft. above av. terrain, 250-ft. above ground, 1250-ft. above sea level, lat. 48° 50′ 00″, long. 67° 22′ 50″. Transmitter: RR 4, Petit Matane. Rene Lapointe, managing director. Rep: Jos. A. Hardy & Co. Starting Date (as reported): Aug., 1958.

**MOOSE JAW, SASK. (Ch. 4)**—CHAB-TV, Radio Station CHAB Ltd., 700 Main North (CHAB). Recommended 12-6-57; 54-kw visual, 27-kw aural, 830-ft. above av. terrain, 530-ft. above ground, 2500-ft. above sea level, lat. 50° 23′ 38″, long. 105° 55′ 27″. Transmitter, Caron, Sask. Mrs. L. A. Davis, 100% owner. Rep: Television Representatives Ltd. Starting Date (as reported): Mid-summer of 1958.

**TROIS-RIVIERES, QUE. (Ch. 13)**—CKTM-TV. Television St.-Maurice Inc., Box 277. Recommended 6-25-57; 3.07-kw visual, 1.53-kw aural, 591-ft. above av. terrain, 300-ft. above ground, 875-ft. above sea level, lat. 46° 29′ 27″, long. 72° 39′ 00″. Transmitter, Mont-Carmel, Que. Henri Audet, pres. & gen. mgr. Reps: Weed, Joseph A. Hardy & Co., John N. Hunt & Co. Starting Date (as reported): March, 1958.

**YORKTON, SASK. (Ch. 3)**—CKOS-TV, Yorkton Television Co. Ltd., 95 East Broadway. Recommended 9-30-57; 5-kw visual, 2.5-kw aural, 529-ft. above av. terrain. R. L. Skinner, secy.-treas. Starting Date: June, 1958.

## UHF TRANSLATOR APPLICATIONS

**Applications filed up to February 15, 1958**

**(For Stations on air and CPs, See Station Directory Section)**

### ARIZONA

**Nogales (Ch. 70)**—Board of Supervisors, Santa Cruz County, Box 156. Input Ch. 13 (KOPO-TV, Tucson). BPTT-50.

**Nogales (Ch. 74)**—Board of Supervisors, Santa Cruz County, Box 156. Input Ch. 4 (KVOA-TV, Tucson). BPTT-51.

### CALIFORNIA

**Blythe (Ch. 80)**—Palo Verde Valley TV Club, Box 874, Blythe, Cal. Input Ch. 11 (KIVA, Yuma, Ariz.). Also operates 3 other translators in Blythe. BPTT-71.

**Palm Springs (Ch. 76)**—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 5 (KTLA, Los Angeles). BPTT-19.

**Palm Springs (Ch. 79)**—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 7 (KECA, Los Angeles). BPTT-20.

**Palm Springs (Ch. 82)**—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 9 (KHJ-TV, Los Angeles). BPTT-21.

**Twentynine Palms (Ch. 74)**—James E. Peaden, Box 495, Big Bear Lake, Cal. Input Ch. 2 (KNXT, Los Angeles. BPTT-42.

### IDAHO

**Grangeville (Ch. 78)**—Central Idaho T.V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 4 (KXLY-TV, Spokane). BPTT-119.

**Grangeville (Ch. 81)**—Central Idaho T. V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 6 (KHQ-TV, Spokane). BPTT-118.

### MONTANA

**Butte (Ch. 70)**—City of Butte, City Hall. Input Ch. 13 (KMSO-TV, Missoula, Mont.). BPTT-37.

### NEW MEXICO

**Farmington (Ch. 81)**—San Juan Non-Profit T. V. Assn., 402 E. Main St. Input Ch. 13 (KGGM-TV, Albuquerque). Also operate K71AC, Farmington. BPTT-107.

**San Jon (Ch. 70)**—Tucumcari Television Co. Inc., Box 35, Tucumcari, N. M. Input Ch. 10 (KFDA-TV, Amarillo). BPTT-170.

### NEW YORK

**Olean (Ch. 70)**—W. H. D. L. Inc., 3219 W. State Rd. Input Ch. 17 (WBUF-TV, Buffalo). BPTT-165.

### OREGON

**Roseburg (Ch. 83)**—Eugene W. Roelle & John T. Pierce db/as Teleservice Co., 1040 W. Harvard Ave. Input Ch. 6 (KOIN-TV, Portland). BPTT-43.

### PENNSYLVANIA

**North Warren (Ch. 70)**—Conewango Valley TV Inc., 101 Ditmar St. Input Ch. 2 (WGR-TV, Buffalo). Also operates W82AA, North Warren. BPTT-147.

**North Warren (Ch. 75)**—Conewango Valley Television Inc., 101 Ditmar St. Input Ch. 6 (WJAC-TV, Johnstown). BPTT-140.

**Post-Freeze**

## Stations That Have Gone Off Air

**Up to February 15, 1958**

**(Does not include stations that quit temporarily but resumed)**

### VHF OFF-AIR STATIONS

**KOY-TV, Phoenix, Ariz. (Ch. 10)**—KOY Bcstg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954( see *Television Digest*, Vol. 10:19).

**KMBY-TV, Monterey-Salinas, Cal. (Ch. 8)**—Monterey Radio-Television Co. Began operation Aug. 17, 1953, sharing time with KSBW-TV, Salinas, but quit air permanently when FCC approved merger with KSBW-TV Feb. 2, 1955 (see *Television Digest*, Vol. 11:6).

**KDZA-TV, Pueblo, Colo. (Ch. 3)**—Pueblo Radio Co. Inc. Began operation March 16, 1953, but quit air on April 21, 1954, reverting to CP status; CP canceled by FCC Sept. 17, 1954 (see *Television Digest*, Vol. 10:20).

**KFXD-TV, Nampa, Ida. (Ch. 6)**—Frank E. Hurt & Sons, Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bcstg. & Television Co. Jan. 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15); dropped CP Oct. 27, 1954.

**WMIN-TV, St. Paul-Minneapolis (Ch. 11)**—WMIN Bcstg. Co. Inc. Began operation Aug. 27, 1953, sharing time with WTCN-TV, then, April 6, 1955, FCC approved sale of both WMIN-TV & WTCN-TV, with radio WTCN, to Harry M. Bitner's Consolidated TV & Radio Bcstrs. Inc. Immediately thereafter WMIN-TV went off air permanently & WTCN-TV became full-time operation (see *Television Digest*, Vol. 11:5, 15).

**KMBC-TV, Kansas City, Mo. (Ch. 9)**—Midland Bcstg. Co. Began operation Aug. 1, 1953, sharing time with WHB-TV, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bcstg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).

**KOPR-TV, Butte, Mont. (Ch. 4)**—Copper Bcstg. Co. Began operation Aug. 23, 1953, but quit air Sept. 19, 1954, reverting to CP status; FCC cancelled CP April 26, 1955 (see *Television Digest*, Vol. 10:38 & 11:18).

**KFOR-TV, Lincoln, Neb. (Ch. 10)**—Cornbelt Bcstg. Corp. Began operation May 25, 1953, sold to Fetzer Bcstg. Co. Feb. 1954; went off air permanently March 13, 1954. KOLN-TV (under same ownership) switching from Ch. 12 to 10. Ch. 12 facilities transferred to KUON-TV c/o Byron J. Dunn, acting as trustee for U of Nebraska, July 28, 1954. (See *Television Digest*, Vol. 10:9, 11, 31, 45).

**XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Television de Matamoros, S.A.** Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

### FORMER UHF STATIONS NOW OPERATING ON VHF

**KTVI, St. Louis, Mo. (Ch. 36)**—Began operation Aug. 10, 1953 on Ch. 54 in Belleville, Ill., across river from St. Louis; acquired Ch. 36 facilities from off-air KSTM-TV and moved to St. Louis April 9, 1955 (*Television Digest*, Vol. 11:16); shifted to Ch. 2 April 15, 1957 (Vol. 13:16).

**WCDA, Albany, N.Y. (Ch. 41)**—Began operation Oct. 14, 1953; switched to Ch. 10 and changed call letters to WTEN Dec. 1, 1957 (see *Television Digest*, Vol. 13:49).

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Note: WJMR-TV, New Orleans La. (Ch. 20) began experimental Ch. 12 operation Sept. 30, 1957.

### UHF OFF-AIR STATIONS

**KCCC-TV, Sacramento, Cal. (Ch. 40)**—Capital City TV Corp. Began operation Sept. 30, 1953; sold by founders Ashley Robison and Harry W. McCart to Lincoln Dellar Oct. 3, 1956. Quit air & cancelled license May 31, 1957, Dellar having made deal to turn plant and stock over to KOVR, Stockton (Ch. 13) for approximately 17% of KOVR (See *Television Digest*, Vol. 12:36, 37, 40; 13:20-22).

**WKAB-TV, Mobile, Ala. (Ch. 48)**—Pursley Bcstg. Service Inc. Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status; CP cancelled by FCC Feb. 28, 1956 (see *Television Digest*, Vol. 10:31).

**KRTV, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc.** Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).

**KBID-TV, Fresno, Cal. (Ch. 53)**—John Poole Bcstg. Co. Began operation Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status, also asking for lower uhf channel (see *Television Digest*, Vol. 10:29 & 11:9). Request for extension of CP awaits FCC action.

**†KTHE, Los Angeles, Cal. (Ch. 28, educational)**—University of Southern California. Began operation Aug. 3, 1953, but quit air Sept. 10, 1954, reverting to CP status; dropped CP Feb. 9, 1955 (see *Television Digest*, Vol. 10:37 & 11:7).

**KTVU, Stockton, Cal. (Ch. 36)**—San Joaquin Telecasters. Began operation Dec. 15, 1953, but quit air April 30, 1955, reverting to CP status; CP cancelled by FCC May 21, 1956 (see *Television Digest*, Vol. 11:19, 35, 42).

**KVVG, Tulare-Fresno, Cal. (Ch. 27)**—UHF Telecasting Corp. Began operation Nov. 16, 1953, but quit air Aug. 6, 1957, reverting to CP status (see *Television Digest*, Vol. 13:32). Request for extension of CP awaits FCC action.

**WFTL-TV, Fort Lauderdale, Fla. (Ch. 39)**—Tri-County Bcstg. Co. Began operation Apr. 7, 1953 on Ch. 23, but quit air permanently Dec. 29, 1954 after Storer Bcstg. purchased CP of WMIE-TV (Ch. 27) and physical facilities of WFTL-TV, then got FCC approval to change call letters to WGBS-TV and switch to Ch. 23 (see *Television Digest*, Vol. 10:47, 51).

**WJHP-TV, Jacksonville, Fla. (Ch. 36)**—Jacksonville Journal Co. Began operation Dec. 13, 1953, but quit air Oct. 25, 1957, retaining license (see *Television Digest*, Vol. 13:42). Request for renewal of license awaits FCC action.

**WGBS-TV, Miami, Fla. (Ch. 23)**—Storer Bcstg. Co. Began operation April 7, 1953, but quit air April 13, 1957, reverting to CP status, selling studio facilities to WPST-TV, Miami (see *Television Digest*, Vol. 13:15). Request for extension of CP awaits FCC action.

**WPFA-TV, Pensacola, Fla. (Ch. 15)**—Charles W. Lamar Jr. Began operation Oct. 9, 1953, but quit air Dec. 18, 1955, reverting to CP status (see *Television Digest*, Vol. 11:51). Request for extension of CP awaits FCC action.

**WIRK-TV, W. Palm Beach, Fla. (Ch. 21)—WIRK-TV Inc.** Began operation Aug. 31, 1953, but quit air March 1, 1956, reverting to CP status (see *Television Digest*, Vol. 12:11). CP cancelled Dec. 19, 1956.

**WATL-TV, Atlanta, Ga. (Ch. 36)**—Robert W. Rounsaville. Began operation Oct. 13, 1954, as WQXI-TV, but quit air May 31, 1955, reverting to CP status (see *Television Digest*, Vol. 11:32). Request for extension of CP awaits FCC action.

**WOKA, Macon, Ga. (Ch. 47)**—Macon Television Co. Began operation Aug. 25, 1953 as WETV, then was sold for token $1 and assumption of some $249,889 in liabilities to E. O. Cargill (25%) and oilman J. C. Barnes (75%) by radio WNEX and 18% owner W. A. Fickling (see *Television Digest*, Vol. 11:17, 23). Left air May 31, 1955, reverting to CP status (see *Television Digest*, Vol. 12:23). CP cancelled Sept. 17, 1956.

**WRAY-TV, Princeton, Ind. (Ch. 52)**—Southern Indiana Tele-Casting Inc. Began operation Dec. 6, 1953, but quit air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). Request for extension of CP awaits FCC action.

**KGTV, Des Moines, Ia. (Ch. 17)—Rib Mt. Television Inc.** Began operation Nov. 14, 1953, but quit air April 15, 1955 reverting to CP status (see *Television Digest*, Vol. 11:16). Request for extension of CP awaits FCC action.

**KEDD, Wichita, Kan. (Ch. 16)**—Stanley H. Durwood. Began operation Aug. 15, 1953, but quit air April 30, 1956, reverting to CP status (see *Television Digest*, Vol. 12:17). Dropped CP Feb. 13, 1957.

**WEZI, Louisville, Ky. (Ch. 21)**—Mid-America Bcstg. Corp. Began operation Sept. 7, 1953 but quit air April 20, 1954, reverting to CP status. Sale to Great Trails Bcstg. Corp. (ex-Secy. of Commerce Charles Sawyer) as WKLO-TV, with radio WKLO, approved July 20, 1955 by FCC (see *Television Digest*, Vol. 10:17; 11:27, 31). Request for extension of CP awaits FCC action.

**KFAZ, Monroe, La. (Ch. 43)**—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status; CP cancelled by FCC Dec. 6, 1954 (see *Television Digest*, Vol. 10:19).

**WLAM-TV, Lewiston, Me. (Ch. 17)**—Lewiston-Auburn Bcstg. Corp. Began operation Nov. 22, 1953, but quit air March 25, 1955, retaining license (see *Television Digest*, Vol. 11:13). Dropped license April 1, 1957.

**WPMT, Portland, Me. (Ch. 53)**—Carrell K. Pierce. Began operation Aug. 27, 1953, but quit air Dec. 16, 1954, reverting to CP status; March 18, 1955 CP was transferred from Frank S. Hoy family to bankruptcy trustee C. K. Pierce (see *Television Digest*, Vol. 10:52). Dropped CP Jan. 16, 1956.

**WTAO-TV, Cambridge-Boston, Mass. (Ch. 56)**—Middlesex Bcstg. Corp. Began operation on Aug. 31, 1953, but quit air March 30, 1956, reverting to CP status (see *Television Digest*, Vol. 12:11). Request for extension of CP awaits FCC action.

**WWOR-TV, Worcester, Mass. (Ch. 14)**—Salisbury Bcstg. Corp. Began operation Nov. 16, 1953, but quit air Sept. 5, 1955, retaining licensee (see *Television Digest*, Vol. 11:37). Request for renewal awaits FCC action.

**WPAG-TV, Ann Arbor, Mich. (Ch. 20)**—Washtenaw Bcstg. Co. Inc. Began operation April 3, 1953, but quit air Dec. 31, 1957, retaining license (see *Television Digest*, Vol. 13:51). License expires Oct. 1, 1958.

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Editor's Note: For list of post-freeze CPs granted but relinquished before going on air, being dropped either voluntarily or by order of FCC, see *TV Factbook No. 23*, pp 311-12. Added to CP drop-out list since July 15, 1956 publication date of *TV Factbook No.* 23 were: WANE-TV, Ft. Wayne, Ind. (Ch. 69), dropped July 18, 1956, when radio WANE acquired WINT (Ch. 15), later changed call letters to WANE-TV. KRSN, Yakima, Wash. (Ch. 23), cancelled Sept. 17, 1956. WAAB-TV, Worcester, Mass. (Ch. 20), dropped Jan. 7, 1957. WJLN-TV, Birmingham, Ala. (Ch. 48), dropped Feb. 13, 1957. KCOA, Corona, Cal. (Ch. 53) cancelled March 27, 1957. KOLF-TV, Flagstaff, Ariz. (Ch. 9) cancelled Sept. 11, 1957. KSPS, Hot Springs, Ark. (Ch. 9) dropped Aug. 13, 1957. KBTM-TV, Jonesboro, Ark. (Ch. 8) cancelled Oct. 29, 1957. KPRT, San Francisco, Cal. (Ch. 29) cancelled Oct. 22, 1957. WQIK-TV, Jacksonville, Fla. (Ch. 30) dropped Sept. 12, 1957. KSEI-TV, Pocatello, Ida. (Ch. 6) dropped Sept. 10, 1957. KHTV, Twin Falls, Ida. (Ch. 13) dropped Jan. 29, 1958. WPKN, Pekin, Ill. (Ch. 69) cancelled Nov. 15, 1957. WKYT, Owensboro, Ky. (Ch. 62) cancelled Jan. 10, 1958. WCNS, Baton Rouge, La. (Ch. 40) dropped Jan. 30, 1958. KABL-TV, Helena, Mont. (Ch. 10) cancelled Nov. 15, 1958. KAMT-TV, Alpine, Tex. (Ch. 12) cancelled Sept. 12, 1957. KVTX, San Angelo, Tex. (Ch. 3) cancelled Jan. 28, 1958. KRTV, Walla Walla, Wash. (Ch. 8) dropped Sept. 19, 1957.

## Stations Off Air

**WBKZ-TV, Battle Creek, Mich. (Ch. 64)**—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich.; dropped CP Oct. 22, 1954 (see *Television Digest*, Vol. 10:17, 18, 21).

**WTAC-TV, Flint, Mich. (Ch. 16)**—Trendle-Campbell Bcstg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status; dropped CP Aug. 10, 1954 (see *Television Digest*, Vol. 10:19, 31).

**WTOM-TV, Lansing, Mich. (Ch. 54)**—Inland TV Bcstg. Co., c/o John L. Mayer, receiver, 3311 W. McNichols Rd., Detroit, Mich. Began operation Aug. 13, 1953; year later was leased by John C. Pomeroy and associates to Inland TV Co. (Herbert H. Upton, J. A. Straus, James C. Hendley). Station quit air Oct. 9, 1956, reverting to off-air status and was taken over by receiver (see *Television Digest*, Vol. 12:41). License expires Oct. 1, 1958.

**WFTV, Duluth, Minn. (Ch. 38)—Great Plains Television Properties** of Minnesota. Began May 31, 1953, but quit air July 11, 1954 (see *Television Digest*, Vol. 10:28). Request for extension of CP awaits FCC action.

**WJTV, Jackson, Miss. (Ch. 25)—Mississippi Publishers Corp.** Began operation Jan. 20, 1953, but quit air permanently May 31, 1955, after acquiring 40% of WSLI-TV (Ch. 12), with latter changing call letters to WJTV (see *Television Digest*, Vol. 11:23).

**WCOC-TV, Meridian, Miss. (Ch. 30)**—Mississippi Bcstg. Co. Began operation in Dec., 1953, but quit air July 30, 1954, reverting to CP status and asking for Ch. 7 allocation (see *Television Digest*, Vol. 10:31). CP expires June 1, 1958.

**KCTY, Kansas City, Mo. (Ch. 25)**—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).

**KACY, St. Louis (Festus), Mo. (Ch. 14)**—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status. FCC cancelled CP Sept. 7, 1955 (see *Television Digest*, Vol. 10:15 & 11:37).

**KSTM-TV, St. Louis, Mo. (Ch. 36)**—Broadcast House Inc. Began operation Oct. 20, 1953, but quit air Aug. 3, 1954, reverting to CP status; dropped CP Aug. 26, 1954. Later facilities & Channel 36 were acquired by WTVI, Belleville, Ill., which moved to St. Louis & changed call to KTVI; KTVI was allocated Ch. 2 in 1957 and began vhf operation April 15, 1957 (see *Television Digest*, Vol. 10:32; 11:16; 13:16).

**WRTV, Asbury Park, N.J. (Ch. 58)**—Atlantic Video Corp. Began operation Dec. 14, 1953, but quit air April 1, 1955, reverting to CP status (see *Television Digest*, Vol. 11:13). Request for extension of CP awaits FCC action.

**WHTO-TV, Atlantic City, N.J. (Ch. 46)**—Neptune Bcstg. Corp. Began operation Dec. 21, 1952 as WFPG-TV, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). Request for extension of CP awaits FCC action.

**WBES-TV, Buffalo, N.Y. (Ch. 59)**—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).

**WECT, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc.** Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status; dropped CP Sept. 23, 1954 (see *Television Digest*, Vol. 10:22). WSYE-TV, satellite of WSYR-TV, Syracuse, N. Y., now occupies Ch. 18 in Elmira.

**WTVE, Elmira, N. Y. (Ch. 24)**—WTVE Inc. Began operation June 1, 1953, but left air Oct. 15, 1954 when hurricane destroyed tower. Resumed operation May 6, 1956, but left air again Feb. 13, 1957, reverting to CP status (see *Television Digest*, Vol. 10:45; 12:18; 13:7). Request for extension awaits FCC action.

**WCDB, Hagaman, N. Y. (Ch. 29)**—Capitol Cities Television Corp. Began operation April 2, 1956 as satellite of WCDA, Albany, N. Y. On Dec. 1 WCDA shifted to Ch. 10 and changed call to WTEN, also closed down WCDB, which reverted to CP status (see *Television Digest*, Vol. 13:49). Request for extension of CP awaits FCC action.

**WKNY-TV, Kingston, N.Y. (Ch. 21 allocated to Poughkeepsie)—WKNY-TV Corp.** Began operation April 23, 1954 from site near Port Ewen, N.Y. with 2.14-kw visual on Ch. 66, but quit the air July 25, 1956, reverting to CP status (see *Television Digest*, Vol. 12:30). Request for extension of CP awaits FCC FCC action.

**WUTV, Charlotte, N.C. (Ch. 36)**—Century Advertising Co. Inc. Began operation as WAYS-TV Dec. 7, 1953, then was sold to Hugh A. Deadwyler's WQMC Television Inc. Dec. 29, 1954, and quit air March 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:12). Transfer to Century Advertising Co. Inc. approved April 24, 1957 by FCC (Vol. 13:7). CP expires May 15, 1958.

**WNAO-TV, Raleigh, N. C. (Ch. 28)**—Sir Walter Television Co. Began operation July 12, 1953, but quit air Dec. 31, 1957, reverting to CP status (see *Television Digest*, Vol. 13:52.) Request for extension of CP awaits FCC action.

**WTOB-TV, Winston-Salem, N.C. (Ch. 26)**—Winston-Salem Bcstg. Co. Inc. Began operation Sept. 18, 1953, but quit air May 11, 1957, reverting to CP status (see *Television Digest*, Vol. 13:20). Request for extension of CP awaits FCC action.

**WICA-TV, Ashtabula, O. (Ch. 15)**—WICA Inc. Began operation Aug. 25, 1953, but quit air June 16, 1956, reverting to CP status (see *Television Digest*, Vol. 12:23). Request for extension of CP awaits FCC action.

**Continued on page 363**

# National Association of Broadcasters

**1771 N St., N.W., Washington 6, D. C., Decatur 2-9300**

### PERSONNEL

Harold E. Fellows, *president & chairman*
Howard H. Bell, *asst. to president in charge of joint affairs*
Donald N. Martin, *asst. to president in charge of public relations*
Florence Mitchell, *admin. assistant to pres.*
Everett E. Revercomb, *secretary-treasurer*
Wm. L. Walker, *assistant treasurer*
Ella Nelson, *admin. asst. to secy.-treas.*
Adeline Macloskie, *asst. to secy.-treas.*
John F. Meagher, *radio v.p.*
Thomas B. Coulter, *asst. to radio v.p.*
Thad H. Brown Jr., *TV v.p.*
Dan W. Shields, *asst. to TV v.p.*
Charles H. Tower, *mgr. employer-employe relations dept.*
James H. Hulbert, *asst. mgr. employer-employe relations*
Harold G. Ross, *labor economist*
Leona M. Schalk, *assistant*
A. Prose Walker, *mgr. engineering dept.*
George W. Bartlett, *asst. engineering mgr.*
Vincent T. Wasilewski, *mgr. govt. relations*
Jerome P. McGranaghan, *asst. to mgr. govt. relations*
Douglas A. Anello, *chief attorney*
Walter R. Powell Jr., *attorney*
Robert V. Cahill, *legal assistant*
Fred H. Garrigus, *mgr. organizational services*
LaRue M. Courson, *production mgr.*
John M. Couric, *chief writer*
Gerald W. Elbers, *publications editor*
Stanley Raiff, *promotional asst.*
Richard M. Allerton, *mgr. of research*
Louise K. Aldrich, *librarian*
William Carlisle, *mgr. of station relations*
Al King, *station relations field rep.*
Gordon L. Ward, *station relations field rep.*
Russ Severin, *station relations field rep.*
Edward H. Bronson, *director of TV code affairs*
Charles Cady, *asst. director of TV code affairs*

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**(1957-58)**

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W. D. Rogers Jr., *vice chairman* (KDUB-TV, Lubbock, Tex.)
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Joseph J. Bernard, KTVI-TV, St. Louis, Mo.
Alfred Beckman, ABC
Henry B. Clay, KTHV, Little Rock, Ark.
Payson Hall, Meredith Stations, Des Moines
C. Howard Lane, KOIN-TV, Portland, Ore.
William B. Lodge, CBS
C. Wrede Petersmeyer, KOTV, Tulsa, Okla.
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Harold P. See, KRON-TV, San Francisco
Frank M. Russell, NBC
Willard E. Walbridge, KTRK-TV, Houston, Tex.

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Roger W. Clipp, Triangle Stations
Richard A. Borel, WBNS-TV, Columbus, O.
Donald McGannon, Westinghouse Bcstg. Co.

### RADIO BOARD OF DIRECTORS
**(1957-1958)**

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Simon Goldman, WJTN, Jamestown, N.Y. (District 2)
Donald W. Thornburgh, WCAU, Phila., Penna. (District 3)
James H. Moore, WSLS, Roanoke, Va. (District 4)
Hugh M. Smith, WCOV, Montgomery, Ala. (District 5)
F. C. Sowell, WLAC, Nashville, Tenn. (District 6)
Robert T. Mason, WMRN, Marion, Ohio (District 7)
Edward F. Baughn, WPAG, Ann Arbor, Mich. (District 8)
William Holm, WLPO, LaSalle, Ill. (District 9)
Ben B. Sanders, KICD, Spencer, Ia. (District 10)
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**(Continued on next page)**

## NAB Committees

**(Continued)**

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## NAB-Stations Off Air

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John E. Fetzer, WKZO-TV, Kalamazoo, Mich.
Payson Hall, Meredith Publishing Co., Des Moines, Iowa
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Joseph L. Floyd, KELO-TV, Sioux Falls, S.D.
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Lynn Trammell (Miss), WBAP-TV, Fort Worth, Tex.
Kenneth I. Tredwell Jr., WBTV, Charlotte, N.C.

## Stations Off Air

**(Continued from page 361)**

**WIFE, Dayton, O. (Ch. 22)**—Skyland Bcstg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (see *Television Digest*, Vol. 10:11). Request for extension of CP awaits FCC action.

**KMPT, Oklahoma City, Okla. (Ch. 19)**—KLPR Television Inc. Began operation Nov. 8, 1953, then on Feb. 12, 1954 was placed in receivership, quit air Feb. 4, 1955, reverting to CP status; CP cancelled by FCC Aug. 26, 1955 (see *Television Digest*, Vol. 10:9, 14 & 11:6).

**KTVQ, Oklahoma City, Okla. (Ch. 25)**—Republic Television & Radio Co. Began operation as Oklahoma County Television & Radio Co., headed by John Esau; later was transferred to E. A. Farris to whom station owed $100,000 and operated by National Affiliated Television Stations; then quit air Dec. 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:21, 50-51). Request for extension of CP awaits FCC action.

**KCEB, Tulsa, Okla. (Ch. 23)**—Elfred Beck. Began operation March 13, 1954, but quit air Dec. 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:49 & 11:2). Request for extension of CP awaits FCC action.

**KPTV, Portland, Ore. (Ch. 27)**—Storer Bcstg. Co. Began operation Sept. 20, 1952; in 1954 it was sold to Storer by Herbert Mayer as part of Empire Coil package (*Television Digest*, Vol. 10:2, 44); taken off air and CP cancelled April 30, 1957. May 1, 1957 George Haggarty exercised option to take over studios, call letters and NBC-TV affiliation for Ch. 12 (dropping KLOR call), which he had purchased from local businessmen headed by Henry A. White (Vol. 13:10-11, 16).

**WFMZ-TV, Allentown, Pa. (Ch. 67)**—Penn-Allen Bcstg. Co. (WFMZ). Began operation Nov. 22, 1954, but quit air April 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:16). Request for extension of CP awaits FCO action.

**WCHA-TV, Chambersburg, Pa. (Ch. 46)**—Chambersburg Bcstg. Co. Began operation Sept. 3, 1953, but quit air July 18, 1954, reverting to CP status; dropped CP Nov. 8, 1954 (see *Television Digest*, Vol. 10:29).

**WCMB-TV, Harrisburg, Pa. (Ch. 71)**—Rossmoyne Corp. Began operation on Ch. 27 Sept. 2, 1954, but quit air April 9, 1957, reverting to CP status; May 15, 1957 FCC approved its swap of Ch. 27, transmitter and tower for Ch. 71 & plant of WTPA (see *Television Digest*, Vol. 13:15, 20). Request for extension of CP awaits FCC action.

**WENS, Pittsburgh, Pa. (Ch. 16)**—Telecasting Inc. Began operation Aug. 25, 1953, but quit air Aug. 31, 1957, reverting to CP status, as part of agreement whereby it got $500,000 for expenses and transfer of property to WIIC, Pittsburgh (see *Television Digest*, Vol. 13:35). Request for extension of CP awaits FCC action.

**WKJF-TV, Pittsburgh, Pa. (Ch. 53)**—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). Request for extension of CP awaits FCC action.

**WEEU-TV, Reading, Pa. (Ch. 33)**—Hawley Bcstg. Co. Began operation April 9, 1953, but quit air June 30, 1955, reverting to CP status (see *Television Digest*, Vol. 11:27). CP dropped Dec. 23, 1957.

**WHUM-TV, Reading, Pa. (Ch. 61)**—Eastern Radio Corp. Began operation Feb. 22, 1953, but quit air Sept. 4, 1956, reverting to CP status (see *Television Digest*, Vol. 12:36). Request for extension of CP awaits FCC action.

**WTVU, Scranton, Pa. (Ch. 44)**—The Appalachian Co. Inc. Began operation Aug. 17, 1953, but quit air July 1, 1955 to convert to Ch. 44, and failed to resume operation, now in CP status (see *Television Digest*, Vol. 11:26, 53). Request for extension of CP awaits FCC action.

**WNET, Providence, R. I. (Ch. 16)**—Channel 16 of Rhode Island Inc. Began operation March 23, 1954, but quit air July 10, 1955, reverting to CP status (see *Television Digest*, Vol. 11:28). Request for extension of CP awaits FCC action.

**WCOS-TV, Columbia, S.C. (Ch. 25)**—Radio Columbia. Began operation April 25, 1953, but quit air permanently, turning in CP Jan. 21, 1956 (see *Television Digest*, Vol. 12:3).

**WGVL, Greenville, S.C. (Ch. 23)**—Greenville Television Co. Began operation July 15, 1953, but quit air April 29, 1956, reverting to CP status (see *Television Digest*, Vol. 12:17). Request for extension of CP awaits FCC action.

**KBMT, Beaumont, Tex. (Ch. 31)**—Television Bcstrs. Inc. Began operation April 9, 1954, but quit air Aug. 1, 1956, reverting to CP status (see *Television Digest*, Vol. 12:30). Request for extension of CP awaits FCC action.

**KNUZ-TV, Houston, Tex. (Ch. 39)**—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:27). Request for extension of CP awaits FCC action.

**KTVE, Longview-Tyler, Tex. (Ch. 32)**—East Texas Television Co., Box 2029. Began operation Oct. 24, 1953, but quit air Dec. 23, 1955, reverting to CP status (see *Television Digest*, Vol. 11:52). CP cancelled Sept. 17, 1956.

**KETX, Tyler, Tex. (Ch. 19)**—Jacob A. Newborn Jr. Began operation Aug. 24, 1953, but quit Oct. 23, 1954, reverting to CP status and applying for Ch. 9 (see *Television Digest*, Vol. 10:43). CP cancelled Jan. 9, 1956.

**KANG-TV, Waco, Tex. (Ch. 34)** which began operating Nov. 1, 1953, quit air Dec. 13, 1955 and cancelled CP as part of agreement with owners of KWTX-TV, Waco, whereby physical facilities of KANG-TV were turned over to KWTX and KANG-TV owners acquired approximately 29% of KWTX stock (see *Television Digest*, Vol. 12:1).

**WBTM-TV, Danville, Va. (Ch. 24)**—Piedmont Bcstg. Corp. Began operation Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status (see *Television Digest*, Vol. 11:1, 2). Request for extension of CP awaits FCC action.

**WACH-TV, Newport News-Norfolk, Va. (Ch. 33)**—Russell A. Collins, trustee. Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status; Feb. 17, 1956 license was transferred from Eastern Bcstg. Corp. to bankruptcy trustee Russell A. Collins. (See *Television Digest*, Vol. 10:14, 31, 11:27). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

**WROV-TV, Roanoke, Va. (Ch. 27)**—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).

**WJPB-TV, Fairmont, W.Va. (Ch. 35)**—WJPB-TV Inc. Began operation March 17, 1954, but left air Feb. 28, 1955, then resumed in March of 1955, but quit air again in fall of 1955, reverting to CP status; expects to return to air in Fall of 1957 and is applicant for Ch. 5 in nearby Weston, W.Va. (see *Television Digest*, Vol. 11:9, 27; 12:2; 13:4). Request for extension of CP awaits FCC action.

**WKNA-TV, Charleston, W.Va. (Ch. 49)**—Joe L. Smith Jr. Inc. Began operation Sept. 17, 1953, but quit air Feb. 12, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). Request for extension of CP awaits FCC action.

**WCAN-TV, Milwaukee, Wis. (Ch. 25)**—Lou Poller. Began operation Sept. 5, 1953, but quit air Feb. 27, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). Request for extension of CP awaits FCC action.

**WNAM-TV, Neenah-Appleton-Menasha, Wis. (Ch. 42)**—Neenah-Menasha Bcstg. Co. Began operation Dec. 10, 1953, but quit air Jan. 2, 1955, reverting to CP status, then dropped CP March 10, 1955, after FCC approved purchase of Ch. 5 CP for WFRV-TV (see *Television Digest*, Vol. 10:49 & 11:2, 9).

**WOSH-TV, Oshkosh, Wis. (Ch. 48)**—Oshkosh Bctsg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).

## Directory of

# Attorneys Practicing Before the FCC

These listings are compiled from the FCC bar register, from the membership roster of the Federal Communications Bar Assn., and from other sources. Only those counsel are included who handle broadcasting and related cases frequently and regularly. All data has been checked with principals for accuracy.

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177 S. Beverly Drive, Beverly Hills, Cal. Bradshaw 2-1531, Crestview 5-4581. Henry Rogers, pres.; Warren Cowan, Arthur P. Jacobs, v.p.'s.
New York 19, N. Y.: 3 E. 54th St. Templeton 8-0730.
London, England: Arundel House, Arundel St., W. C. 2. Temple Bar 51-25-7.
Paris, France: 35 Blvd. Beausejour, 16eme. Mirabeau 0303.
Rome, Italy: 14 Via XXIV Maggio. Telephone 61.768.

**FRANK A. SAUSE ENTERPRISES**
Glens Falls, N. Y. Glens Falls 2-1630.

**A. A. SCHECHTER ASSOCIATES**
580 Fifth Ave., New York 36, N. Y. Judson 6-2420. Michael Roshkind, gen. mgr.
Chicago, Ill.: Tribune Tower. Whitehall 3-0365.
Los Angeles, Cal.: Guaranty Bldg. Hollywood 3-5650.

**SELVAGE & LEE INC.**
500 Fifth Ave., New York 36, N.Y. Oxford 5-6200. James P. Selvage, pres.; Morris M. Lee Jr., exec. v.p.

**LEN SIMPSON & ASSOCIATES**
6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-5176. Len Simpson, mgr.

**SAMUEL E. STAVISKY & ASSOCIATES**
801 19th St., NW, Washington 6, D.C. Sterling 3-4641.

**TAYLOR-WALKER ASSOCIATES**
1270 Sixth Ave., New York 20, N. Y. Judson 6-5777. John H. Taylor, Mary T. Walker.

**WOLCOTT & ASSOCIATES INC.**
1308 Wilshire Blvd., Los Angeles 17, Cal. Dunkirk 5-5351. Robert B. Wolcott Jr., pres.; Donald A. Carson, v.p.-secy.; Charles A. Dager, v.p.-treas.
San Francisco: 425 Bush St. Garfield 1-3147.

**BILL WATTERS & ASSOCIATES**
1271 St. Ives Pl., Los Angeles 46, Cal. Bradshaw 2-7205. Bill Watters, owner-director.


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**Major Multiple Owners**

# Group Ownership of Television Stations

(AM adjuncts in parentheses)

**NORMAN ALEXANDER-JOSEPH HARRIS-RICHARD E. JONES**—See Superior Stations.

**AMERICAN BROADCASTING CO.**—For owned-&-operated stations, see listing under Television Networks.

**WALTER H. ANNENBERG**—See Triangle Publications Inc.

**GENE AUTRY STATIONS**—511 W. Adams St., Phoenix, Ariz. Telephone: Alpine 3-3121. Owns 55.38% of KOOL-TV, Phoenix (KOOL); 48% of KOLD-TV, Tucson (KOLD): 51% of radio KMPC, Los Angeles; 50% of radio KSFO, San Francisco; 12.5% of *Phoenix Republic* and *Gazette*. **Executives:** Gene Autry, chairman; Tom Chauncey, pres. & gen. mgr. of KOOL-TV and pres. & managing director of KOLD-TV.

**H. & E. BALABAN CORP.**—190 N. State St., Chicago 1, Ill. Telephone: Franklin 2-2262. Owns 50% of WTVO, Rockford, and WICS, Springfield, both Ill.; 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23); 50% of radio WRIT, Milwaukee; 25% of radio KFBI, Wichita; 33⅓ of radio WIL, St. Louis. H. & E. Balaban Corp. also holds 50% of CP for WMBG, Birmingham, Ala. (Ch. 42). WICS holds CP for satellite WCHU, Champaign, Ill. (Ch. 33). **Executives:** Harry Balaban, pres.; Elmer Balaban, v.p.; Otto Zeman, secy.-treas.; Harold Froelich, mgr., WTVO; Milton D. Friedland, gen. mgr., WICS.

**BEACON JOURNAL PUBLISHING CO. (Knight Newspapers)**—44 E. Exchange St., Akron 8, O. Telephone: Blackstone 3-1111. Owns 45% of WAKR-TV, Akron (WAKR). John S. Knight owns 17.5% and James L. Knight owns 10% of WCKT, Miami, Fla. (WCKR). For other Knight newspapers, see *Akron Beacon Journal* under Newspaper Ownership of TV Stations. **President:** John S. Knight.

**JOHN W. BOLER GROUP**—See Market Maker Stations.

**BULLITT GROUP**—See Crown Stations.

**GENE L. CAGLE**—See Texas State Network.

**CALIFORNIA-OREGON TELEVISION INC.**—Box 1021, Eureka, Cal. Telephone: Hillside 3-3123. Owns and operates KIEM-TV, Eureka (KIEM); owns 50% of KBES-TV, Medford, Ore., which owns 50% of KPIC, Roseburg, Ore., and KOTI (Ch. 2), Klamath Falls, Ore. Also operates radio station KUIN and FM affiliate KGPO, Grants Pass, Ore. **Executives:** Wm. B. Smullin, pres.; Donald H. Telford, v.p.; Edward A. Malone, v.p.; Everett A. Faber, v.p.; Kenneth Baker, research & development v.p.

**DARROLD A. CANNAN**—Box 2040, Wichita Falls, Tex. Telephone: 2-8668. Owns 59% of KFDX-TV, Wichita Falls; 21% of KFDM-TV, Beaumont, Tex. (KFDM). **Executives:** Darrold A. Cannan, pres.; Darrold A. Cannan Jr., v.p.; Howard H. Fry, v.p. (gen. mgr. of KFDX-TV); C. B. Locke, exec. v.p.-gen. mgr. of KFDM.

**CAPITAL CITIES TELEVISION CORP. (Lowell Thomas Group)**—Box 100, Albany, N.Y. Telephone: Albany 3-2225. Operates WTEN, Albany (WROW) with satellite WCDC, Adams, Mass.; also operates WTVD, Durham, N.C. **Executives:** Frank M. Smith, pres., 13.91% stockholder; Wm. J. Casey, v.p.; Harmon L. Duncan, v.p.; J. Floyd Fletcher, v.p.; Thomas S. Murphy, v.p.; Gerald Dickler, secy.; Joseph E. Mikita, treas. All are on board of directors, which also has Lowell Thomas as director and 18.2% stockholder.

**CAROLINA BROADCASTING SYSTEM INC.**—Box 989, Greenville, N.C. Telephone: 6181. Owns 100% of WNCT, Greenville; 49.58% of WMFD-TV, Wilmington, N.C. **President:** Earl McD. Westbrook.

**CENTRAL BROADCASTING CO.**—1100 Walnut St., Des Moines 7, Ia. Telephone: Atlantic 8-6511. Operates WHO-TV, Des Moines (WHO) and WOC-TV, Davenport (WOC). Also owns 25% of KMTV, Omaha (KMA, Shenandoah, Ia.). **Executives:** Col. B. J. Palmer, pres.; Dr. D. D. Palmer, v.p. & treas.; Ralph Evans, exec. v.p.; Paul A. Loyet, v.p. & resident mgr.; Wm. D. Wagner, secy.; W. W. Woods, asst. mgr.; Robert H. Harter, sales mgr.; Jack Kerrigan, program director & film buyer; Roy W. Pratt, chief engineer; Jack Shelley, news bureau mgr.; M. L. Nelsen, managing editor; Herbert H. Plambeck, farm director.

**TOM CHAUNCEY**—KOOL-TV, Phoenix, Ariz. (KOOL), 20.19%; KOLD-TV, Tucson, Ariz. (KOLD), 20%.

**CHERRY BROADCASTING CO.**—24 Mason St., Providence, R.I. Telephone: Plantations 1-9776. Owns 100% of WDBO-TV, Orlando, Fla. (WDBO); 26.02% of Cherry & Webb Bcstg. Co., operator of WPRO-TV, Providence, R.I. (WPRO). **Executives:** William S. Cherry Jr., pres.; Arnold F. Schoen Jr., v.p.; William H. Goodman, treas.

**CHICAGO TRIBUNE-NEW YORK NEWS**—Interlocking ownership. Tribune operates WGN-TV, Chicago (WGN). News operates WPIX, New York. For executives and addresses, see local station listings.

**CHRONICLE PUBLISHING CO.**—929 Mission St., San Francisco 19, Cal. Telephone: Garfield, 1-1100. Owns KRON-TV, San Francisco and KBAK-TV, Bakersfield, Cal. **Executives:** Charles deYoung Thieriot, pres.; Harold P. See, gen. mgr.

**JOHN C. COHAN**—See Salinas Valley Bcstg. Corp.

**COLUMBIA BROADCASTING SYSTEM INC.**—For owned-&-operated stations, see listing under Television Networks.

**COMMUNITY BROADCASTING SERVICE**—57 State St., Bangor, Me. Telephone: 8255. Operates WABI-TV, Bangor and WAGM-TV, Presque Isle, radios WAGM and WABM, Houlton, Me. Pres. Horace A. Hildreth also owns 27.7% of WMTW, Poland Spring, Me. (Ch. 8).

**CORINTHIAN BROADCASTING CORP.**—630 Fifth Ave., New York, N.Y. Telephone: Plaza 7-0630. Corinthian Bcstg. Corp. coordinates management policies of the J. H. Whitney & Co. TV-radio properties: KOTV, Tulsa; KGUL-TV, Galveston-Houston; WANE-TV, Fort Wayne, Ind. (WANE); WISH-TV, Indianapolis (WISH). **Executives:** C. Wrede Petersmeyer, pres.; Johnston F. Northrop, asst. to pres.; Robert F. Bryan, secy.-treas.; Don L. Kearney, sales director; Robert H. Salk, programming director; George G. Jacobs, engineering director; Charles H. Smith, director of research.

**CORPORATION OF THE PRESIDENT OF THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS (MORMON CHURCH)**—18 East South Temple, Salt Lake City, Utah. Owns 63.38% of KSL-TV, Salt Lake City (KSL). [Note: Radio Service Corporation of Utah, in which the Corporation of the President of the Church of Jesus Christ of Latter-Day Saints is the principal stockholder, owns 23.3% of KID-TV, Idaho Falls, Ida. (KID), 12.5% of KBOI-TV, Boise, Ida. (KBOI).]

**COWLES GROUPS**—Operated as separate entities by various affiliated interests. Cowles Broadcasting Co., (Gardner Cowles, chairman; Luther Hill, pres.; Charles Quentin, engineering director) owns 60% of KRNT-TV Co., operator of KRNT-TV, Des Moines (and 100% of radio KRNT); 100% of WHTN-TV, Huntington, W.Va. (WHTN). Minneapolis Star and Tribune Co. (John Cowles, pres.) owns 80% of Wichita-Hutchinson Co., licensee of KTVH, Hutchinson, Kan., and 47% of Midwest Radio-Television Inc., licensee of WCCO-TV, Minneapolis (WCCO). [For further details, see station listings.]

(Continued on next page)

## National Sales Offices of Group Stations

**CORINTHIAN BROADCASTING CORP.**—**New York 20:** 630 Fifth Ave., Plaza 7-0630; Don L. Kearney, director of sales.

**CROSLEY BROADCASTING CORP.**—See Crosley listing under National Sales Representatives of TV Stations.

**FRIENDLY GROUP**—**New York 17:** 52 Vanderbilt Ave., Murray Hill 3-6977; Fred Weber, v.p., network program sales; Rod Gibson, national sales mgr. **Pittsburgh 22:** 211 Smithfield St., Grant 1-3288; Wm. G. Rhodes, regional sales mgr.

**MARKET MAKER STATIONS**—**Minneapolis, Minn.** Roanoke Bldg., Federal 5-1341; John W. Boler, pres.

**MARTIN THEATRES OF GEORGIA**—**Columbus, Ga.:** 1307 First Ave., Fairfax 3-7365; Joe Windsor, mgr.

**NATIONAL TELEFILM ASSOC. (NTA Stations)**—**New York 19:** 10 Columbus Circle, Judson 2-7300; Ted Cott, v.p.; Jim Anderson, national sales mgr. **Chicago:** 612 N. Michigan Ave., Michigan 2-5561; Joe Fisher, midwest sales mgr.

**SARKES TARZIAN INC.**—**Indianapolis, Ind.:** Summer & Bluff Rds., State 7-2211; Frank Willis, national sales mgr.

**RADIO CINCINNATI INC.**—**New York 22:** 477 Madison Ave. Plaza 9-4460; Donald L. Chapin, national sales mgr.

**RKO TELERADIO PICTURES INC.**—**New York 18:** 1440 Broadway, Longacre 4-8000; Wendell B. Campbell, national sales director. **Chicago 11:** Tribune Tower, Superior 7-5110; George Jeneson, midwest sales director; George H. Morris, western sales mgr.

**STORER BROADCASTING CO.**—**New York 22:** 625 Madison Ave., Plaza 1-3940; Maurice E. McMurray, national sales mgr. **Chicago 1:** 230 N. Michigan Ave., Franklin 2-6498; Floyd E. Beaston, midwest TV national sales; Robert M. Flanigan, midwest radio national sales. **San Francisco 4:** Sutter Bldg., Sutter 1-8689; Gale V. Grubb, west coast sales mgr.

**TRANSCONTINENT TELEVISION CORP.**—**New York 17:** 15 E. 47th St., Plaza 1-3030; George C. Stevens, gen. sales mgr.

**TRIANGLE PUBLICATIONS INC. (Radio & TV Div.)**—**New York 17:** 485 Lexington Ave., Oxford 7-9736; Edward H. Benedict, national sales director. **Chicago 11:** 670 N. Michigan Ave., Michigan 2-4258.

**WESTINGHOUSE BROADCASTING CO. INC.**—**New York 17:** 122 E. 42nd St., Murray Hill 7-0808; Alexander W. Dannenbaum Jr., v.p. sales; Tom W. Judge, national TV sales mgr. **Chicago 1:** 2818 Prudential Plaza, State 2-1856; Edward M. Blain, midwest sales mgr.

# Group Stations

**COX GROUP**—Fourth & Ludlow Sts., Dayton, O. Telephone: Adams 2112. Controls WHIO-TV, Dayton (WHIO) and WSB-TV, Atlanta (WSB). Cox personally owns 30.5% of WCKT, Miami, Fla. (WCKR). For Cox newspapers, see *Dayton News* under Newspaper Ownership of TV Stations. Executives: James M. Cox Jr., pres. WHIO-TV & radio; George C. Biggers, pres. WSB-TV & radio; J. Leonard Reinsch, managing director (Atlanta).

**LESTER L. COX**—KYTV, Springfield, Mo., 25%. Lester L. Cox and father Lester E. Cox own 50% of radio KOAM, which owns ⅔ of KOAM-TV, Pittsburg, Kan.-Joplin, Mo.

**CROSLEY BROADCASTING CORP.**—140 W. Ninth St., Cincinnati 2, O. Telephone: Cherry 1-1822. Crosley TV stations comprise WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis; WLW-A, Atlanta. Also operates WLW(AM), Cincinnati. Executives: J. D. Shouse, chairman; R. E. Dunville, pres.; K. T. Murphy, v.p. & treas.; John T. Murphy, TV v.p.; H. P. Lasker general sales v.p.; T A. Bland, general programming v.p.; John K. Frazier, client service director; Scott McLean, radio sales mgr.; James Leonard, v.p., WLW-C; Harry Albrecht, v.p. central sales div.; James Rockwell, v.p. engineering; Harry LeBrun, v.p. WLW-A; George Gray, mgr. WLW-D.

**CROWN STATIONS**—320 Aurora Ave., Seattle, Wash. Telephone: Mutual 3555. Owns KING-TV, Seattle (KING) and KGW-TV, Portland, Ore. (KGW); KREM-TV, Spokane, Wash. (KREM). Executives: Mrs. A. Scott Bullitt, pres. & principal owner; Henry B. Owen, exec. v.p.; Otto P. Brandt, v.p. & gen. mgr.; James L. Middlebrooks, director of engineering.

**R. H. DREWRY GROUP**—Box 1385, Lawton, Okla. Mr. Drewry controls KSWO-TV, Lawton, Okla. (KSWO); owns 12% of KMID-TV, Midland, Tex., of which T. R. Warkentin (15.5% of KSWO-TV) owns 18%. KSWO-TV owns 90% of radio KRHD, Duncan, Okla.; Drewry & Warkentin control radio KGWA, Enid, Okla. Executives: R. H. Drewry, pres.; E. L. Keough, gen. mgr. of KSWO-TV; Ray Herndon, gen. mgr. of KMID-TV.

**DuMONT BROADCASTING CORP.**—205 E. 67th St., New York City. Telephone: Lehigh 5-1000. Owns and operates TV stations WABD, New York, and WTTG, Washington, D.C.; radio WNEW, N.Y. Executives: Bernard Goodwin, pres.; Richard D. Buckley, v.p., program & sales; Bennet H. Korn, v.p. & station mgr. WABD; Richard L. Geismar, exec. asst. to pres. & asst. treas.; Melvin J. Stack, asst. treas.; Robert A. Dryer, gen. counsel & asst. secy.; James R. Bonfils, station mgr. WTTG.

**JOHN E. FETZER STATIONS**—590 W. Maple St., Kalamazoo, Mich. Owns WKZO-TV, Kalamazoo (WKZO); KOLN-TV, Lincoln, Neb.; radio WJEF, Grand Rapids, Mich.; 33.3% of WMBD-TV, Peoria, Ill. (WMBD). President: John E. Fetzer.

**FRIENDLY GROUP**—Exchange Realty Bldg., Steubenville, O. Telephone: Atlantic 2-6265. New York Office: 52 Vanderbilt Ave., New York 17. Murray Hill 3-6977—Rod Gibson, national sales mgr. Following are Friendly Group stations: WSTV-TV, Steubenville (WSTV); KODE-TV, Joplin, Mo. (KODE); WBOY-TV, Clarksburg, W.Va., (WBOY); radio stations WPAR, Parkersburg, W.Va.; WPIT, Pittsburgh, Pa.; KMLB, Monroe, La. Also off-air WHTO-TV, Atlantic City, N.J., and Great Lakes TV Inc., Ch. 7 applicant, Buffalo. Executives: Jack N. Berkman, pres.; John J. Laux, exec. v.p.; Fred Weber, v.p., network program sales; Louis Berkman, v.p.; Joseph M. Troesch, v.p.; Carl A. Weinman, secy.-treas.

**THEODORE R. GAMBLE**—KOIN-TV, Portland, Ore. (KOIN), 50% as voting trustee with Harvey Benson; KOMO-TV, Seattle (KOMO), 30%.

**GANNETT STATIONS**—40 Franklin St., Rochester, N.Y. Telephone: Baker 5-6740. Owns and operates WHEC-TV, Rochester (WHEC); WDAN-TV, Danville, Ill. (WDAN); WINR-TV, Binghamton, N.Y. (WINR); KOVR, Stockton, Cal.; radio WENY, Elmira, N.Y. For Gannett newspapers, see *Rochester Democrat & Chronicle* under Newspaper Ownership of TV Stations. Executives: Paul Miller, pres., Gannett Co. Inc.; Lynn N. Bitner, gen. mgr., Gannett Co.; Glover DeLaney, managing director, Gannett radio group.

**A. L. GLASMANN GROUP**—Standard Examiner Publishing Co., Kiesel Bldg., Ogden, Utah. Telephone: 7711. Controls KUTV, Salt Lake City, Utah (George C. Hatch, vice pres.; Brent Kirk, station mgr.); telephone: Davis 2-2505. Also KLIX-TV & KLIX, Twin Falls, Ida. (Cecil Heftel, v.p. & gen. mgr.). Also controls radio stations KLO, Ogden, Utah; KGEM, Boise, Ida; KMIN, Denver; 39.8% of KMON, Great Falls, Mont.

**JOHN T. GRIFFIN GROUP**—Box 9697, Tulsa, Okla. Telephone: Hickory 6-6184. Owns KTUL-TV, Tulsa (KTUL); KATV, Pine Bluff-Little Rock, Ark.; 50% of KWTV, Oklahoma City; also holds CP for Ch. 8, Jonesboro, Ark.; controls radio KFPW, Fort Smith, Ark. Executives: John T. Griffin, chairman; James C. Leake, pres.; Bryan Cole, v.p.; Mike Shapiro, exec. v.p. & managing director.

**HEARST CORP. (Radio & TV Div.)**—959 Eighth Ave., New York 19, N.Y. Telephone: Circle 5-7667. Owns & operates WBAL-TV, Baltimore (WBAL); WISN-TV, Milwaukee (WISN). Radio WCAE, Pittsburgh, owned by Hearst Consolidated Publications Inc., holds 50% of WTAE, McKeesport-Pittsburgh. Executives: Charles B. McCabe, v.p. & exec. director; D. L. Provost, v.p. & gen. mgr.

**BOB HOPE**—50% of WREX-TV, Rockford, Ill.; 39% of KOA-TV, Denver, Colo. (KOA).

**JEFFERSON STANDARD BCSTG. CO.**—1 Jefferson Place, Charlotte, N.C. Telephone: Edison 3-8833. Subsidiary of Jefferson Standard Life Insurance Co. Owns WBTV, Charlotte (WBT); WBTW, Florence, S.C.; 17% of WFMY-TV, Greensboro, N.C.; 100% of radio WBIG, Greensboro. Executives: Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v.p. & gen. mgr.

**ROBERT S. KERR-DEAN A. McGEE GROUP**—3701 S. Peoria Ave., Tulsa, Okla. Telephone: Riverside 2-5561. Own WEEK-TV, Peoria, Ill. (WEEK); 45% of KVOO-TV, Tulsa (KVOO). WEEK-TV owns affiliated WEEQ-TV, LaSalle, Ill. (Ch. 35). Sen. R. S. Kerr is pres. of WEEK-TV; Dean A. McGee, chairman of KVOO-TV.

**KNIGHT NEWSPAPERS**—See Beacon Journal Publishing Co.

**KSTP INC.**—3415 University Ave., St. Paul 14, Minn. Telephone: Midway 5-2724. Owns KSTP-TV, St. Paul-Minneapolis (KSTP); KOB-TV, Albuquerque, N.M. (KOB); 23% of KWK-TV, St. Louis. Executives: Stanley E. Hubbard, pres. & gen. mgr.; Kenneth M. Hance, exec. v.p. & treas.; Marvin L. Rosene, v.p. for sales; Stanley S. Hubbard, v.p. for research & development. Note: KWK-TV & KWK are being sold to CBS.

**T. B. LANFORD**—KALB-TV, Alexandria, La., 51% (KALB, 100%); KPLC-TV, Lake Charles, La. (KPLC), 66.66%; WJTV, Jackson, Miss., 13.8%. For other radio interests, see KALB-TV in Station Directory Section.

**THE LBJ CO. (CLAUDIA T. JOHNSON)**—Sixth & Brazos Sts., Austin, Tex. Telephone: Greenwood 2-2424. Owns KTBC-TV, Austin (KTBC); 50% of KRGV-TV, Weslaco, Tex. (KRGV); 29% of KWTX-TV, Waco, Tex. (KWTX). Executives: Claudia T. Johnson, chairman; J. C. Kellam, pres.

**LEE RADIO INC.**—2d & Pennsylvania Ave., Mason City Ia. Telephone: Garden 3-2540. Controls KGLO-TV, Mason City (KGLO) and KHQA-TV, Hannibal, Mo. (WTAD, Quincy, Ill.). Lee Radio Inc. is owned by virtually same stockholders as own Globe-Gazette Publishing Co. (Lee Newspapers), publisher of *Mason City Globe-Gazette*, but the two are separate entities. Other Lee newspapers with broadcast interests are *Hannibal* (Mo.) *Courier Post*, 20% of KHQA-TV, Hannibal (WTAD, Quincy, Ill.); *La Crosse* (Wis.) *Tribune*, 27.5% of WKBT-TV, LaCrosse (3.16% of radio WKBH); *Lincoln* (Neb.) *Star* owns 49.75% of Journal-Star Printing Co., which owns 47.35% of radio KFAB, Omaha; *Madison* (Wis.) *State Journal*, 33% of radio WIBA, Madison. For other Lee newspapers, see *Mason City Globe-Gazette* in Newspaper Ownership of TV Stations. Executives: Lee P. Loomis, pres.; Herbert R. Ohrt, exec. v.p.

**MARKET MAKER STATIONS**—North Dakota Broadcasting Co. Inc., 4000 W. Main St., Fargo, N.D. Telephone: 5-4461. Owns and operates TV stations KCJB-TV, Minot (KCJB); KXJB-TV, Valley City; KBMB-TV, Bismarck; and radio station KSJB, Jamestown, all N.D. Also holds CP for KXAB-TV, Aberdeen, S.D. (Ch. 9), with April target. Executives: John W. Boler, pres.; Wm. L. Hurley, v.p. in charge of national sales; Fred Drewry, sales service mgr., Fargo; Eugene Hoge, resident mgr., Jamestown; Chester Rietan, resident mgr., Minot; Frank Fitzsimonds, resident mgr., Bismarck; Robert Ingersol, sales mgr., Jamestown; Dale Olson, sales mgr., Valley City; Lloyd Amoo, v.p. in charge of engineering.

**MARTIN THEATRES OF GEORGIA**—1308 Broadway, Columbus, Ga. Telephone: Fairfax 3-7365. Owns WTVM, Columbus, Ga. and WTVC, Chattanooga, Tenn. Executives: E. D. Martin, pres.; R. E. Martin, v.p.; C. L. Patrick, secy.-treas.

**GEORGE A. MAYORAL**—WJMR-TV, New Orleans (WJMR), 5%; WRIK-TV, Ponce, P.R., 33⅓%; WORA-TV, Mayaguez, P.R. (WORA), 1%. Also see Supreme Bcstg. Co.

**J. ELROY McCAW**—Gotham Broadcasting Co. (WINS), 28 W. 44th St., New York 36, N.Y. Owns KTVW, Tacoma-Seattle, Wash.; 50% of KTVR, Denver; 25% of KONA, Honolulu. For radio station holdings, see KTVR listing.

**CLINTON McKINNON**—209 W. Elm St., Tucson, Ariz. Telephone: Main 3-2555. Owns 25% of KVOA-TV, Tucson (KVOA), 100% of KOAT-TV, Albuquerque, N.M.

**MEREDITH GROUP**—Operated by subsidiaries of Meredith Publishing Co., Des Moines, Ia. Telephone: Atlantic 8-8511. Owns WHEN-TV, Syracuse, N.Y. (WHEN), Paul Adanti, v.p. & gen. mgr.; WOW-TV, Omaha, Neb. (WOW), Frank Fogarty, v.p. & gen. mgr.; KPHO-TV, Phoenix, Ariz. (KPHO), Richard Rawls, gen. mgr.; KCMO-TV, Kansas City (KCMO), E. K. Hartenbower, gen. mgr.; radio KRMG, Tulsa, Okla., Frank S. Lane, gen. mgr. Executives: Payson Hall, treas. of Meredith Publishing Co. and TV-radio director; Alfred Larson, asst. to TV-radio director. Meredith Publish Co.: Fred Bohen, pres.; E. T. Meredith, v.p. & gen. mgr.

**MIDNIGHT SUN BCSTG. CO.**—Lathrop Bldg., Anchorage, Alaska. Telephone: 5-2201. Owns KENI-TV, Anchorage (KENI) and KFAR-TV, Fairbanks (KFAR). Executives: Harry Hill, pres.; Miriam Kinsey, v.p.; Alvin O. Bramstedt, gen. mgr.

**MORGAN MURPHY NEWSPAPERS**—Telegram Bldg., Superior, Wis. Telephone: Export 4-4411. Owns 54% of WEAU-TV, Eau Claire, Wis. (WEAU); is affiliated with WISC-TV, Madison, Wis (WISC); and is acquiring 55% of WMBV-TV, Marinette-Green Bay, Wis. (WMAM). For newspapers and other radio interests, see *Superior Evening Telegram* under Newspaper Ownership. President: Morgan Murphy.

**MORMON CHURCH**—See Corporation of the President of the Church of Latter-Day Saints.

**NATIONAL BROADCASTING CO. INC.**—For owned-&-operated stations, see listing under Television Networks.

**NATIONAL TELEFILM ASSOCIATES (NTA)**—60 W. 55th St., New York 19, N.Y. Telephone: Plaza 7-2100. Owns 100% of KMGM-TV, Minneapolis; purchase of WATV, Newark-New York, with radios WAAT & WAAT-FM, is before FCC for approval, but has been delayed by proposal that the channel be made non-commercial (*Television Digest*, Vol. 13:49-50). Executives: Ely A. Landau, chairman; Oliver A. Unger, pres.; Harold Goldman, exec. v.p.; Edythe Rein, senior v.p.

**SAMUEL I. NEWHOUSE STATIONS**—224 Harrison St., Syracuse, N. Y. Telephone: 3-7111. Owns & operates WSYR-TV, Syracuse (WSYR), with satellite WSYE-TV, Elmira, N.Y.; WTPA, Harrisburg, Pa.; WABT, Birmingham, Ala. (WAPI) and radio WHBS, Huntsville, Ala. Owns 50% of KOIN-TV, Portland, Ore. (KOIN), and 23% of KWK-TV, St. Louis (KWK). For newspaper interests, see *Syracuse Post Standard* under Newspaper Ownership of TV Stations. Executives: See local station listings. Note: Acquiring 22.7% of KTVI, St. Louis, when KWK-TV & KWK are transferred to CBS.

**NORFOLK BROADCASTING CORP.**—1019 Boissevain Ave., Norfolk, Va. Telephone. Madison 2-7071. Owns 50% of WTOV-TV, Norfolk (100% of radio WNOR); 21% of WLVA-TV, Lynchburg, Va. (WLVA). Owner Louis H. Peterson also holds 94% of radio WSSV, Petersburg, Va.

**NORTH DAKOTA BROADCASTING**—See Market Maker Stations.

**NORTHERN TELEVISION INC.**—Mt. McKinley Bldg., Anchorage, Alaska. Telephone: 5-4321 or 2-2101. Owns and operates KTVA, Anchorage and KTVF, Fairbanks. Affiliated with Alaska Television Network, including KTVA, Anchorage; KTVF, Fairbanks; KINY-TV, Juneau. Executives: A. G. Hiebert, pres.-gen. mgr.; Jack M. Walden, v.p. & technical director; Wm. J. Wagner, v.p. in charge of national sales & network relations.

**OLIVER TYRONE CORP.**—Oliver Bldg., Pittsburgh, Pa. Telephone: Atlantic 1-0100. Owns 21.71% of Mt. Washington TV Inc. (WMTW, Poland Spring, Me.); 11.38% of Telecasting Inc. (off-air WENS, Pittsburgh). Majority owners of Oliver Tyrone Corp. are majority owners of Oliver Broadcasting Corp. (radio WPOR, Portland, Me.), which owns 30.5% of Community Broadcasting Service (WABI-TV & WABI, Bangor Me. and WAGM-TV & WAGM, Presque Isle, Me. and radio WABM, Houlton, Me.) President: William H. Rea. [Note: See individual stations for other owners.]

**B. J. PALMER**—See Central Broadcasting Co.

**PHILADELPHIA BULLETIN STATIONS**—City & Monument Aves., Philadelphia, Pa. Telephone: Greenwood 7-8300. Owns WCAU-TV, Philadelphia (WCAU), and holds controlling interest in WDAU-TV, Scranton, Pa. President: Donald W. Thornburgh. Note: Sale of WCAU-TV & WCAU to CBS pends FCC approval (*Television Digest*, Vol. 13:51).

**JOHN H. PHIPPS BROADCASTING STATIONS**—2225 N. Monroe St., Tallahassee, Fla. Telephone: 3-3666. Owns WCTV, Tallahassee-Thomasville, Ga.; WPTV, West Palm Beach, Fla.; and radio stations WKTG, Thomasville; WYTS, Marianna, Fla. Executives: John H. Phipps, owner; L. Herschel Graves, managing director; W. L. Woods, national sales mgr.; W. A. Snowden Jr., director of engineering.

**RADIO CINCINNATI INC.**—Subsidiary of Cincinnati Times-Star Co., Times-Star Bldg. Telephone: Garfield 1-1331. Owns WKRC-TV, Cincinnati (WKRC); WTVN-TV, Columbus, O. (WTVN); WBRC-TV, Birmingham, Ala. (WBRC); 30% of WBIR-TV, Knoxville, Tenn. (WBIR). Executives: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; George H. Buschmann, exec. asst.; Wm. H. Hansher, special asst. to pres.; Kenneth Church, v.p. for sales; Don Chapin, national sales mgr. (N. Y.).

**DONALD W. REYNOLDS**—Southwestern House, 920 Rogers Ave., Fort Smith, Ark. Telephone: Sunset 2-2011. Owns & operates KFSA-TV, Fort Smith, Ark. (KFSA); KLRJ-TV, Henderson-Las Vegas, Nev. (KORK); KOLO-TV, Reno, Nev. (KOLO); holds CP for KNDA, Elko, Nev. (Ch. 10); and controls stations KHBG, Okmulgee, Okla.; and KBRS, Springdale, Ark. Executives: D. W. Reynolds, pres.; J. W. Slates, gen. mgr., KFSA-TV; Harry Huey, mgr., KOLO-TV; W. Stiles, mgr., KLRJ-TV.

**RIDDER PUBLICATIONS INC.**—c/o Station WCCO-TV, Radio City, Minneapolis, Minn. Telephone: Federal 8-0552. Controls (with Minnesota Tribune Co.) WCCO-TV, Minneapolis (WCCO); owns WDSM-TV, Duluth, Minn. (WDSM). Also owns radio stations KILO, Grand Forks, N.D. and KSDN, Aberdeen, S.D. President: Robert B. Ridder.

**RKO TELERADIO PICTURES INC., General Teleradio Div. (subsidiary of General Tire & Rubber Co.)**—1270 Avenue of the Americas, New York 18, N.Y. Telephone: Longacre 4-8000. Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); KFRC, San Francisco; WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); radio WGMS, Washington, D.C. Through Canadian subsidiary owns ⅓ of CKLW-TV, Windsor-Detroit (CKLW). Also operates Don Lee Network, Yankee Network RKO Teleradio film syndicate. Executives: Thomas F. O'Neil, pres. & chairman; Daniel T. O'Shea, v.p. & director (pres. RKO Radio Pictures); John B. Poor, v.p. & director; Willet H. Brown, v.p. & director (Don Lee Network); Gordon Gray, v.p. (WOR-TV, N.Y.); Norman Knight, v.p. (Yankee Network, WNAC-TV & WNAC, Boston); Robert Manby, v.p. (RKO Television); George Steffy, v.p. (Yankee Network); Robert Leder, v.p. (WOR, N.Y.); Wendell B. Campbell, v.p. (national sales, TV-radio); Walter Branson, v.p. (RKO Radio Pictures); Wm. Dozier, v.p. (RKO Radio Pictures); Arnold Kaufman, v.p.; Robert A. Schmid, v.p.; J. Glen Taylor, v.p.; Edward L. Walton, v.p. (RKO Radio Pictures).

**ASHLEY L. ROBISON**—KGEO-TV, Enid-Oklahoma City, 25%; WREX-TV, Rockford, Ill., 15%; radio KOVO, Provo, Utah, 100%.

**SCRIPPS-HOWARD RADIO INC.**—1121 Union Central Bldg., Cincinnati, O. Telephone: Main 1-1811. Owns WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); radio WNOX, Knoxville, affiliated with WMCT, Memphis (WMC) through Memphis Publishing Co. Executives: Jack R. Howard, pres. (230 Park Ave., New York City); James C. Hanrahan, v.p. (Cleveland); Mortimer C. Watters, v.p. (Cincinnati); Richard B. Westergaard, v.p. (Knoxville); Joseph B. Epperson, v.p. for engineering.

**LEWIS O. SEIBERT**—KCTV, San Angelo, Tex., 50% (held by his radio KGKL, San Angelo); KEDY-TV, Big Spring, Tex., 10% (property only, station is now operated under lease arrangement by KDUB-TV, Lubbock); also 20% of radio KBST, Big Spring, Tex. and 45% of KPLT, Paris, Tex.

**L. M. SEPAUGH**—Gen. mgr. & 13.8% owner of WJTV, Jackson, Miss. Also owns 33⅓% of KPLC-TV, Lake Charles, La. (KPLC).

**WILLIAM B. SMULLIN**—See California-Oregon Television Inc.

**STEINMAN STATIONS**—8 West King St., Lancaster, Pa. Telephone: Express 7-5251. Owns WGAL-TV, Lancaster (WGAL); off-air WLEV-TV, Bethlehem; has bought radio WRAK with CP for WRAK-TV (Ch. 36), Williamsport, Pa. For other interests, see listing for WGAL-TV. President: Clair R. McCollough.

**EDGAR B. STERN GROUP**—See WDSU Broadcasting Corp.

**STORER BROADCASTING CO.**—1177 Kane Concourse, Miami Beach 54, Fla. Telephone: Union 6-0211. Owns and operates radio WGBS, Miami; WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WAGA-TV, Atlanta (WAGA); WJW-TV, Cleveland (WJW); WVUE, Wilmington, Del. (WIBG, Philadelphia); radio WWVA, Wheeling, W.Va. Executives: George B. Storer, chairman & pres.; J. Harold Ryan, senior v.p.; Lee B. Wailes, exec. v.p.; Stanton P. Kettler, v.p. for operations; John E. McCoy, v.p. & secy.; George B. Storer Jr., v.p. for TV operations; Wm. E. Rine, v.p. for radio operations; Harry A. Steensen, treas.; Glenn G. Boundy, v.p. for engineering; Ewald Kockritz, v.p. & national program director; Arthur C. Schofield, v.p., advertising & sales promotion director; Bertha C. Prestler, asst. secy.; Thomas B. Shull, film operations director; Allen L. Haid, v.p. & managing director, WSPD-TV; James E. Bailey, v.p. & managing director, WSPD; J. Robert Kerns, v.p. & managing director, WVUE; Glenn C. Jackson, v.p. & managing director, WAGA-TV; Claude Frazier, v.p. & managing director, WAGA; Bernard Neary, managing director, WGBS; Bill Michaels, v.p. & managing director, WJBK-TV; Harry R. Lipson, v.p. & managing director, WJBK; Paul J. Miller, v.p. & managing director, WWVA; Lionel F. Baxter, v.p. & managing director, WIBG; Ben Wickham, managing director, WJW-TV; Reginald P. Merridew, managing director, WJW. For sales offices, see listing on first page of Group Ownership.

**SUPERIOR STATIONS**—315 W. Sprague Ave., Spokane, Wash. Telephone: Madison 4291. Own KXLY-TV, Spokane (KXLY) and KELP-TV, El Paso, Tex. (KELP). Executives: Joseph Harris, chairman; Norman E. Alexander, pres.; Richard E. Jones, v.p.

**SUPREME BROADCASTING CO. INC.**—1500 Canal St., New Orleans, La. Telephone: Express 3131. Owns WJMR-TV, New Orleans (WJMR); 28% of WORA-TV, Mayaguez, Puerto Rico. Executives: Chester F. Owens, pres.; George Mayoral, v.p.; Robert Jeffers, v.p. & secy.-treas. Also see separate listing for George A. Mayoral.

**HULBERT & DAVID TAFT**—See Radio Cincinnati Inc.

**SARKES TARZIAN INC.**—3490 Bluff Rd., Indianapolis, Ind. Telephone: State 7-2211. Owns WTTV, Bloomington-Indianapolis (WTTS) and WPTA, Roanoke-Ft. Wayne. President: Sarkes Tarzian.

**TEXAS STATE NETWORK INC.**—4801 W. Freeway, Fort Worth, Tex. Telephone: Pershing 7-6631. Owns KFJZ-TV, Fort Worth (KFJZ); controls KFDA-TV, Amarillo (KFDA); owns radio KRIO, McAllen, Tex. Executives: Gene L. Cagle, pres.; Charles B. Jordan, v.p.; Stanley Wilson, v.p.-gen. mgr. KFJZ-TV; Ed Moore, station mgr. of KFDA-TV. [Note: Mr. Cagle owns 20% of Texas State Network; Mr. Jordan owns 25% of KFDA-TV & KFDA, Amarillo; Mrs. Cagle owns 25% of KRBC-TV, Abilene, not affiliated with Texas State Network.]

**LOWELL THOMAS GROUP**—See Capital Cities Television Corp.

**TIME INC.**—9 Rockefeller Plaza, New York 20, N.Y. Telephone: Judson 6-1212. TLF Broadcasters Inc., wholly owned subsidiary, controls: KTVT, Salt Lake City (KDYL), 80%; KLZ-TV, Denver (KLZ), 100%; WTCN-TV, Minneapolis (WTCN), 100%; WFBM-TV, Indianapolis (WFBM), 100%; WOOD-TV, Grand Rapids (WOOD), 100%. Executives: Weston C. Pullen Jr., v.p. for bcstg. Time Inc. and pres., WTCN-TV & WTCN and WFBM-TV & WFBM (with Phil Hoffman, v.p.-gen. mgr. WTCN-TV & WTCN and Eldon Campbell, v.p.-gen. mgr., WFBM-TV & WFBM); Ole G. Morby, broadcast operations coordinator; G. Bennett Larson, pres.-gen. mgr., KTVT & KDYL; Hugh B. Terry, pres.-gen. mgr., KLZ-TV & KLZ; Willard Schroeder, pres.-gen. mgr., WOOD-TV & WOOD.

**TRANSCONTINENT TELEVISION CORP.**—70 Niagara St., Buffalo, N.Y. Telephone: Mohawk 2300. Owns WROC-TV, Rochester, N.Y.; WGR-TV, Buffalo, N.Y. (WGR); 50% of WSVA-TV, Harrisonburg, Va. (WSVA); also is authorized to purchase 60% of proposed WNEP-TV, Scranton-Wilkes-Barre. Executives: Paul A. Schoellkopf Jr., chairman; J. Fred Schoellkopf IV, chairman, exec. committee; David G. Forman, chairman, admin. & finance committee; George F. Goodyear, chairman, advisory group committee; David C. Moore, pres.; Hamilton Shea, v.p. (also pres. & 50% owner WSVA-TV & WSVA); Karl Hoffman, v.p. & engineering director; Clifford M. Kirtland Jr., treas. & controller; Felix L. Piech, secy.; George C. Stevens, gen. sales manager.

**TRIANGLE PUBLICATIONS INC. (Radio & TV Div.)**—46th & Market Sts., Philadelphia 39, Pa. Telephone: Evergreen 2-4700. Owns and operates WFIL-TV, Philadelphia (WFIL); WNBF-TV, Binghamton, N.Y. (WNBF); WFBG-TV, Altoona, Pa. (WFBG); WLBR-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn. (WNHC); and radio WHGB, Harrisburg, Pa. (50%). Executives: Walter H. Annenberg, pres.; Joseph M. First, v.p. & gen. counsel; Roger W. Clipp, v.p. & gen. mgr.; David J. Bennett, exec. asst. to gen. mgr.; Edward Benedict, director of national sales development; George D. Coleman, regional sales director; Joe Zimmerman, sales promotion director; Ben B. Baylor Jr., local sales development director; Kenneth E. Chernin, promotion director; Henry Rhea, director of engineering; John D. Scheuer Jr., director of public relations and programming; John C. Harlan, business manager; Richard W. Gideon, chief statistician. For publishing interests, see footnote under Newspaper Ownerships.

(Continued on next page)

# Group & Theatrical Owners

**TRUTH PUBLISHING CO.**—416 S. 2nd St., Elkhart, Ind. Telephone: 2-1518. Publishes *Elkhart* (Ind.) *Truth* and owns WSJV, Elkhart (WTRC & WTRC-FM). Also owns 60% of WKJG-TV & WKJG, Fort Wayne. President: John F. Dille Jr.

**WILLIAM J. WAGNER**—KINY-TV, Juneau, Alaska (KINY), 100%; KTVA, Anchorage, Alaska, 9.86%; KTVF, Fairbanks, Alaska, 9.86%. For other interests, see KINY-TV.

**WASHINGTON POST CO.**—1515 L St. NW, Washington 5, D C Telephone: Republic 7-1234. Owns WTOP-TV, Washington (WTOP) and WMBR-TV, Jacksonville, Fla. (WMBR). Executives: Philip L. Graham, pres.; John S. Hayes, pres., broadcast div.; Clyde M. Hunt, v.p. for engineering, broadcast div.; Laurence E. Richardson, gen. exec., broadcast div.; Glenn Marshall Jr., pres., WMBR-TV; Charles M. Stone, vp., WMBR-TV; George F. Hartford, v.p., WTOP-TV.

**WAVE INC.**—334 E. Broadway, Louisville, Ky. Telephone: Juniper 5-2201. Owns WAVE-TV, Louisville (WAVE) and WFIE-TV, Evansville, Ind. Executives: George W. Norton Jr., pres.; Nathan Lord, v.p. & gen. mgr.

**WESTINGHOUSE BROADCASTING COMPANY INC. (subsidiary of Westinghouse Electric Corp.)**—Chanin Building, 122 East 42nd St., New York 17, N. Y. Telephone: Murray Hill 7-0808. Owns and operates WBZ-TV, Boston-Springfield (WBZ-WBZA); KYW-TV, Cleveland (KYW); KPIX, San Francisco; KDKA-TV, Pittsburg (KDKA); WJZ-TV, Baltimore, Md. Also owns radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WIND, Chicago, which holds CP for WIND-TV (Ch. 20). Executives: Donald H. McGannon, pres.; Charles C. Woodard Jr., administrative asst. to pres.; Joseph E. Baudino, v.p. (1625 K St. NW, Washington 6, D.C.; Sterling 3-0903); Harold C. Lund, v.p. for Pittsburgh area; Rolland V. Tooke, v.p. for Cleveland area; W. C. Swartley, v.p. for Boston-Springfield; Philip G. Lasky, exec. for west coast operations; Ralph N. Harmon, engineering v.p.; George E. Hagerty, engineering mgr.; R. J. Bowley, director, audio-video engineering;; Michael R. Santangelo, coordinator of publicity & special events; Gordon Hawkins, educational director; Alexander W. Dannenbaum Jr., vice president, sales; Tom W. Judge, national TV sales mgr.; Perry Bascom, national radio sales mgr.; E. M. Blain, midwest sales mgr.; Richard M. Pack, v.p. for programming; William J. Kaland, national program mgr.; David E. Partridge, adv. & sales promotion mgr.; John J. Kelly, asst. adv. & sales promotion mgr.; M. A. Goldberg, director of research; I. C. Ruby, auditor; Joseph O. Schertler, industrial relations mgr.; John W. Steen, attorney (40 Wall St., N.Y.; Whitehall 3-4321).

**WDSU BROADCASTING CORP.**—520 Royal St., New Orleans, La. Telephone: Tulane 4376. Owns WDSU-TV, New Orleans (WDSU); 68.87% of WAFB-TV, Baton Rouge, La. (WAFB); 51% of WDAM-TV, Hattiesburg, Miss. Executives: Edgar B. Stern Jr., pres.; Robert D. Swezey, exec. v.p. & gen. mgr.; A. Louis Read, v.p. & commercial mgr.; Lester E. Kabacoff, secy.-treas. [Note: Request to move Ch. 9 from Hattiesburg, Miss. to Baton Rouge for use by WAFB-TV (Ch. 28) and to sell WDAM-TV facilities to grantee WTLM, Laurel, Miss. (Ch. 7) awaits FCC action; see *Television Digest*, Vol. 13:44].

**MEL WHEELER**—25% of WEAR-TV, Pensacola, Fla., 98% of WJDM, Panama City, Fla.

**J. H. WHITNEY & CO.**—See Corinthian Broadcasting Corp.

**WKY TELEVISION SYSTEM INC.**—Subsidiary of Oklahoma Publishing Co., 500 E. Britton Rd., Oklahoma City. Telephone: Trinity 8-2161. Owns WKY-TV, Oklahoma City (WKY); WSFA-TV, Montgomery, Ala.; WTVT, Tampa, Fla. Executives: E. K Gaylord, pres.; P. A. Sugg, exec. v.p.; R. W. Welpott, v.p.; Eugene B. Dodson, v.p.; H. J. Lovell, technical operations director.

**MITCHELL WOLFSON-SIDNEY MEYER**—See WTVJ Inc.

**WRATHER-ALVAREZ BROADCASTING INC.**—Fifth & Ash Sts., San Diego, Cal. Telephone: Belmont 2-2114. Owns KFMB-TV, San Diego (KFMB) and KERO-TV, Bakersfield, Cal. President: J. D. Wrather Jr.

**WTVJ INC. (Wometco Theatres)**—316 N. Miami Ave., Miami, Fla. Telephone Franklin 4-6262. Operates WTVJ, Miami; same interests also own 20% of WFGA-TV, Jacksonville, Fla. and 50% of WMTV, Madison, Wis.; 40% of WLOS-TV, Asheville, N.C. (WLOS). Executives: Mitchell Wolfson, pres.; Sidney Meyer, secy.; Lee Ruwitch, exec. v.p.

**ZANESVILLE PUBLISHING CO.**—34 S. 4th St., Zanesville, O. Telephone: Gladstone 2-5431. Owns WHIZ-TV, Zanesville (WHIZ) and WTAP (TV), Parkersburg, W.Va. Executive: Clay Littick, pres.; Allan Land, gen. mgr.

**ALBERT ZUGSMITH**—6705 Sunset Blvd., Hollywood 28, Cal. Telephone: Hollywood 5-6171. Albert Zugsmith and Arthur B. Hogan, c/o Zugsmith Corp. own 50% (25% each) of KULA-TV, Honolulu (KULA); Zugsmith owns 25%, Hogan 10% of WREX-TV, Rockford, Ill. They also control radio KVSM, San Mateo, Cal. Zugsmith controls radio KRKD, Los Angeles. Hogan and Zugsmith each own 25% of KBMI, Henderson, Nev. Executives: Albert Zugsmith, chairman; Arthur B. Hogan, pres.

# TV Station Ownership by Theatrical Interests

(Control or Major Interests by Film Producers, Theatre Owners, Performers, Etc.)

(Radio stations in parentheses)

**American Broadcasting-Paramount Theatres Inc.**—Operates ABN and owns WABC-TV, New York (WABC); WBKB, Chicago; WXYZ-TV, Detroit (WXYZ); KABC-TV, Los Angeles (KABC); KGO-TV, San Francisco (KGO). Also owns 40% of radio WLS, Chicago.

**Gene Autry**—KOOL-TV, Phoenix (KOOL), 56.38%; KOLD-TV, Tucson (KOLD), 48%; radio KMPC, Los Angeles, 51%; KSFO, San Francisco, 50%.

**H. & E. Balaban Corp.**—WTVO, Rockford, Ill., 50%; WICS, Springfield, Ill., 50%; also 50% of CPs for WMCN, Grand Rapids, Mich. (Ch. 23) and WMBG, Birmingham, Ala. (Ch. 42). WICS holds CP for satellite WCHU, Champaign, Ill. (Ch. 33). Balaban Corp. also owns 50% of radio WRIT, Milwaukee; ⅓ of radios WIL, St. Louis and WWIL, Ft. Lauderdale; 25% of KFBI, Wichita, Kan. Note: Sale of WWIL pends FCC approval.

**Berger Amusement Co. (Minneapolis)**—Owner Benjamin Berger owns 40% of KTWO-TV, Casper, Wyo. and CP for satellite KTWX-TV, Sheridan, Wyo.

**Consolidated Amusement Co. Ltd.**—KGMB-TV, Honolulu (KGMB), 75.45%; also satellites KHBC-TV, Hilo (KHBC) & KMAU-TV, Wailuku.

**Sherrill Corwin (west coast)**—KAKE-TV, Wichita (KAKE), 15%; 100% of CP for KBAY-TV, San Francisco (Ch. 20). Owns 11% of Cal. radios KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Corwin also is applicant for Ch. 34, Los Angeles, and Ch. 21, San Diego.

**Bing Crosby**—Owns 25% of KCOP, Los Angeles; 6.12% of radio KGLC, Miami, Okla.; 17% of radio KFOX, Long Beach, Cal.

**Dubinsky Brothers Theatre Corp.**—WTVO, Rockford, Ill., 50%.

**Joseph H. Floyd-Edmund R. Rubin**—KELO-TV, Sioux Falls, S. D. (KELO); satellites KDLO-TV, Florence and KPLO-TV, Reliance, S. D.; radio WLOL, St. Paul.

**Kenneth R. Giddens and T. J. Rester Jr.**—WKRG-TV, Mobile (WKRG), 20% & 10%, respectively. Note: Transfer to new corporation in which Giddens has 50% interest pends FCC approval.

**Grand-Carlton Corp. (Jesse D. Fine)**—KFEQ-TV, St. Joseph, Mo. (KFEQ).

**Bob Hope**—KOA-TV, Denver (KOA), 39%; WREX-TV, Rockford, Ill., 50%.

**Jefferson Amusement Co. (Julius M. Gordon)**—KPAC-TV, Port Arthur, Tex. (KPAC), 50%.

**Kallet Theatres**—WKTV, Utica, N. Y. (WKAL).

**Lathrop Co. (Midnight Sun Bcstg. Co.)**—KENI-TV, Anchorage (KENI); KFAR-TV, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

**Martin Theatres of Georgia**—WTVM, Columbus, Ga.; WTVC, Chattanooga, Tenn.

**MGM (Loew's Inc.)**—KTTV, Los Angeles, 25%; KMGM-TV, Minneapolis, 25%; radio WMGM, New York, 100%.

**Lewis W. Moore**—KXGN-TV, Glendive, Mont. (KXGN).

**National Telefilm Associates Inc. (NTA)**—KMGM-TV, Minneapolis, 75%; also is buying WATV, Newark-New York (WAAT).

**National Theatres Inc.**—Is buying WDAF-TV, Kansas City, Mo. (WDAF).

**Neighborhood Theatres Inc. (Thalheimer)**—WRVA-TV, Richmond, Va., 16%.

**Paramount Pictures Corp.**—KTLA, Los Angeles. Note: Being sold to Du Mont Bcstg. Co.

**RKO Teleradio Pictures Inc. (General Tire & Rubber subsidiary)**—Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); radios KFRC, San Francisco and WGMS, Washington. Through Canadian subsidiary owns ⅓ of CKLW-TV, Windsor-Detroit (CKLW). Also operates Yankee Network.

**Stanley Warner Theatres**—WTRI, Albany, N. Y.

**Lowell Thomas Group**—WTEN, Albany, N. Y. (WROW) & satellite WMGT, Adams, Mass.; WTVD, Durham, N. C. (Lowell Thomas owns 16.7% interest in stations.)

**Walter M. Thomas-Margaret E. Garland**—WARD-TV, Johnstown, Pa. (WARD).

**Transcontinental Properties Inc. (Herbert Scheftel-Alfred G. Berger-Telenews)**—WICS, Springfield, Ill., 50%.

**Turner-Farrar Assn.**—WSIL-TV, Harrisburg, Ill.

**Video Independent Theatres Inc. (Henry S. Griffing)**—KWTV, Oklahoma City, 12½%. Also holds CP for KVIT, Santa Fe, N. M. (Ch. 2).

**Wometco TV & Theatre Co. (Mitchell Wolfson)**—WTVJ, Miami; same interests also own 20% of WFGA-TV, Jacksonville, Fla.; 50% of WMTV, Madison, Wis.; 40% of WLOS-TV, Asheville, N. C. (WLOS).

**Jack Wrather**—Owns *Lassie, Lone Ranger, Sergeant Preston of the Yukon* and 39% of KFMB-TV, San Diego (KFMB); KERO-TV, Bakersfield, Cal., and CP for KYAT, Yuma, Ariz. He also holds CP for WJDW, Boston (Ch. 44).

**Albert Zugsmith interests**—Albert Zugsmith and Arthur B. Hogan each owns 25% of KULA-TV, Honolulu (KULA); Zugsmith owns 25%, Hogan 10% of WREX-TV, Rockford, Ill. They also control radio KVSM, San Mateo, Cal. Zugsmith controls radio KRKD, Los Angeles. Each owns 25% of radio KBMI, Henderson, Nev. Note: Zugsmith is also station broker and is identified with various motion picture production enterprises.

# Newspaper Ownerships of Television Stations

## Including Interlocking ownerships, in whole or part

AM adjuncts, if any, in parentheses. CP holders not included.

**Akron Beacon Journal**—WAKR-TV (WAKR), 45%. Same interests (Knight newspapers) publish *Chicago Daily News, Detroit Free Press, Miami Herald, Charlotte* (N.C.) *Observer.* Miami Herald Publishing Co. owns weekly *Coral Gables Times* and *Florida Keys Keynoter.* John S. & James L. Knight own 27.5% of WCKT, Miami, Fla. (WCKR).

**Albany, (Ga.) Herald**—WALB-TV (WALB).

**Amarillo News and Globe-Times (Whittenburg)**—KGNC-TV (KGNC). Also publishes *Lubbock* (Tex.) *Avalanche* and *Journal* (KFYO).

**Anderson (S.C.) Independent and Mail**—Publisher Wilton E. Hall owns WAIM-TV (WAIM).

**Ardmore (Okla.) Daily Ardmoreite**—Estate of John F. Easley owns KVSO-TV (KVSO).

**Atlanta Journal and Constitution (Cox)**—WSB-TV (WSB). See also *Dayton News* and *Miami Daily News.*

**Augusta (Ga.) Chronicle and Herald**—WRDW-TV (WRDW).

**Baltimore News-Post**—WBAL-TV (WBAL). Same interests (Hearst) also own WISN-TV, Milwaukee, radio stations WISN, Milwaukee, and WCAE, Pittsburgh; 50% of CP for WTAE, McKeesport-Pittsburgh (Ch. 4). Newspapers are *Milwaukee Sentinel, New York Journal-American* and *Mirror; Los Angeles Examiner* and *Herald-Express; San Francisco Examiner* and *Call-Bulletin; Boston Record, American* and *Sunday Advertiser, Detroit Times, Albany* (N.Y.) *Times-Union, Pittsburgh* (Pa.) *Sun-Telegraph, San Antonio Light, Seattle Post-Intelligencer.*

**Baltimore Sunpapers**—WMAR-TV.

**Baton Rouge Advocate and State Times (Manship)**—WBRZ, 56.6%. Also operates local radio WJBO.

**Big Spring (Tex.) Herald**—Publisher Robert W. Whipkey owns 13% of KEDY-TV plant (formerly KBST-TV), now operated under lease with option to buy by KDUB-TV, Lubbock, Tex. (*Television Digest,* Vol. 13:1).

**Binghamton Press (Gannett)**—WINR-TV (WINR). See *Rochester Democrat & Chronicle* and *Times Union* for all other Gannett TV-radio-newspaper interests.

**Birmingham News and Post-Herald (Newhouse)**—Central New York Broadcasting Corp. (also Newhouse) owns WABT, Birmingham (WAPI) and WSYR-TV, Syracuse, N.Y. (WSYR). Newhouse newspapers include *Huntsville* (Ala.) *Times* (WHBS-AM). For other interests, see *Syracuse Post-Standard.*

**Bluefield (W.Va.) Daily Telegraph and Sunset News**—WHIS-TV (WHIS).

**Boston Herald-Traveler**—WHDH-TV (WHDH).

**Buffalo Evening News**—WBEN-TV (WBEN).

**Butler (Pa.) Eagle**—Gerald & Vernon Wise jointly own ⅓ of newspaper, also 25% of WILK-TV, Wilkes-Barre (WILK). See also *Du Bois Courier-Express.*

**Butte Montana Standard and Post (Fairmont Corp.)**—KFBB-TV, Great Falls, Mont. (KFBB), 26%. Fairmont Corp., owned by Anaconda Copper Co., also publishes *Billings Gazette, Helena Independent-Record, Livingston Enterprise, Missoula Missoulian* and *Sentinel*—all in Montana. [**Note:** Sale of KFBB-TV pends FCC approval; see *Television Digest,* Vol. 14:5.]

**Camden (Ark.) News**—KCMC-TV, Texarkana, Tex. (KCMC), 50%. Associated with C. E. Palmer Newspapers; also see *Texarkana Gazette.*

**Cedar Rapids Gazette**—KCRG-TV (KCRG).

**Champaign (Ill.) News-Gazette**—Owners of *News-Gazette* (WDWS), also own 20% of WCIA (TV).

**Champaign-Urbana (Ill.) Courier (Lindsay-Schaub Newspapers)**—WCIA (20% through radio WSOY, Decatur, Ill.). Other Lindsay-Schaub newspapers are *Decatur* (Ill.) *Herald* and *Review, East St. Louis* (Ill.) *Journal, Carbondale-Herrin-Murphysboro Southern Illinoisan.* Also owns radio WVLN, Olney, Ill.

**Cheyenne Wyoming Eagle and Wyoming State Tribune (McCracken)**—KFBC-TV (KFBC), 47.66%. Also satellite KSTF, Scottsbluff, Neb. (Ch. 10). Same interests publish *Laramie Republican-Boomerang* and *Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming Daily News;* and operate radio stations KRAL, Rawlins & KVRS, Rock Springs—all Wyo.

**Chicago Tribune**—WGN-TV (WGN); Tribune Co. also publishes *Chicago American* and *Sunday American.* See also *New York Daily News.*

**Cincinnati Post (Scripps-Howard)**—E. W. Scripps Co. publishes *Cincinnati Post;* Scripps-Howard Radio owns WCPO-TV, Cincinnati (WCPO). For other interests, see Scripps-Howard footnote at end of Newspaper Ownership list.

**Cincinnati Times-Star (Taft)**—WKRC-TV (WKRC); WTVN-TV, Columbus (WTVN); WBRC-TV, Birmingham, Ala. (WBRC); WBIR-TV, Knoxville (WBIR), 30%.

**Cleveland Plain Dealer and News**—Holds CP for WHK-TV, Cleveland. Owns 40.6% of WKBN-TV, Youngstown (WKBN).

**Cleveland Press (Scripps-Howard)**—E. W. Scripps Co. publishes *Cleveland Press;* Scripps-Howard Radio owns WEWS, Cleveland. For other interests, see Scripps-Howard footnote at end of Newspaper Ownership list.

**Columbus (Miss.) Commercial Dispatch**—Publisher Birney Imes Jr. owns WCBI-TV (WCBI); WMOX, Meridian, Miss.; WNAG, Grenada, Miss.; WELO, Tupelo, Miss.

**Columbus (Ga.) Enquirer and Ledger**—Publisher R. W. Page Corp. owns 51% of WRBL-TV (WRBL) and also publishes *Bradenton* (Fla.) *Herald.*

**Columbus Dispatch and Ohio State Journal**—WBNS-TV (WBNS).

**Dallas Morning News**—WFAA-TV (WFAA).

**Dallas Times-Herald**—KRLD-TV (KRLD).

**Danville (Ill.) Commercial-News (Gannett)**—WDAN-TV (WDAN). See *Rochester Democrat & Chronicle* and *Times-Union* for all other Gannett TV-radio-newspaper.

**Dayton News and Journal-Herald (Cox)**—WHIO-TV (WHIO); see also *Atlanta Journal* and *Constitution* (WSB-TV & WSB) and *Miami-News* (WCKT & WCKR). Cox also publishes *Springfield* (O.) *Sun* and *News.*

**Daytona Beach Journal and News (Perry)**—Newspaper (licensee of radio WNDB) owned 40% by Perry group, which owns 100% of WESH-TV; for other Perry holdings, see *Jacksonville Journal.*

**Des Moines Register and Tribune (Cowles)**—Cowles Broadcasting Co., operated as separate entity, owns 60% of KRNT-TV, Des Moines and 100% of radio KRNT; 100% of WHTN-TV, Huntington, W.Va. (WHTN). Members of Cowles family control Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO) and 80% of KTVH, Hutchinson, Kan. Cowles family also controls *Look Magazine.*

**The Detroit News**—WWJ-TV (WWJ).

**Du Bois (Pa.) Courier-Express**—H. T. Gray, who owns newspaper and affiliated radio WCED with J. S. Gray, owns 12% of WILK-TV, Wilkes-Barre (WILK). See also *Butler Eagle.*

**Duluth Herald and News-Tribune (Ridder)**—WDSM-TV (WDSM), 51%. Same interests also publish *St. Paul Dispatch* and *Pioneer Press* & own 53% of WCCO-TV (WCCO) together with Minnesota Tribune Co. For other Ridder radio and newspaper interests, see *St. Paul Dispatch* and *Pioneer Press.*

**Durham (N.C.) Herald and Sun**—Radio affiliate WDNC owns 5% of WTVD.

**Eau Claire (Wis.) Leader-Telegram**—WEAU-TV (WEAU), 25%.

**Elkhart (Ind.) Truth**—WSJV (WTRC). Newspaper also owns 60% of WKJG-TV, Ft. Wayne (WKJG).

**El Paso Times**—KROD-TV (KROD).

**Erie Times and Morning News (John J. & George J. Mead)**—WSEE, 30%.

**Fargo (N.D.) Forum**—WDAY-TV, Fargo (WDAY), 34%.

**Fort Smith Southwest American and Times Record (Donald W. Reynolds)**—KFSA-TV (KFSA). Mr. Reynolds also publishes *Rogers* (Ark.) *Daily News, Bartlesville* (Okla.) *Examiner* and *Enterprise, Blackwell* (Okla.) *Journal Tribune, Okmulgee* (Okla.) *Daily Times, Chickasha* (Okla.) *Daily Express, Natchez* (Miss.) *Times, Las Vegas* (Nev.) *Review Journal, Ely* (Nev.) *Times.* He also operates KLRJ-TV, Henderson-Las Vegas (KORK); KOLO-TV, Reno (KOLO); and radio stations KHBG, Okmulgee, Okla. and KBRS, Springdale, Ark.

**Fort Worth Star-Telegram**—WBAP-TV (WBAP).

**Fresno (Cal.) Bee (McClatchy)**—KMJ-TV (KMJ). Same interests also publish *Sacramento Bee* and *Modesto Bee,* and own radio stations KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KOH, Reno, Nev.

**(Continued on next page)**

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**Note:** In addition to the newspapers listed here, Time Inc. *(Time, Life, Fortune, Sports Illustrated, House and Home, Architectural Forum)* is 80% owner of KTVT, Salt Lake City (KDYL); 100% of following: KLZ-TV, Denver (KLZ); WFBM-TV, Indianapolis (WFBM); WOOD-TV, Grand Rapids (WOOD); WTCN-TV, Minneapolis (WTCN). Meredith Publishing Co. *(Better Homes & Gardens and Successful Farming)* owns WHEN-TV, Syracuse (WHEN); WOW-TV, Omaha (WOW); KPHO-TV, Phoenix (KPHO); KCMO-TV, Kansas City (KCMO); radio KRMG, Tulsa. In addition, the Hearst interests (see *Baltimore News-Post*) publish *House Beautiful, Good Housekeeping, Cosmopolitan, Motor, Motor Boating, Town & Country, Harper's Bazaar, Bride & Home, Sports Afield, American Druggist,* and Sunday supplement *The American Weekly.* Triangle Publications (Annenberg—see *Philadelphia Inquirer* for TV-radio holdings) also publishes *Philadelphia Daily News, New York Morning Telegraph, Daily Racing Form, TV Guide, Seventeen;* and has turned over *Official Detective Stories* to Annenberg Foundation. Also *Newsweek* owns 46.22% of KFSD-TV, San Diego (KFSD).

# Newspaper Interests

**Grants Pass (Ore.) Courier**—Publishers Amos E., Earle G. & John E. Voorhies own 50% of KBES-TV, Medford (KUIN, Grants Pass, Ore.) and KOTI, Klamath Falls, Ore. KBES-TV owns 50% of KPIC (TV), Roseburg, Ore.

**Greenville (S.C.) News and Piedmont**—WFBC-TV (WFBC), 48%.

**Greensboro (N.C.) News and Record**—Jefferson Standard Life Insurance Co. (see Group Ownership) owns 16% of Greensboro News Co., which is licensee of WFMY-TV, Greensboro.

**Hannibal (Mo.) Courier Post (Lee)**—KHQA-TV, Hannibal, Mo. (WTAD, Quincy, Ill.). Lee Radio Inc. owns 51% of KHQA-TV & WTAD; *Hannibal Courier Post* owns 20% of KHQA-TV & WTAD. See *Mason City Globe-Gazette* for all other Lee TV-radio-newspaper interests.

**Harrisburg Patriot and News**—WTPA (Newhouse family interests), see *Syracuse Post Standard*.

**Hastings (Neb.) Tribune (Seaton)**—KHAS-TV (KHAS), 53%. Also controls KGGF, Coffeyville & KMAN, Manhattan, Kan., and publishes *Sheridan* (Wyo.) *Press; Lead* (S.D.) *Call; Deadwood* (S.D.) *Pioneer-Times; Manhattan* (Kan.) *Mercury-Chronicle; Winfield* (Kan.) *Courier; Coffeyville* (Kan.) *Journal; Alliance* (Neb.) *Times-Herald*. Also publishes *Western Farm Life Magazine*.

**Holyoke (Mass.) Transcript-Telegram**—WHYN-TV (WHYN), 50%. Same interests also publish *Northampton* (Mass.) *Gazette*. See also *Springfield Union, News* and *Sunday Republican*.

**Honolulu Advertiser**—KONA, 50%; also owns KGU (AM).

**Honolulu Star-Bulletin**—KGMB-TV (KGMB), 24.55%; also satellites KHBC-TV, Hilo (KHBC) & KMAU-TV, Wailuku.

**Houston Chronicle**—KTRK-TV, 32%; also radio KTRH, 70%.

**Houston Post**—KPRC-TV (KPRC).

**Huntington (W. Va.) Herald Dispatch & Advertiser**—WSAZ-TV (WSAZ). Interlocking ownership with radio WKAZ, Charleston, W. Va.

**Hutchinson (Kan.) News**—Publisher John P. Harris and family owns 6.56% of KTVH. Other Harris newspapers are *Chanute Tribune, Garden City Telegram, Ottawa Herald, Salina Journal* (all Kan.), and *Burlington* (Ia.) *Hawkeye Gazette*.

**Jackson (Miss.) Clarion-Ledger and Daily News**—WJTV, 40%.

**Jacksonville Journal (Perry)**—WJHP-TV (off-air); WESH-TV, Daytona Beach. Other Perry newspapers in Florida include *West Palm Beach Post* and *Times, DeLand Sun-News, Leesburg Commercial, Melbourne Times, Ocala Star-Banner, Palm Beach Daily News, Panama City News* and *Herald, Pensacola Journal* and *News*. Also owns 40% of *Daytona Beach* (Fla.) *Journal* and *News* (WNDB) and publishes *Frankfort* (Ky.) *State Journal*.

**Jefferson City (Mo.) Capital News and Post-Tribune**—Goshorn family publishes newspaper and operates radio affiliate KWOS; Mrs. W. H. Weldon (Betty Goshorn) owns KRCG (TV), Jefferson City.

**Johnstown Tribune-Democrat**—WJAC-TV (WJAC).

**Joplin (Mo.) Globe and News-Herald**—KOAM-TV, Pittsburg, Kan., 33.23%.

**Kansas City Star & Times**—The Kansas City Star Co. operates WDAF-TV (WDAF), being sold (*Television Digest*, Vol. 13:47.)

**La Crosse (Wis.) Tribune (Lee)**—WKBT, 27.5% (radio WKBH, 3.16%). See *Mason City Globe-Gazette* for all other Lee TV-radio-newspaper interests.

**Lancaster (Pa.) New Era & Intelligencer-Journal (Steinman)**—Same ownership as WGAL-TV, Lancaster (WGAL) and off-air WLEV-TV, Bethlehem, Pa. Also radio stations WEST, Easton, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport, Pa.; WDEL, Wilmington, Del. Also holds CP for WRAK-TV, Williamsport, Pa.

**Las Vegas Review-Journal (Reynolds)**—KLRJ-TV, Henderson-Las Vegas (KORK). For other TV-radio-newspaper interests, see *Fort Smith Southwest American*.

**Las Vegas Sun**—Publisher Herman M. Greenspun owns 68% of KLAS-TV.

**Little Rock Arkansas Democrat**—KTHV, 32%.

**Los Angeles Times and Mirror**—KTTV, 75%.

**Louisville Courier-Journal and Times**—WHAS-TV (WHAS).

**Marquette (Mich.) Mining Journal (Frank J. Russell)**—WDMJ-TV (WDMJ). Also controls *Iron Mountain* (Mich.) *News* (WMIQ) and owns 25% of *Rhinelander* (Wis.) *News*, which in turn owns 8% of WSAU-TV, Wausau, Wis.

**Martins Ferry-Bellaire (O.) Times-Leader (Dix)**—WTRF-TV, Wheeling, W.Va. (30% held by members of Dix family). Also publishes *Wooster* (O.) *Daily Record*, which owns WWST, Wooster and WRAD, Radford, Va. Other Dix newspapers: *Defiance* (O.) *Crescent-News* and *Ravenna-Kent* (O.) *Record & Courier Tribune*.

**Mason City (Ia.) Globe-Gazette (Lee)**—KGLO-TV (KGLO). Lee Radio Inc. (KGLO-TV & KGLO) is owned by virtually same stockholders as own the Globe-Gazette Publishing Co., but the two are entirely separate corporations. Lee Radio Inc. also owns 51% of KHQA-TV, Hannibal, Mo. (WTAD, Quincy, Ill.), in which *Hannibal Courier Post* (Lee) has 20% interest. *LaCrosse Tribune* (Lee) owns 27.5% of WKBT, La Crosse, Wis. (3.16% of radio WKBH). Other Lee newspapers are: *Kewannee* (Ill.) *Star Courier; Davenport* (Ia.) *Times* and *Democrat; Muscatine* (Ia.) *Journal; Ottumwa* (Ia.) *Courier; Madison* (Wis.) *State Journal* (33% of radio WIBA); *Lincoln* (Neb.) *Star*. [Note: Journal Star Printing Co., Lincoln, owns 47.35% of KFAB, Omaha; Star Publishing Co. owns 49.75% of Journal Star Printing Co.]

**Maui (Hawaii) News (semi-weekly)**—KMVI-TV, Wailuku, Hawaii (KVMI), satellite of KONA, Honolulu.

**Memphis Commercial Appeal and Press-Scimitar (Scripps-Howard)**—WMCT (WMC). For other interests, see Scripps-Howard footnote at end of Newspaper Ownership list.

**Meridian (Miss.) Star**—Publisher James H. Skewes owns 6.5% of WTOK-TV (WTOK).

**Miami Beach Sun**—See Storer Bcstg. Co. under Group Ownership.

**Miami Daily News (Cox)**—James M. Cox Jr. owns 30.5% of WCKT, Miami (WCKR). For other Cox TV-radio-newspaper interests, see *Dayton News*.

**Miami Herald**—Publisher John S. Knight owns 17.5% and gen. mgr. James L. Knight owns 10% of WCKT, Miami (WCKR). Miami Herald Publishing Co. owns weekly *Coral Gables Times* and *Florida Keys Keynoter*. For other Knight TV-radio-newspaper interests, see *Akron Beacon-Journal*.

**Milwaukee Journal**—WTMJ-TV (WTMJ).

**Milwaukee Sentinel**—WISN-TV (WISN). See *Baltimore News-Post* for other Hearst TV-radio-newspaper holdings.

**Minneapolis Star and Tribune (Cowles)**—WCCO-TV (WCCO), 47%. For other Cowles TV-radio-newspaper-magazine interests see *Des Moines Register* and *Tribune*.

**Mobile Register and Press**—Is Acquiring 50% of WKRG-TV (WKRG); see *Television Digest*, Vol. 13:46; 14:8.

**New York News**—WPIX; see also *Chicago Tribune*.

**Norfolk Virginian-Pilot, Ledger-Dispatch and Portsmouth Star**—WTAR-TV, Norfolk (WTAR).

**Ogden Standard Examiner (A. L. Glasmann family)**—KUTV, Salt Lake City, 51%; KLIX-TV, Twin Falls, Ida. (KLIX), 100%. For other interests, see Glasmann family listing under Group Ownership.

**Oklahoma City Oklahoman and Times**—WKY-TV (WKY); WSFA-TV, Montgomery, Ala.; WTVT, Tampa, Fla. Also publishes monthly *Farmer-Stockman*.

**Omaha World-Herald**—KETV.

**Paducah Sun-Democrat (E. J. Paxton)**—WPSD-TV, Paducah, 100%; radio WFRX, West Frankfort, Ill., 25%.

**Peoria Journal-Star**—WTVH, 91.66%.

**Philadelphia Bulletin**—WCAU-TV (WCAU); holds controlling interest in WDAU-TV, Scranton, Pa. **Note**: Sale of WCAU-TV & WCAU to CBS pends FCC approval (*Television Digest*, Vol. 13:51).

**Philadelphia Daily News**—Owned by Triangle Publications, see *Philadelphia Inquirer*.

**Philadelphia Inquirer (Annenberg)**—Radio & TV Div. of Triangle Publications Inc. operates WFIL-TV, Philadelphia (WFIL); WNBF-TV, Binghamton, N.Y. (WNBF); WFBG-TV, Altoona, Pa. (WFBG); WNHC-TV, New Haven, Conn. (WNHC); also owns 50% of radio WHGB, Harrisburg, Pa. For other publishing interests, see footnote on first page of this section.

**Phoenix Republic & Gazette**—Gene Autry owns 12.5% of newspaper and controls KOOL-TV (KOOL). Tom Kerney owns 12.5% of newspaper, 19.5% of KOOL-TV & KOOL. For Autry's other interests, see Group Ownership.

**Pittsburgh Post-Gazette**—WIIC, 50% (WWSW, 100%). Same interests also publish *Toledo Blade*.

**Plymouth (Mich.) Livonian and Mail (weekly)**—Lawrence Fleischman owns 15% of weekly, 12% of WITI-TV, Milwaukee.

**Ponce (P.R.) El Dia**—Director and part owner Luis A. Ferre also owns 33⅓% of WRIK-TV, Ponce, 38% of radio WPRP, Ponce.

**Portland Oregonian (Newhouse)**—KOIN-TV, 50%. See *Syracuse Post-Standard* and *Herald-Journal* for other TV-radio-newspaper interests.

**Portland (Me.) Press-Herald, Evening Express and Sunday Telegram**—WGAN-TV (WGAN). Guy Gannett Publishing Co. (Guy Gannett Bcstg. Services) also publishes *Augusta Kennebec Journal* and *Waterville Sentinel*—all in Maine.

**Quincy (Ill.) Herald-Whig**—WGEM-TV (WGEM).

**Roanoke Times and World News (Fishburn)**—WDBJ-TV (WDBJ).

**Rochester Democrat & Chronicle and Times-Union (Gannett)**—WHEC-TV, Rochester (WHEC). Same ownership as WDAN-TV, Danville, Ill. (WDAN & *Danville Commercial News*); WINR-TV, Binghamton, N.Y. (WINR & *Binghamton Press*); KOVR, Stockton, Cal. Other Gannett Newspapers: *Albany Knickerbocker News, Elmira Star-Gazette, Advertiser* and *Sunday Telegram* (WENY), *Ithaca Journal, Massena Observer, Malone Telegram, Newburg News, Beacon News, Niagara Falls Gazette, Ogdensburg Journal* and *Advance News, Olean Times-Herald, Potsdam Courier-Freeman, Saratoga Springs Saratogian, Utica Observer-Dispatch* and *Press*—all in N.Y.; *Hartford* (Conn.) *Times, Plainfield* (N.J.) *Courier-News*.

**Rockford (Ill.) Star and Register-Republic**—Radio affiliate WROK owns 10% of WREX-TV. [**Note**: WREX-TV is being sold to Bob Hope and associates; see *Television Digest*, Vol. 13:24.]

**Rock Island Argus**—Ben H. Potter and Potter families, owners of *Rock Island Argus*, own 75% of WHBF-TV (WHBF). Members of Potter family own all stock of radio KBUN, Bemidji, Minn.

**Rocky Mount (N. C.) Telegram**—Publisher Josh Horne owns 10% of WNCT, Greenville, N. C., which owns 49.58% of WMFD-TV, Wilmington, N. C.

**Salt Lake Tribune**—KUTV, 35%.

**San Antonio Express and News**—KENS-TV (KENS).

**San Diego (weekly) North Shores Sentinel (Clinton McKinnon)**—KOAT-TV, Albuquerque, 100%; KVOA-TV, Tucson (KVOA), 25%. McKinnon also controls weekly *Coronado* (Cal.) *Journal*.

**San Francisco Chronicle**—KRON-TV; KBAK-TV, Bakersfield, Cal., 97½%.

**San Juan (P. R.) El Mundo**—WKAQ-TV (WKAQ).

**St. Louis Globe-Democrat (Newhouse)**—Purchase of 22.7% of KTVI pends FCC approval and transfer of KWK-TV & KWK to CBS. (*Television Digest*, Vol. 13:43). For other Newhouse and TV-radio-newspaper interests, see *Syracuse Post-Standard* and *Herald-Journal*.

**St. Louis Post-Dispatch**—KSD-TV (KSD).

**St. Paul Dispatch & Pioneer Press (Ridder)**—Controls with Minnesota Tribune Co. WCCO-TV (WCCO), 53%. Same interests also publish *Duluth News-Tribune* and *Herald* and own WDSM-TV (WDSM). Other Ridder interests: *New York Journal of Commerce, Long Beach* (Cal.) *Independent* and *Independent-Press-Telegram, Pasadena* (Cal.) *Star-News, San Jose* (Cal.) *Mercury, News and Mercury News, Grand Forks* (N.D.) *Herald* (KILO), *Aberdeen* (S.D.) *American-News* (KSDN).

**Shreveport Times**—KTHV, Little Rock, 42% (100% of radio affiliate KTHS); 100% of KWKH, Shreveport. Exec. v.p. Henry B. Clay owns 15% of KTRE-TV, Lufkin, Tex. (KTRE); 33⅓% of CP for WCNS, Baton Rouge, La. (Ch. 40).

**Sioux City Journal and Journal-Tribune**—KTIV, 50% (KSCJ, 100%).

**South Bend Tribune**—WSBT-TV (WSBT).

**Spokane Chronicle**—KHQ-TV (KHQ).

**Superior (Wis.) Telegram (Morgan Murphy)**—Affiliated with WEAU-TV, Eau Claire, Wis. (WEAU) and WISC-TV, Madison, Wis. (WISC). Morgan Murphy interests also are acquiring 55% of WMBV, Marinette-Green Bay, Wis. (WMAM) and operate radio stations WEBC, Duluth, Minn.; WMFG, Hibbing Minn.; KVOL, Lafayette, La., TV applicant, and are affiliated with radio WHLB, Virginia, Minn. Other daily papers are: *Lafayette*, (La.) *Daily Advertiser; Virginia* (Minn.) *Daily Mesabi News; Ashland* (Wis.) *Daily Press; Chippewa Falls* (Wis.) *Herald-Telegram; Manitowoc* (Wis.) *Herald-Times; Two Rivers* (Wis.) *Reporter*. Weeklies are: *Virginia* (Minn.) *Range Facts; Lafayette* (La.) *Progress; Church Point* (La.) *News; Rayne* (La.) *Acadian-Tribune*.

**Springfield (Mass.) Union, News and Sunday Republican (Employes Beneficial Fund)**—WHYN-TV, Springfield-Holyoke (WHYN), 50%. See also *Holyoke Transcript-Telegram*.

**Springfield (Mo.) News and Leader & Press**—KYTV, 50% (KGBX, 100%). Interlocking ownership with KOAM-TV, Pittsburg, Kan. And also interlocking ownership with *Muskogee* (Okla.) *Phoenix* and *Times Democrat* (KBIX).

**Syracuse Post Standard and Herald-Journal**—Central New York Broadcasting Corp., owner of WSYR-TV, Syracuse (WSYR) and WABT, Birmingham, Ala. (WAPI), and Newhouse Newspapers are mutually owned by Samuel I. Newhouse family, which also owns *Harrisburg* (Pa.) *Patriot* and *News* and WTPA, Harrisburg; *Portland Oregonian* and 50% of KOIN-TV, Portland (KOIN); *St. Louis Globe-Democrat*, which owns 23% of KWK-TV, St. Louis (KWK), to be sold to CBS. Other Samuel I. Newhouse Newspapers: *Jersey City Journal, Newark Star-Ledger, Long Island Press* and *Star-Journal, Staten Island Advance, Birmingham* (Ala.) *News* and *Post-Herald, Huntsville* (Ala.) *Times* (WHBS). **Note**: *St. Louis Globe-Democrat* is acquiring 22.7% of KTVI, St. Louis, when KWK-TV is transferred to CBS.

**Tacoma News-Tribune**—KTNT-TV (KTNT).

# Newspaper Interests

**Tampa Tribune**—WFLA-TV (WFLA). D. Tennant Bryan family owns approximately 50% of *Tampa Tribune*, they also own approximately 50% of Richmond (Va.) *Times-Dispatch* and *News-Leader* (WRNL), operated as a separate entity.

**Temple (Tex.) Telegram**—KCEN-TV. Frank W. Mayborn, publisher, also pres. of *Sherman* (Tex.) *Democrat* and *Killeen* (Tex.) *Herald;* pres. & 90% owner of radio KTEM, Temple.

**Texarkana Gazette and News**—C. E. Palmer estate owns 37% of KCMC-TV (KCMC); see also *Camden* (Ark.) *News*. Other Palmer newspapers: *Hot Springs* (Ark.) *New Era-Sentinel Record, El Dorado* (Ark.) *News-Times, Magnolia* (Ark.) *Banner-News*. Palmer also has interest in *Hope* (Ark.) *Star* and *Jacksonville* (Tex.) *Progress*.

**Topeka Daily Capital and State Journal (Stauffer)**—WIBW-TV, Topeka (WIBW); also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Other Stauffer newspapers: *Kansas City Kansan, Pittsburg* (Kan.) *Headlight* and *Sun, Arkansas City* (Kan.) *Traveler, Newton Kansan, Grand Island* (Neb.) *Independent, York* (Neb.) *News-Times, Maryville* (Mo.) *Forum, Nevada* (Mo.) *Mail, Independence* (Mo.) *Examiner, Shawnee* (Okla.) *News* and *Star*. Also publishes national magazines *Capper's Farmer* and *Household Magazine* and 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri.

**Washington Post & Times-Herald**—WTOP-TV (WTOP), Washington; WMBR-TV, Jacksonville (WMBR).

**Washington Evening Star**—WMAL-TV (WMAL).

**Watertown (N.Y) Daily Times**—WCNY-TV, Carthage-Watertown; (WWNY, Watertown); also operates radio WMSA, Massena, N. Y.

**Wausau (Wis.) Record-Herald**—WSAU-TV (WSAU), 25%. (Note: Various other newspapers also participate in ownership; see ownership details in Station Directory listing.)

**Wheeling (W.Va.) Intelligencer and News-Register**—WTRF-TV. Associated in ownership with Dix Newspapers (*Bellaire Times-Leader, Ravenna Record, Kent Courier-Tribune, Defiance Crescent-News*—all in Ohio); has interest in radio WWST, Wooster, O. News Publishing Co. also publishes *Fairmont Times-West Virginian, Elkins Inter-Mountain, Parkersburg News & Sentinel, Weirton Times, Welch News, Martinsburg Journal, Point Pleasant Register, Hinton Daily News*—all in W. Va. **Note**: News Publishing Co. owns 31% of WTRF-TV and 4 Dix brothers together own 31% of WTRF-TV.

**Wilson (N. C.) Times** (Mrs. Eliz. G. Swindell)—WNCT, Greenville, N. C., 10%. WNCT owns 49.58% of WMFD-TV, Wilmington, N. C.

**Winston-Salem Journal and Twin City Sentinel**—WSJS-TV (WSJS).

**Youngstown Vindicator**—WFMJ-TV (WFMJ).

**Zanesville (O). Times-Recorder & Signal**—WHIZ-TV (WHIZ); WTAP, Parkersburg, W. Va.

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**Scripps-Howard**—Scripps Howard Newspapers are affiliated with Scripps-Howard Radio Inc., but each operates as a separate entity. Scripps Howard Radio Inc. owns WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); radio WNOX, Knoxville, affiliated with WMCT, Memphis (WMC) through Memphis Publishing Co. Scripps-Howard Newspapers are: *Cleveland Press, Cincinnati Post, Covington* (Ky.) *Post, Columbus Citizen, New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal* and *Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Courier* and *Press, Birmingham Post-Herald* and *News*.

# Congressional Committees

## Handling TV-Radio Matters

**85th Congress, Second Session**

### SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE

| Democrats | Republicans |
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| Warren G. Magnuson, Wash., *chairman* | * John W. Bricker, Ohio |
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# Color Status of Network Affiliates

(As of January 15, 1958)

Information Furnished by NBC, CBS and Manufacturers. Data Not Available from ABC

*Duplication of Stations on Compilations is Due to Network Sharing of Stations*

## Color-Equipped NBC-TV Basic Affiliates

(All Basic Affiliates Are Now Equipped to Rebroadcast Network Color)

| City | Station | Slide & Film | Live |
|---|---|---|---|
| Atlanta, Ga. | WSB-TV | Now | — |
| Baltimore, Md. | WBAL-TV | Now | Now |
| Birmingham, Ala. | WABT | Now | — |
| Boston, Mass. | WBZ-TV | Now | — |
| Buffalo, N.Y. | WBUF | — | — |
| Chicago, Ill. | WNBQ | Now | Now |
| Cincinnati, O. | WLWT | Now | Now |
| Cleveland, O. | KYW-TV | — | — |
| Columbus, O. | WLWC | — | — |
| Davenport, Ia. | WOC-TV | — | — |
| Dayton, O. | WLWD | — | Now |
| Denver, Colo. | KOA-TV | Spring 1959 | — |
| Des Moines, Ia. | WHO-TV | Now | — |
| Detroit, Mich. | WWJ-TV | Now | — |
| Ft. Worth, Tex. | WBAP-TV | Now | Now |
| Fresno, Cal. | KMJ-TV | Now | — |
| Grand Rapids | WOOD-TV | — | — |
| Hartford, Conn. | WNBC | — | — |
| Houston, Tex. | KPRC-TV | Now | — |
| Huntington, W.Va. | WSAZ-TV | Now | Now |
| Indianapolis, Ind. | WFBM-TV | Now | Now |
| Jacksonville, Fla. | WFGA-TV | Now | Now |
| Johnstown, Pa. | WJAC-TV | Now | Now |
| Kansas City, Mo. | WDAF-TV | Now | — |
| Lancaster, Pa. | WGAL-TV | Now | Now |
| Lansing, Mich. | WJIM-TV | — | — |
| Los Angeles, Cal. | KRCA | Now | Now |
| Louisville, Ky. | WAVE-TV | — | — |
| Memphis, Tenn. | WMCT | — | — |
| Miami, Fla. | WCKT | Now | — |
| Milwaukee, Wis. | WTMJ-TV | Now | Now |
| Minneapolis-St. Paul, Minn. | KSTP-TV | Now | — |
| Nashville, Tenn. | WSM-TV | Now | — |
| New Orleans, La. | WDSU-TV | Now | Now |
| New York, N.Y. | WRCA-TV | Now | Now |
| Norfolk, Va. | WVEC-TV | — | — |
| Oklahoma City | WKY-TV | Now | Now |
| Omaha, Neb. | KMTV | Now | Now |
| Philadelphia, Pa. | WRCV-TV | Now | Now |
| Pittsburgh, Pa. | WIIC-TV | — | — |
| Portland, Ore. | KPTV | Now | — |
| Providence, R.I. | WJAR-TV | — | — |
| Richmond, Va. | WXEX-TV | Now | — |
| Rochester, N.Y. | WROC-TV | — | — |
| Sacramento, Cal. | KCRA-TV | Now | Now |
| Salt Lake City | KTVT | Now | — |
| San Antonio, Tex. | WOAI-TV | Now | Now |
| San Diego, Cal. | KFSD-TV | Early 1958 | Early 1958 |
| San Francisco | KRON-TV | Now | Now |
| Schenectady, N.Y. | WRGB | Now | Now |
| Seattle, Wash. | KOMO-TV | Now | Now |
| St. Louis, Mo. | KSD-TV | Now | — |
| Syracuse, N.Y. | WSYR-TV | Now | — |
| Tampa, Fla. | WFLA-TV | Now | — |
| Tulsa, Okla. | KVOO-TV | Now | — |
| Washington, D.C. | WRC-TV | Early 1958 | Early 1958 |
| Wichita, Kan. | KARD-TV | Now | Now |
| Wilkes-Barre, Pa. | WBRE-TV | Now | Now |
| Youngstown, O. | WFMJ-TV | — | — |

## NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

**Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.**
**Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1958.**

| | | | |
|---|---|---|---|
| Abilene, Tex. | KBRC-TV | — | — |
| Albany, Ga. | *WALB-TV | — | — |
| Albuquerque, N. M. | *KOB-TV | — | Spring 1958 |
| Alexandria, La. | KALB-TV | — | — |
| Altoona, Pa. | *WFBG-TV | — | — |
| Amarillo, Tex. | *KGNC-TV | — | — |
| Ardmore, Okla. | *KVSO-TV | — | — |
| Asheville, N. C. | WISE-TV | — | — |
| Augusta, Ga. | *WJBF | 1958 | — |
| Austin, Tex. | *KTBC-TV | Dec. 1958 | Dec. 1959 |
| Bakersfield, Cal. | *KERO-TV | — | — |
| Bangor, Me. | WABI-TV | — | — |
| Baton Rouge, La. | *WBRZ | — | — |
| Bay City-Saginaw | *WNEM-TV | Now | — |
| Binghamton, N. Y. | *WINR-TV | — | — |
| Binghamton, N. Y. | *WNBF-TV | — | — |
| Bismarck, N. D. | *KFYR-TV | — | — |
| Bluefield, W. Va. | *WHIS-TV | — | — |
| Bristol, Va.-Tenn. | *WCYB-TV | Now | Now |
| Butte, Mont. | KXLF-TV | — | — |
| Casper, Wyo. | †KTWO-TV | — | — |
| Champaign, Ill. | *WCIA | — | — |
| Charleston, S. C. | *WUSN-TV | — | — |
| Charlotte, N. C. | *WBTV | Now | Now |
| Chattanooga, Tenn. | *WRGP-TV | — | — |
| Cheyenne, Wyo. | *KFBC-TV | — | — |
| Clarksburg, W. Va. | WBOY-TV | — | — |
| Colorado Springs | KRDO-TV | — | — |
| Columbia, Mo. | KOMU-TV | — | — |
| Columbia, S. C. | *WIS-TV | — | — |
| Columbus, Ga. | *WDAK-TV | — | — |
| Columbus, Miss. | WCBI-TV | — | — |
| Corpus Christi, Tex. | *KRIS-TV | Now | Now |
| Daytona Beach, Fla. | *WESH-TV | — | — |
| Decatur, Ala. | WMSL-TV | — | — |
| Duluth, Minn. | WDSM-TV | — | — |
| Eau Claire, Wis. | *WEAU-TV | 1958 | — |
| El Dorado, Ark. | *KRBB | — | — |
| El Paso, Tex. | *KTSM-TV | — | — |
| Erie, Pa. | *WICU | — | — |
| Eugene, Ore. | *KVAL-TV | — | — |
| Eureka, Cal. | KIEM-TV | — | — |
| Evansville, Ind. | *WFIE-TV | Now | Now |
| Fargo, N. D. | †WDAY-TV | — | — |
| Fayetteville, N. C. | WFLB-TV | — | — |
| Florence, Ala. | WOWL-TV | — | — |
| Ft. Dodge, Ia. | †KQTV | — | — |
| Ft. Smith, Ark. | *KFSA-TV | — | — |
| Ft. Wayne, Ind. | *WKJG-TV | — | — |
| Great Bend, Kan. | *KCKT-TV | Fall 1958 | Fall 1958 |
| Greenville, S. C. | *WFBC-TV | — | — |
| Harrisburg, Ill. | WSIL-TV | — | — |
| Harrisonburg, Va. | †WSVA-TV | — | — |
| Hastings, Neb. | *KHAS-TV | — | — |
| Hattiesburg, Miss. | *WDAM-TV | — | — |
| Idaho Falls, Ida. | KID-TV | — | — |
| Jackson, Miss. | *WLBT | — | — |
| Kalispell, Mont. | KGEZ-TV | — | — |
| Knoxville, Tenn. | *WATE-TV | — | — |
| La Crosse, Wis. | WKBT | — | — |
| Lake Charles, La. | KPLC-TV | — | — |
| Las Vegas, Nev. | *KLRJ-TV | — | — |
| Lexington, Ky. | *WLEX-TV | — | — |
| Lima, O. | *WIMA-TV | — | — |
| Little Rock, Ark. | *KARK-TV | — | — |
| Lubbock, Tex. | *KCBD-TV | — | — |
| Macon, Ga. | *WMAZ-TV | — | — |
| Madison, Wis. | *WMTV | — | — |
| Marinette, Wis. | *WMBV-TV | — | — |
| Medford, Ore. | *KBES-TV | — | — |
| Meridian, Miss. | *WTOK-TV | Jan. 1959 | — |
| Midland, Tex. | *KMID-TV | — | — |
| Mobile, Ala. | *WALA-TV | — | — |
| Monroe, La. | *KNOE-TV | Fall 1958 | — |
| Monterey-Salinas | *KSBW-TV | — | — |
| Montgomery, Ala. | *WSFA-TV | — | — |
| Muncie, Ind. | *WLBC-TV | — | — |
| Ottumwa, Ia. | *KTVO | — | — |
| Paducah, Ky. | *WPSD-TV | — | — |
| Palm Beach, Fla. | *WPTV | — | — |
| Parkersburg, W.Va. | †WTAP | — | — |
| Peoria, Ill. | *WEEK-TV | — | — |
| Phoenix-Mesa, Ariz. | *KVAR | — | — |
| Pittsburg, Kan. | *KOAM-TV | — | — |
| Plattsburgh, N. Y. | *WPTZ-TV | — | — |
| Port Arthur-Beaumont, Tex. | KPAC-TV | — | — |
| Portland, Me. | *WCSH-TV | — | — |
| Pueblo, Colo. | †KCSJ-TV | — | — |
| Quincy, Ill. | *WGEM-TV | — | — |
| Raleigh, N. C. | *WRAL-TV | Now | May 1958 |
| Redding, Cal. | *KVIP | — | — |
| Reno, Nev. | KOLO-TV | — | — |
| Roanoke, Va. | *WSLS-TV | Now | — |
| Rochester, Minn. | *KROC-TV | — | — |
| Rockford, Ill. | *WTVO | — | — |
| Roswell, N. M. | *KSWS-TV | — | — |
| Salinas-Monterey, Cal. | *KSBW-TV | — | — |
| Santa Barbara, Cal. | †KEYT | Early 1958 | — |
| Savannah, Ga. | *WSAV-TV | — | — |
| Shreveport, La. | *KTBS-TV | — | — |
| Sioux City, Ia. | *KTIV | — | — |
| Sioux Falls, S. D. | *KELO-TV | Now | — |
| South Bend, Ind. | *WNDU-TV | 1958 | Now |
| Spokane, Wash. | *KHQ-TV | Now | — |
| Springfield, Ill. | *WICS-TV | — | — |
| Springfield, Mass. | *WWLP | Now | — |
| Springfield, Mo. | *KYTV | — | — |
| Tallahassee-Thomasville, Fla. | WCTV | — | — |
| Temple, Tex. | *KCEN-TV | — | — |
| Tucson, Ariz. | *KVOA-TV | — | — |
| Twin Falls, Ida. | KLIX-TV | — | — |
| Tyler, Tex. | *KLTV | — | — |
| Utica, N. Y. | *WKTV | — | — |
| Washington, N. C. | *WITN | — | — |
| Waterloo, Ia. | *KWWL-TV | — | — |
| Wausau, Wis. | †WSAU-TV | — | — |
| Weslaco, Tex. | KRGV-TV | — | — |
| Wheeling, W. Va. | *WTRF-TV | — | — |
| Wichita Falls, Tex. | *KFDX-TV | Now | June 1958 |
| Wilmington, N.C. | *WMFD-TV | — | — |
| Winston-Salem, N.C. | *WSJS-TV | — | — |
| Yakima, Wash. | *KIMA-TV | — | — |
| Yuma, Ariz. | †KIVA | — | — |
| Zanesville, O. | †WHIZ-TV | — | — |

# COLOR TV

# ONLY TELECHROME INCORPORATED MAKES THEM ALL

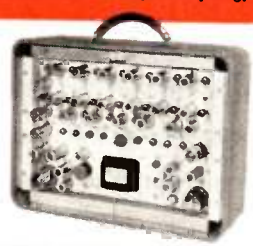
## COMPLETE FACILITIES FOR TV STATIONS, MANUFACTURERS & LABORATORIES

**Finest color film chains, colorplexing, transmitting, analyzing, monitoring, testing equipment.**

**617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS**

**(Regardless of Manufacture)**

An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



**1003-A VIDEO TRANSMISSION TEST SIGNAL GENERATOR**

Portable

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite synch. Regulated power supply. 12¼" standard rack mounting or in carrying case.

**700-A 3V COLOR FILM CHAIN**

Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, requires little space. Multiplexes 35 or 16mm film, slides, opaques.

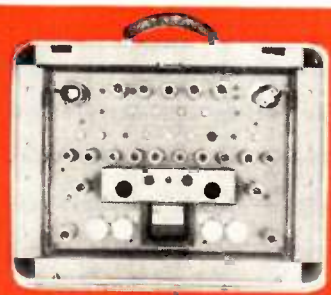
**1073-A SINE-SQUARED SQUARE WAVE GENERATOR**

Newest test unit produces new type of wave forms for testing any part or all of a TV or pulse system for amplitude and phase characteristics. "Go-No-Go" indication simplicity.

**1601-AR CHROMASCOPE**

New secondary phase standard for accurate reading to .01°

Signal Certification Equipment. Accurately measures the performance alignment, and phase errors of color TV equipment. Presents on a cathode ray screen a continuous polar plot of the phase and amplitudes of all colors in a composite color video signal. Capable of a .2° accuracy with 1604-AR phase magnifier.

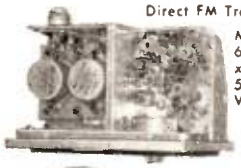


**1008-A VERTICAL INTERVAL TEST SIGNAL KEYER**

Inserts any wave form into vertical interval during program time for correcting facilities manually or automatically.

**TELEMETERING TRANSMITTERS • High Power in Small Packages**

Direct FM Transmitters Crystal controlled 215-235 megacycles. 125kc deviation.



Model 1462
6" x 4¼" x 3¾"
50 to 80 Watts

Model 1463
5 19/32" x 3 13/16" x 4"
15 to 30 Watts

Model 1472
4" x 1.5" x 2.7"
2 Watts

Model 1460
5" x 4⅜" x 3 5/16
RF Amplifier
15 to 30 Watts

Model 800—4.5" x 1.3" x 1.4"

SUB-CARRIER OSCILLATOR. Deviation stability ±1% of band width. Deviation linearity less than 1% of band width under all conditions measured from a straight line drawn between end points

**636-B CHROMALYZER**

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.

**1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER**

Instantaneous scope or meter reading of the envelope delay and amplitude characteristics of any network, video amplifier, or systems. Precise-time saving. Has separate transmitter and receiver units which allow one way or loop measurements.

***DELIVERY 30 DAYS***

*Literature on these and more than 150 additional instruments by TELECHROME are available on request.*

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The Nation's Leading Supplier of Color TV Equipment

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Lincoln 1-3600 Cable Address: COLOR TV

Western Engineering Division
13635 Victory Blvd., Van Nuys, Calif., State 2-7479

# Color-Equipped CBS-TV Basic Required Affiliates

## All Basic Affiliates Are Now Equipped to Rebroadcast Network Color

| City | Station | Slide & Film | Live |
|---|---|---|---|
| Albany, N. Y. | WCDA | — | — |
| Atlanta, Ga. | WAGA-TV | Now | — |
| Baltimore, Md. | WMAR-TV | Now | — |
| Birmingham, Ala. | WBRC-TV | — | — |
| Boston, Mass. | WNAC-TV | — | — |
| Buffalo, N.Y. | WBEN-TV | Now | Now |
| Charleston, W.Va. | WCHS-TV | Now | — |
| Charlotte, N.C. | WBTV | Now | Now |
| Chicago, Ill. | WBBM-TV | — | — |
| Cincinnati, O. | WKRC-TV | — | — |
| Cleveland, O. | WJW-TV | — | — |
| Columbus, O. | WBNS-TV | — | — |
| Dallas, Tex. | KRLD-TV | Now | — |
| Dayton, O. | WHIO-TV | — | — |
| Denver, Colo. | KLZ-TV | — | — |
| Des Moines, Ia. | KRNT-TV | — | — |
| Detroit, Mich. | WJBK-TV | — | — |
| Fresno, Cal. | KFRE-TV | — | — |
| Galveston-Houston | KGUL-TV | — | — |
| Greensboro, N. C. | WFMY-TV | Now | — |
| Hartford, Conn. | WHCT | — | — |
| Hutchinson-Wichita, Kan. | KTVH | — | — |
| Indianapolis, Ind. | WISH-TV | — | — |
| Jacksonville, Fla. | WMBR-TV | — | — |
| Kalamazoo, Mich. | WKZO-TV | — | — |
| Kansas City, Mo. | KCMO-TV | — | — |
| Los Angeles, Cal. | KNXT | Now | Now |
| Louisville, Ky. | WHAS-TV | — | — |
| Memphis, Tenn. | WREC-TV | — | — |
| Miami, Fla. | WTVJ | Now | Now |
| Milwaukee, Wis. | WXIX | — | — |
| Minneapolis, Minn. | WCCO-TV | — | Now |
| Nashville, Tenn. | WLAC-TV | — | — |
| New Orleans, La. | WWL-TV | — | — |
| New York, N.Y. | WCBS-TV | Now | Now |
| Norfolk, Va. | WTAR-TV | Now | — |
| Oklahoma City | KWTV | — | — |
| Omaha, Neb. | WOW-TV | — | — |
| Philadelphia, Pa. | WCAU-TV | Now | — |
| Pittsburgh, Pa. | KDKA-TV | Now | — |
| Portland, Ore. | KOIN-TV | — | — |
| Providence, R.I. | WPRO-TV | — | — |
| Richmond, Va. | WRVA-TV | Now | — |
| Rochester, N.Y. | WHEC-TV | — | — |
| Rochester, N.Y. | WVET-TV | — | — |
| Rock Island, Ill. | WHBF-TV | — | — |
| Sacramento, Cal. | KBET-TV | Now | — |
| St. Louis, Mo. | KWK-TV | — | — |
| Salt Lake City | KSL-TV | — | — |
| San Antonio, Tex. | KENS-TV | — | — |
| San Diego, Cal. | KFMB-TV | — | — |
| San Francisco, Cal. | KPIX | — | — |
| Shreveport, La. | KSLA-TV | — | — |
| Syracuse, N.Y. | WHEN-TV | — | — |
| Tacoma-Seattle. | KTNT-TV | — | — |
| Tampa, Fla. | WTVT | Now | — |
| Toledo, O. | WSPD-TV | — | — |
| Tulsa, Okla. | KOTV | — | — |
| Washington, D.C. | WTOP-TV | Now | — |

## CBS-TV BASIC OPTIONAL AFFILIATES

**Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.**

| | | | |
|---|---|---|---|
| Altoona, Pa. | *WFBG-TV | — | — |
| Augusta, Ga. | WRDW-TV | — | — |
| Austin, Tex. | *KTBC-TV | — | — |
| Bakersfield, Cal. | KBAK-TV | — | — |
| Baton Rouge, La. | WAFB-TV | — | — |
| Beaumont, Tex. | *KFDM-TV | — | — |
| Binghamton, N.Y. | *WNBF-TV | — | — |
| Burlington, Vt. | WCAX-TV | — | — |
| Cedar Rapids, Ia. | *WMT-TV | — | — |
| Champaign, Ill. | *WCIA | — | — |
| Charleston, S. C. | *WCSC-TV | — | — |
| Chattanooga, Tenn. | *WDEF-TV | — | — |
| Columbia, S. C. | *WNOK-TV | — | — |
| Columbus, Ga. | *WRBL-TV | — | — |
| Corpus Christi, Tex. | *KSIX-TV | — | — |
| Duluth-Superior | KDAL-TV | — | — |
| El Paso, Tex. | *KROD-TV | — | — |
| Erie, Pa. | *WSEE | — | — |
| Florence, S. C. | *WBTW | — | — |
| Ft. Wayne, Ind. | *WINT | — | — |
| Green Bay, Wis. | *WBAY-TV | — | — |
| Greenville, N. C. | *WNCT | — | — |
| Harrisburg, Pa. | WHP-TV | — | — |
| Henderson, Ky. | *WEHT | — | — |
| Huntington, W.Va. | WHTN-TV | — | — |
| Jackson, Miss. | *WJTV | — | — |
| Johnson City, Tenn. | *WJHL-TV | — | — |
| Knoxville, Tenn. | *WBIR-TV | — | — |
| Lansing, Mich. | *WJIM-TV | — | — |
| Little Rock, Ark. | *KTHV | — | — |
| Macon, Ga. | *WMAZ-TV | — | — |
| Madison, Wis. | *WISC-TV | Now | Now |
| Mobile, Ala. | *WKRG-TV | — | — |
| Montgomery, Ala. | *WCOV-TV | — | — |
| Orlando, Fla. | *WDBO-TV | — | — |
| Peoria, Ill. | *WMBD-TV | — | — |
| Phoenix, Ariz. | *KOOL-TV | — | — |
| Portland, Me. | *WGAN-TV | — | — |
| Roanoke, Va. | *WDBJ-TV | Now | — |
| Rockford, Ill. | *WREX-TV | — | Now |
| Scranton, Pa. | *WGBI-TV | — | — |
| Sioux City, Ia. | *KVTV | — | — |
| South Bend, Ind. | *WSBT-TV | — | — |
| Spartanburg, S.C. | *WSPA-TV | — | — |
| Spokane, Wash. | *KXLY-TV | — | — |
| Springfield-Holyoke, Mass. | *WHYN-TV | — | — |
| Springfield, Mo. | *KTTS-TV | — | — |
| Steubenville, O. | *WSTV-TV | — | — |
| Terre Haute, Ind. | *WTHI-TV | — | — |
| Topeka, Kan. | *WIBW-TV | — | — |
| Youngstown, O. | *WKBN-TV | — | — |

## CBS-TV Supplementary Interconnected Affiliates

| | | | |
|---|---|---|---|
| Albuquerque, N. M. | *KGGM-TV | — | — |
| Amarillo, Tex. | KFDA-TV | — | — |
| Anderson, S. C. | *WAIM-TV | — | — |
| Bangor, Me. | *WTWO | — | — |
| Cadillac, Mich. | WWTV | — | — |
| Cape Girardeau, Mo. | *KFVS-TV | — | — |
| Cheyenne, Wyo. | *WFBC-TV | — | — |
| Chico, Cal. | KHSL-TV | — | — |
| Colorado Springs, Colo. | KKTV | — | — |
| Eureka, Cal. | KIEM-TV | — | — |
| Ft. Smith, Ark. | KNAC-TV | — | — |
| Harlingen, Tex. | KGBT-TV | — | — |
| Jefferson City, Mo. | KRCG-TV | — | — |
| Johnstown, Pa. | WARD-TV | — | — |
| Joplin, Mo. | *KODE-TV | — | — |
| Kearney, Neb. | *KHOL-TV | — | — |
| LaCrosse, Wis. | WKBT | — | — |
| Lafayette, La. | *KFLY-TV | — | — |
| Lancaster, Pa. | *WGAL-TV | Now | — |
| Lima, O. | WIMA-TV | — | — |
| Lincoln, Neb. | KOLN-TV | — | — |
| Lubbock, Tex. | *KDUB-TV | Now | — |
| Mason City, Ia. | *KGLO-TV | — | — |
| Medford, Ore. | *KBES-TV | — | — |
| Meridian, Miss. | *WTOK-TV | — | — |
| Minot, N. D. | *KCJB-TV | Now | — |
| Monroe, La. | *KNOE-TV | — | — |
| Mt. Washington, N. H. | WMTW | — | — |
| Odessa, Tex. | KOSA-TV | — | — |
| Quincy-Hannibal | *KHQA-TV | — | — |
| Raleigh, N. C. | *WNAO-TV | — | — |
| Reno, Nev. | KOLO-TV | — | — |
| Saginaw, Mich. | *WKNX-TV | — | — |
| St. Joseph, Mo. | KFEQ-TV | — | — |
| Salinas-Monterey, Cal. | *KSBW-TV | — | — |
| San Angelo, Tex. | KTXL-TV | — | — |
| Savannah, Ga. | *WTOC-TV | — | — |
| Texarkana, Tex. | *KCMC-TV | — | — |
| Tucson, Ariz. | KOPO-TV | — | — |
| Valley City, N. D. | *KXJB-TV | Now | — |
| Waco, Tex. | *KWTX-TV | — | — |
| Watertown-Carthage, N. Y. | WCNY-TV | — | — |
| Wausau, Wis. | WSAU-TV | — | — |
| Wichita Falls, Tex. | *KSYD-TV | — | — |
| Yakima, Wash. | *KIMA-TV | — | — |

## CBS-TV Supplementary Non-Interconnected Affiliates

| | | | |
|---|---|---|---|
| Billings, Mont. | KOOK-TV | — | — |
| Boise, Ida. | KBOI | — | — |
| Great Falls, Mont. | KFBB-TV | — | — |
| Idaho Falls, Ida. | KID-TV | — | — |
| Tallahassee, Fla.-Thomasville, Ga. | WCTV | — | — |

## CBS-TV Extended Market Plan Affiliates

| City | Station | Slide & Film | Live |
|---|---|---|---|
| Agana, Guam ..... | KUAM-TV | — | — |
| Bellingham, Wash. . | KVOS-TV | — | — |
| Big Spring, Tex. .. | KBST-TV | — | — |
| Carlsbad, N.M. .... | KAVE-TV | — | — |
| Casper, Wyo. ..... | KSPR-TV | — | — |
| Columbus, Miss. ... | WCBI-TV | — | — |
| Clovis, N. M. ..... | KICA-TV | — | — |
| Decatur, Ala. ..... | WMSL-TV | — | — |
| Dickinson, N.D. ... | KDIX-TV | — | — |
| Dothan, Ala. ..... | WTVY | — | — |
| Ensign, Kan. ..... | KTVC | — | — |
| Fayetteville, N. C. ..* | WFLB-TV | — | — |
| Ft. Myers, Fla. .... | WINK-TV | — | — |
| Goodland, Kan. .... | KWGB-TV | — | — |
| Grand Junction, Colo. ..... | KREX-TV | — | — |
| Jackson, Tenn. ....* | WDXI-TV | — | — |
| Juneau, Alaska .... | KINY-TV | — | — |
| Kalispell, Mont. ... | KGEZ-TV | — | — |
| Klamath Falls, Ore. | KOTI-TV | — | — |
| Lafayette, Ind. ....* | WFAM-TV | — | — |
| Lake Charles, La. .. | KTAG-TV | — | — |
| Laredo, Tex. ..... | KHAD-TV | — | — |
| Las Vegas, Nev. ....* | KLAS-TV | — | — |
| Marquette, Mich. .. | WDMJ-TV | — | — |
| Missoula, Mont. .... | KGVO-TV | — | — |
| Ottumwa, Ia. .....* | KTVO | — | — |
| Panama City, Fla. . | WJDM-TV | — | — |
| Parkersburg, W.Va. | WTAP | — | — |
| Presque Isle, Me. ... | WAGM-TV | — | — |
| Rapid City, S. D. ..* | KOTA-TV | — | — |
| Salisbury, Md. ..... | WBOC-TV | — | — |
| San Luis Obispo, Cal. ..... | KVEC-TV | — | — |
| Sweetwater, Tex. ..* | KPAR-TV | — | — |
| Twin Falls, Ida. ... | KLIX-TV | — | — |
| Yuma, Ariz. ..... | KIVA | — | — |

## ABC-TV Affiliates and Independent Stations

| | | | |
|---|---|---|---|
| Baltimore, Md. ... | WJZ-TV | — | Now |
| Boston, Mass. .... | WHDH-TV | Now | Now |
| Chicago, Ill. ..... | WGN-TV | Now | Now |
| Dallas, Tex. ..... | WFAA-TV | Now | — |
| Evansville, Ind. ... | WTVW | Now | — |
| Fresno, Cal. ..... | KJEO | — | Now |
| Honolulu ..... | KHVH-TV | Now | — |
| Houston, Tex. ..... | KTRK-TV | Now | — |
| Indianapolis, Ind. | WLWI | Now | Now |
| Los Angeles, Cal. .. | KTLA | Now | Now |
| Milwaukee, Wis. .. | WISN-TV | Now | — |
| Milwaukee, Wis. ... | WITI-TV | Now | Now |
| New Haven, Conn. . | WNHC-TV | Now | — |
| New York, N.Y. ... | WABD | Now | — |
| New York, N. Y. ... | WOR-TV | Now | Now |
| Norfolk, Va. ..... | WAVY-TV | Now | — |
| Philadelphia, Pa. .. | WFIL-TV | Now | Now |
| Phoenix, Ariz. ..... | KTVK | Now | — |
| Portland, Ore. .... | KGW-TV | Now | Now |
| Richmond, Va. .... | WTVR | Now | — |
| Seattle, Wash. .... | KING-TV | Now | — |
| Spokane, Wash. ... | KREM-TV | Now | — |
| Tucson, Ariz. ..... | KGUN-TV | Now | — |

## Closed-Circuit TV

### Producers, Syndicators, Trade Groups, Etc.

**BOX OFFICE TELEVISION INC. (BOTV)**—6 W. 57th St., New York, 19, N.Y. Plaza 7-0532. M. N. Mound, chairman; Sid Caesar, pres.

**BRAMSON ENTERTAINMENT BUREAU INC.**—1440 Broadway, New York 18, N.Y. Circle 6-9860. Mat M. Abramson. All aspects of closed-circuit TV, including local & intercity production.

**CLOSEDCIRCUIT TELECASTING SYSTEM INC. (CTS)**—237 W. 54th St., New York 19, N.Y. Judson 2-2490. Arthur O. Choate Jr., chairman; Fanshawe Lindsley, pres.-treas.; Wm. Rockefeller, secy.; C. B. Pearson, asst. to pres.

**COMMERCIAL TELECAST NETWORKS INC.**—608 Fifth Ave., New York 20, N.Y. Circle 5-8820. Lloyd W. Durant, pres. & dir. creative programming & production; Wm. F. Hogan, v.p. & dir. communications engineering dept.; Edward B. Bell, v.p. & dir. facilities dept.; H. Don Reynolds, secy.-treas. & dir. business relations; Dr. T. H. McGavack (consulting), dir. medical research.

**COMMUNICATIONS INSTITUTE OF AMERICA**—360 N. Michigan Ave., Chicago 1, Ill. Central 6-6463. John L. Shirley, pres. Produces Tele-Sell closed-circuit salesmanship course.

**EAST-WEST TV NETWORK**—2924 Auburn Ave., Toledo 6, O. John A. Hurst, pres.

**GROUP COMMUNICATIONS, div. of Teleprompter Corp.**—311 W. 43rd St., New York 36, N.Y. Judson 2-3800. Irving B. Kahn, pres.; Herbert W. Hobler, sales v.p.; Wm. P. Rosensohn, division v.p.; Hubert J. Schlafly, engineering v.p.; Robert Rosencrans, business mgr.; Alfred N. Greenberg, adv. director. **Branches:** Detroit—720 New Center Bldg.; Trinity 1-2900; Frank W. Noble. Chicago—177 N. State St.; Franklin 2-8826; Ted Boisumeau. Washington, D.C.—1346 Connecticut Ave., N.W.; Columbia 5-3161; Robert Doyle. Los Angeles—356 N. LaBrea; Webster 6-6195; Fred Barton, v.p. Toronto—S. W. Caldwell Ltd., 447 Jarvis St.; Walnut 2-2103.

**MEDICAL COMMUNICATIONS** (div. of Paul Klemtner & Co.)—151 Washington St., Newark, N.J. Market 4-6206. Edward C. Rasp Jr., gen. mgr.-producer; Herbert Freet, v.p., sales. Closed-circuit broadcast TV service in medical and pharmaceutical fields.

**SHERATON CLOSED CIRCUIT TV INC.**—See Group Communications.

**TELEPROMPTER OF CANADA LTD.**—447 Jarvis St., Toronto, Ont. Walnut 2-2103, Walnut 3-8072. Spence Caldwell, pres.; Carl Heydeman, operations mgr.; Bob Wilson, sales representative; Bruce Emonson, engineer. Montreal: 1410 Stanley St., Avenue 8-0528. J. R. De Bow, mgr.; Gordon Atkinson, production.

**TELE-SESSIONS INC. (TNT) and THEATRE NETWORK TELEVISION INC.**—575 Madison Ave., New York 22, N.Y. Murray Hill 8-3220. Nathan L. Halpern, pres.; Marc Daniels, program director; Edward F. Addiss Jr., operations director. **Divisions:** Eastern, 575 Madison Ave., New York 22, N.Y.; John B. O'Connor, mgr. Central, 412 Fisher Bldg., Detroit 2, Mich.; Fred V. Davis, mgr. Western, 612 N. Michigan Ave., Chicago 11, Ill.; Gordon N. Morford, mgr. Pacific Coast, 5859 Melrose Ave., Los Angeles 38, Cal.; Douglas George, mgr.

**VIDEO INDEPENDENT THEATERS INC.**—11 N. Lee Ave., Oklahoma City, Okla. Regent 9-0781. Henry S. Griffing, pres. Subsidiary Vumore Co. (Larry Boggs, mgr.) operates "Telemovies" wired movie system in Bartlesville, Okla.

**VISUAL ELECTRONICS CORP.**—342 W. 40th St. New York 18, N.Y. Longacre 4-0518. James B. Tharpe, pres.; Herbert Bloomberg, secy.; J. P. Gallagher, v.p.; Morris A. Mayers, mgr., closed circuit operations.

**WELLS CLOSED CIRCUIT TELEVISION INC.** (subsidiary of Wells Television Inc.)—52 Vanderbilt Ave., New York 17, N.Y. Murray Hill 4-4670. Jay Wells, pres.; Arnold Wells, v.p. Chicago: 22 W. Madison St., Financial 6-4079. Clay Olson, mgr.


When it comes to closed-circuit television for business meetings and sports events...

*the* HOT *company is*

GROUP COMMUNICATIONS

a division of

TELEPROMPTER CORPORATION

**Handy Reference Tables**

# Allocations by States and Cities: VHF & UHF

## Part III, Subpart E, Sec. 3.606 of FCC Rules & Regulations Governing TV

These Channel Allocations Include All Changes Promulgated Up to February 1, 1958

FOR CANADIAN AND MEXICAN ALLOCATIONS, SEE PAGE 402

**Asterisks (*) indicate channels reserved for non-commercial educational use**

**Plus (+) and Minus (—) symbols designate offset carrier positions of channels**

### ALABAMA

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Andalusia | *2— | 29 |
| Anniston | — | 70+ |
| Auburn | — | *56 |
| 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 | — | 15 |
| Fort Payne | — | 19 |
| Gadsden | — | 21+ 37— |
| Greenville | — | 49— |
| Guntersville | — | 40— |
| Huntsville | — | 31+ |
| Jasper | — | 17 |
| Mobile | 5+ 10+ | *42 48+ |
| Montgomery | 12 | 20 *26+ 32 |
| Munford | *7— | — |
| Opelika | — | 22— |
| Selma | — | 8— 58+ |
| Sheffield | — | 47— |
| Sylacauga | — | 24— |
| Talladega | — | 64 |
| Thomasville | — | 27— |
| Troy | — | 38— |
| Tuscaloosa | — | 45 51— |
| Tuskegee | — | 16— |
| University | — | *74+ |

### 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 | — | 62 |
| El Dorado | 10— | 26— |
| Fayetteville | *13— | 41— |
| Forrest City | — | 22+ |
| Fort Smith | 5— | *16 22 39 |
| Harrison | — | 24 |
| Helena | — | 54— |
| Hope | — | 15— |
| Hot Springs | 9+ | 52+ |

### ARKANSAS—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Jonesboro | 8 | 39+ |
| Little Rock | *2— 4 11+ | 17— 23+ |
| Magnolia | — | 28+ |
| Malvern | — | 46 |
| Morrilton | — | 43— |
| Newport | — | 28 |
| Paragould | — | 58— |
| Pine Bluff | 7— | 36 |
| Russellville | — | 19 |
| Searcy | — | 33 |
| Springdale | — | 35— |
| Stuttgart | — | 14+ |

### CALIFORNIA

| | | |
|---|---|---|
| Alturas | 9 | — |
| Bakersfield | 10— | 17 29 39 |
| Bishop | — | 19 |
| Brawley | — | 25+ |
| Chico | 12— | — |
| Corona | — | 52 |
| Delano | — | 37+ |
| El Centro | — | 16 56 |
| Eureka | 3— 6— 13— | — |
| Fresno | 12+ | *18— 24 47 53 |
| Hanford | — | 21 |
| Los Angeles | 2 4 5 7 9 11 13 | 22 *28 34 |
| Madera | — | 59 |
| Merced | — | 34— 66 |
| Modesto | — | 14+ 58 |
| Monterey (see Salinas) | | |
| Napa | — | 62 |
| Oakland (see San Francisco) | | |
| Oxnard | — | 32 |
| Palm Springs | — | 14 |
| Petaluma | — | 68 |
| Pittsburg | — | 16 |
| Port Chicago | — | 70 |
| Porterville | — | 55 |
| Red Bluff | — | 15 |
| Redding | 7 | — |
| Riverside | — | 40 46 |
| Sacramento | 3 *6 10 | 40— 46+ |
| Salinas-Monterey | 8+ | 35 |
| 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 | — | 56 |
| 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 | — | 19 |
| Yuba City | — | 52— |

### COLORADO

| | | |
|---|---|---|
| Alamosa | 3— | 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+ |

### COLORADO—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Fort Morgan | — | 15+ |
| Grand Junction | 5— | 21+ |
| Greeley | — | 50 |
| La Junta | — | 24 |
| Lamar | 12— | 18— |
| Leadville | — | 14+ |
| Longmont | — | 32 |
| Loveland | — | 38 |
| Montrose | 10+ | 18 |
| Pueblo | 5 *8 | 28+ 34— |
| Salida | — | 25 |
| Sterling | 3 | 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 | 14— 20+ *26— 50— |

### FLORIDA

| | | |
|---|---|---|
| Belle Glade | — | 27+ |
| Bradenton | — | 28— |
| Clearwater | — | 32+ 50 |
| Daytona Beach | 2— | 53 |
| De Land | — | 44+ |
| Fort Lauderdale | — | 17— 39 |
| Fort Myers | 11+ | — |
| Fort Pierce | — | 19 |
| Gainesville | *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+ |
| Melbourne | — | 37— |
| Miami | *2 4 6 7—10+ | 23— 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+ |
| Tallahassee | *11— | 24 51 |
| Tampa-St. Petersburg | *3 8—10—13— | 38 |
| West Palm Beach | 5 12 | *15 21+ |

### GEORGIA

| | | |
|---|---|---|
| Albany | 10 | 25 |
| Americus | — | 31 |
| Athens | *8 | 60— |
| Atlanta | 2 5— 11+ | *30 36 |

### GEORGIA—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| 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 | — | 53+ |
| Fort Valley | — | 18+ |
| Gainesville | — | 52 |
| Griffin | — | 39+ |
| La Grange | — | 50 |
| Macon | 13 | *41+ 47+ |
| Marietta | — | 57+ |
| Milledgeville | — | 51+ |
| Moultrie | — | 48— |
| Newnan | — | 61+ |
| Rome | — | 59 |
| Savannah | 3+ *9— 11 | — |
| Statesboro | — | 22 |
| Swainsboro | — | 20— |
| Thomasville | 6 | 27 |
| Tifton | — | 14— |
| Toccoa | — | 35 |
| Valdosta | — | 37+ |
| Vidalia | — | 26 |
| Waycross | 8+ | 16 |

### IDAHO

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

### ILLINOIS

| | | |
|---|---|---|
| Alton | — | 48 |
| Aurora | — | 75 |
| Belleville | — | 54+ |
| Bloomington | — | 15— |
| Cairo | — | 24— |
| Carbondale | — | 34 *61— |
| Centralia | — | 32+ 59+ |
| Champaign-Urbana | 3+ *12— | 21 27 33 |
| Chicago | 2— 5 7 9+ *11 | 20 26 32 38 44 |
| Danville | — | 24 |
| Decatur | — | 17 23+ |
| De Kalb | — | *67 |
| Dixon | — | 47+ |
| Elgin | — | 83 |
| Freeport | — | 23 |
| Galesburg | — | 77 |
| Harrisburg | — | 22 |
| Jacksonville | — | 49— |
| 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 | — | 19 25+ 31+ *37— 43+ |
| Quincy | 10— | 21+ |
| Rockford | 13+ | 39+ *45+ |

### ILLINOIS—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Rock Island (see Davenport, Iowa) | | |
| Springfield | — | 20+ 26— 36— *66+ |
| Streator | — | 65— |
| Urbana (see Champaign) | | |
| Vandalia | — | 28— |
| Waukegan | — | 79+ |

### INDIANA

| | | |
|---|---|---|
| Anderson | — | 26+ 61 |
| Angola | — | 77 |
| Bedford | — | 68 |
| Bloomington | 4 | *30— 36 |
| Columbus | — | 42— |
| Connersville | — | 38+ |
| Elkhart (see South Bend) | | |
| Evansville | 7 | *9+ 14—50— |
| Fort Wayne | — | 15+ 21+ *27+ 33— 69 |
| Gary | — | 50 *66 |
| Hammond | — | 56— |
| Indianapolis | 6 8— 13— | *20— 39 67— |
| Jasper | — | 19+ |
| Kokomo | — | 29+ |
| Lafayette | — | 18 *47 59 |
| Lebanon | — | 79 |
| Logansport | — | 51 |
| Madison | — | 25— |
| Marion | — | 31 |
| Michigan City | — | 62+ |
| Muncie | — | 49 55+ *71 |
| Plymouth | — | 34— |
| Princeton | — | 52+ |
| Richmond | — | 32— |
| Shelbyville | — | 58+ |
| South Bend-Elkhart | —16 22 28+ *52 | |
| Tell City | — | 78 |
| Terre Haute | 2+ 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 |
| Creston | — | 43 |
| Davenport-Rock Island-Moline, Ill. | 4+ 6+ 8 | *30+ 42—68 |
| 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 |

### KANSAS—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| El Dorado | — | 55+ |
| Emporia | — | 39— |
| Fort Scott | — | 27 |
| Garden City | 9 11+ | — |
| Goodland | 10 | 31 |
| Great Bend | 2 | 28 |
| Hays | 7— | 20— |
| Hutchinson | 12 | 18 |
| Independence | — | 20 |
| Iola | — | 44+ |
| Junction City | — | 29+ |
| 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

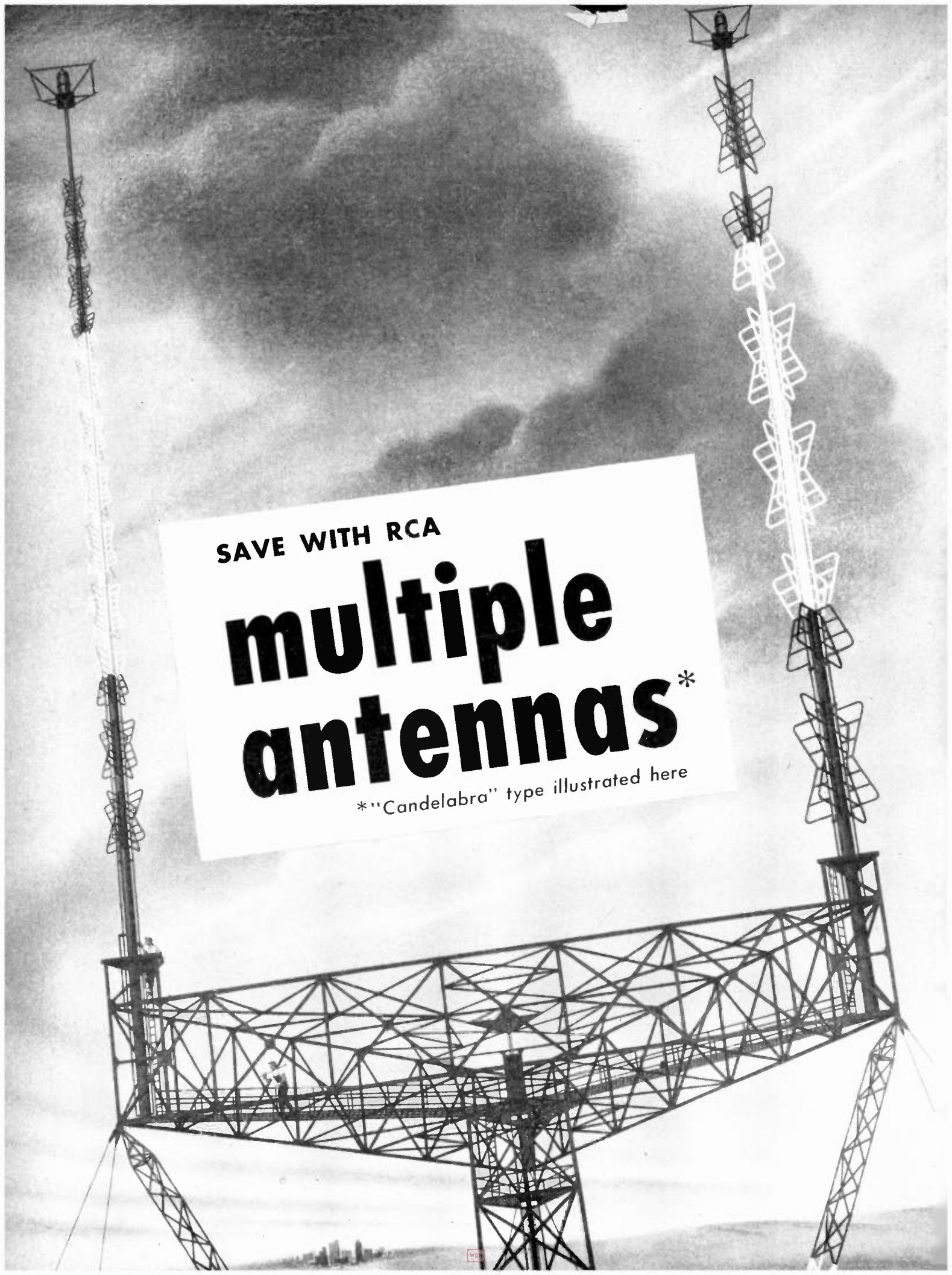
| | | |
|---|---|---|
| Ashland | — | 59— |
| Bowling Green | 13 | 17+ |
| Campbellsville | — | 40+ |
| Corbin | — | 16 |
| Danville | — | 35+ |
| Elizabethtown | — | 23 |
| Frankfort | — | 43— |
| Glasgow | — | 28+ |
| Harlan | — | 73+ |
| Hazard | — | 19— |
| Hopkinsville | — | 20 |
| Lexington | — | 18+ 27— 64 70+ |
| Louisville | 3— 11+ | *15 21— 41— 51— |
| Madisonville | — | 26 |
| Mayfield | — | 63 |
| Maysville | — | 24+ |
| Middlesborough | — | 57 63+ |
| Murray | — | 33— |
| Owensboro | — | 56— 62 |
| 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 18 28 *34 | 40— |
| Bogalusa | — | 69 78 |
| Crowley | — | 76 |
| De Ridder | — | 70 |
| Eunice | — | 64— |
| Franklin | — | 46+ |
| Hammond | — | 57 |
| Houma | 11 | 30+ |
| Jackson | — | 59 |
| Jennings | — | 48 |
| Lafayette | 10 | 38— 67— |
| Lake Charles | 7— | *14 25 60+ |
| Lake Charles-Lafayette | 3 | — |
| Minden | — | 30 |
| Monroe | 8+ *13 | 43+ |
| Morgan City | — | 36+ |
| Natchitoches | — | 17+ |
| New Iberia | — | 15+ |
| New Orleans | 4+ 6+ *8 12 | 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— |


SAVE WITH RCA
multiple antennas*
*"Candelabra" type illustrated here

# ...save as much as $250,000 per station!

## MULTIPLE ANTENNAS... MULTIPLE ADVANTAGES!

The RCA "Candelabra" represents a new approach to TV antenna design and gives broadcasters, who desire the same antenna location, many advantages. The tremendous savings of a common tower and single-site erection are combined with the benefits of equal height and a simplified transmission line installation. Through this design, maximum height attainable under aeronautical regulations may be achieved for both antennas.

## $250,000 SAVINGS PER STATION

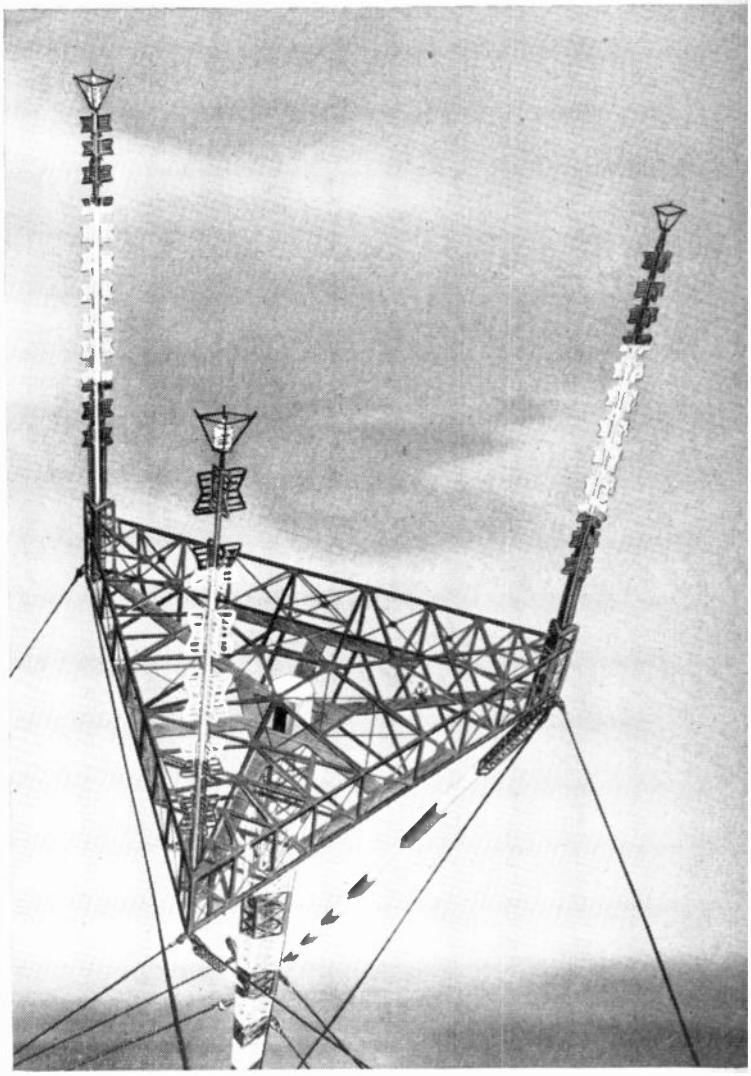
In the first application of the "candelabra" design (left), the cost of the complete installation was considerably less than two separate installations. The saving to each station was estimated at $250,000—a total of a half million for the two!

## TWO-IN-ONE, THREE-IN-ONE DESIGNS

In the design illustrated at left, the RCA antennas occupy two of the corners of a single triangular platform, made to fit the tower's cross-sectional pattern. A counter-weight occupies the third corner. In other designs (see right), three antennas can occupy the one platform, or any arrangement that can serve efficiently will be provided.

## OTHER ADVANTAGEOUS FEATURES

RCA antennas are designed for top performance. Elevators are provided for carrying personnel up the tower. Catwalks run out from elevator landing in center of platform to all three corners for necessary maintenance. Construction is carefully suited to geographical location and terrain.



In the design above, three antennas occupy all of the corners, thus spreading the cost of the complete installation over three stations.

• • •

*Why not look into the possibilities of a multiple antenna installation for the benefit of your station? Your RCA Broadcast Representative will be glad to answer questions about television antennas and show you how RCA can provide the kind you need. In Canada: RCA VICTOR Company Limited, Montreal.*

RCA

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

### MAINE—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| 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 10+ | 19 |
| Rockland | — | 25— |
| Rumford | — | 55— |
| Van Buren | — | 15— |
| Waterville | — | 35+ |

### MARYLAND

| | | |
|---|---|---|
| Annapolis | — | 53— |
| Baltimore | 2+ 11— 13+ | 18 *24+72— |
| Cambridge | — | 22+ |
| Cumberland | — | 17+ 30— |
| Frederick | — | 62 |
| Hagerstown | — | 52 68+ |
| Salisbury | — | 16+ |

### MASSACHUSETTS

| | | |
|---|---|---|
| Amherst | — | *82 |
| Barnstable | — | 25+ |
| Boston | *2+ 4— 5— 7+ | 44+ 38 56 |
| Brockton | — | 62 |
| Easthampton | — | 61 |
| Fall River | — | 46— 68 |
| Greenfield | — | 32+ 58— |
| Holyoke (see Springfield) | | |
| Lawrence | — | 72 |
| Lowell | — | 78 |
| New Bedford | 6+ | 28— 34+ |
| North Adams | — | 19 *80+ |
| Pittsfield | — | 64+ |
| Springfield-Holyoke | — | 22 40 |
| Worcester | — | 14 20 |

### MICHIGAN

| | | |
|---|---|---|
| Alma | — | 41+ |
| Alpena | 9+ *11 | 30— |
| Ann Arbor | — | 20+ *26— |
| Bad Axe | — | 46— |
| Battle Creek | — | 58— 64— |
| Bay City | 5— | 63— *73+ |
| Benton Harbor | — | 40+ |
| Big Rapids | — | 39 |
| Cadillac | 13— | 45 |
| Calumet | 5 | — |
| Cheboygan | 4+ | 36+ |
| Coldwater | — | 24— |
| Detroit | 2+ 4 7— | 50— *56 62 |
| East Lansing | — | 60+ |
| East Tawas | — | 25— |
| Escanaba | 3+ | *49 |
| Flint | 12— | 16—*22—28 |
| Gladstone | — | 40— |
| Grand Rapids | 8+ | *17+ 23— |
| Houghton | — | 19 *25 |
| Iron Mountain | 9 | 27 |
| Iron River | — | 33— |
| Ironwood | 12— | 31— |
| Jackson | — | 48 |
| Kalamazoo | 3— | 36— *74 |
| Lansing | 6— | 54 |
| Ludington | — | 18+ |
| Manistee | — | 15— |
| Manistique | — | 14+ |
| Marquette | 6— 13+ | 17 *35 |
| Midland | — | 19+ |
| Mount Pleasant | — | 47— |
| Muskegon | — | 29— 35+ |
| Parma-Onondaga | 10— | — |
| 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 | 7 | 36 |
| Austin | 6— | 51+ |
| Bemidji | 9 | 24— |
| Brainerd | 12 | — |
| Cloquet | — | 44 |
| Crookston | — | 21— |
| Detroit Lakes | — | 18+ |

### MINNESOTA—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Duluth-Superior | 3 6+ *8—10+ | 32 38 |
| Ely | — | 16 |
| Fairmont | — | 40+ |
| Faribault | — | 20 |
| Fergus Falls | — | 16— |
| Grand Rapids | — | 20— |
| Hastings | — | 29+ |
| Hibbing | 13— | — |
| International Falls | 11 | — |
| Little Falls | — | 14+ |
| Mankato | 12 | 15— |
| Marshall | — | 22+ |
| Minneapolis-St. Paul | *2— 4 5— 9+ 11— | 17 23+ |
| Montevideo | — | 19 |
| New Ulm | — | 43— |
| Northfield | — | 26 |
| Owatonna | — | 45 |
| Red Wing | — | 63— |
| Rochester | 10 | 55— |
| St. Cloud | — | 33 |
| St. Paul (see Minneapolis) | | |
| Stillwater | — | 39— |
| Thief River Falls | — | 15 |
| Virginia | — | 26+ |
| Wadena | — | 27+ |
| Willmar | — | 31+ |
| Winona | — | 61 |
| Worthington | — | 32 |

### MISSISSIPPI

| | | |
|---|---|---|
| Biloxi | 13+ | *44+ 50— |
| Brookhaven | — | 37+ |
| Canton | — | 16 |
| Clarksdale | — | 32 |
| Columbia | — | 35+ |
| Columbus | 4— | 28— |
| Corinth | — | 29— |
| Greenville | — | 21— 27 |
| Greenwood | 6 | 24+ |
| Grenada | — | 44 |
| Gulfport | — | 56— |
| Hattiesburg | 9 | 17— |
| Jackson | 3+ 12+ | *19+ 25— 47 |
| Kosciusko | — | 52— |
| Laurel | — | 33— |
| Laurel-Pachuta | 7 | — |
| Louisville | — | 46— |
| McComb | — | 31— |
| Meridian | 11— | 30— *36— |
| Natchez | — | 29+ |
| Pascagoula | — | 22 |
| Picayune | — | 14— |
| Starkville | — | 34— |
| State College | *2+ | — |
| Tupelo | 9— | 38 |
| University | — | *29+ |
| 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 | — | 25— |
| Fulton | — | 24+ |
| Hannibal | 7— | 27+ |
| Jefferson City | 13 | 33+ |
| Joplin | 12+ | 30+ |
| Kansas City | 4 5+ 9+ | *19+ 25+ 65 |
| Kennett | — | 21 |
| Kirksville | 3— | 18 |
| Lebanon | — | 23 |
| Marshall | — | 40+ |
| Maryville | — | 26 |
| Mexico | — | 45 |
| Moberly | — | 35+ |
| Monett | — | 14 |
| Nevada | — | 18— |
| Poplar Bluff | — | 15+ |
| Rolla | — | 46 |
| St. Joseph | 2— | 30— *36 |
| St. Louis | 2 4— 5— *9 11— | 30 42+ |
| Sedalia | 6— | 28+ |
| Sikeston | — | 37 |
| Springfield | 3+ 10 | *26+ 32 |
| West Plains | — | 20— |

### MONTANA

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Anaconda | 2+ | — |
| Billings | 2 8 *11 | — |
| Bozeman | *9 | 22— |
| Butte | 4 6+ *7— | 15+ |
| Cut Bank | — | 20+ |
| Deer Lodge | — | 25+ |
| Dillon | — | 20 |
| Glasgow | — | 16 |
| Glendive | 5+ | 18— |
| Great Falls | 3+ 5+ | *23— |
| Hamilton | — | 17+ |
| Hardin | 4+ | — |
| Havre | 9+ 11+ | — |
| Helena | 10+ 12 | — |
| Kalispell | 9— | — |
| Laurel | — | 14+ |
| Lewistown | 13 | — |
| Livingston | — | 16— |
| Miles City | 3—*6 10 | — |
| Missoula | 8—*11—13— | 21+ |
| Polson | — | 18 |
| Red Lodge | — | 18+ |
| Shelby | — | 14— |
| Sidney | — | 14 |
| Whitefish | — | 16+ |
| Wolf Point | — | 20— |

### NEBRASKA

| | | |
|---|---|---|
| Alliance | 13— | 21 |
| Beatrice | — | 40 |
| Broken Bow | — | 14— |
| Columbus | — | 49+ |
| Fairbury | — | 35 |
| Falls City | — | 38 |
| Fremont | — | 52 |
| Grand Island | 11— | 21+ |
| Hastings | 5— | 27— |
| Hay Springs | 4+ | — |
| Hayes Center | 6 | — |
| Kearney | 13 | 19 |
| Lexington | — | 23— |
| Lincoln | 10+*12— | 18+ 24 |
| McCook | 8— | 17 |
| Nebraska City | — | 50 |
| Norfolk | — | 33+ |
| North Platte | 2— 9+ | — |
| 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+ 27— |
| Tonopah | 9— | — |
| Winnemucca | 7+ | — |
| Yerington | — | 33 |

### NEW HAMPSHIRE

| | | |
|---|---|---|
| Berlin | — | 26 |
| Claremont | — | 37 |
| Concord | — | 75+ |
| Durham | *11 | — |
| Hanover | — | *27+ |
| Keene | — | 45— |
| Laconia | — | 43 |
| Littleton | — | 24— |
| Manchester | 9— | 48+ |
| Nashua | — | 54 |
| Portsmouth | — | 15 |
| Rochester | — | 51 |

### NEW JERSEY

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

## NEW MEXICO

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| 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 | 12+ | 17— |
| Gallup | 3 *8— 10 | — |
| Hobbs | — | 46 |
| Hot Springs | — | 19 |
| Las Cruces | — | 22— |
| Las Vegas | — | 14— |
| Lordsburg | — | 23+ |
| Los Alamos | — | 20— |
| Lovington | — | 27 |
| Portales | — | 22+ |
| Raton | — | 46— *52 |
| Roswell | *3+ 8 10— | — |
| Santa Fe | 2+ *9+ 11— | — |
| Silver City | *10+ 12 | — |
| Socorro | — | 15+ |
| Tucumcari | — | 25+ |

## NEW YORK

| | | |
|---|---|---|
| Albany-Schenectady-Troy | 6 13 | *17+ 23— 35 41 |
| Amsterdam | — | 52— |
| Batavia | — | 33— |
| Binghamton | 12— 40— | *46+ 56 |
| Buffalo | — | 17 *23 |
| (also see Buffalo-Niagara Falls) | | |
| Buffalo-Niagara Falls | 2 4— 7+ | 29+ |
| Carthage | 7— | — |
| Clymer | — | 37 |
| Cortland | — | 72 |
| Dunkirk | — | 46 |
| Elmira | — | 18+ 24— 30 |
| Glens Falls | — | 39+ |
| Gloversville | — | 29— |
| Hornell | — | 50 |
| Ithaca | — | *14+ 20— |
| Jamestown | — | 58+ |
| 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 | — | 75 |
| Plattsburg | — | 28+ |
| Poughkeepsie | — | 21— *83 |
| Rochester | 5— 10+ 15— | *21 27+ |
| Rome (see Utica) | | |
| Saranac Lake | — | 18 |
| Schenectady (see Albany) | | |
| Syracuse | 3— 8 | *43+ |
| Troy (see Albany) | | |
| Utica-Rome | 2— | *25+ 54— |
| Vail Mills | 10— | — |
| Watertown | — | 43 |

## NORTH CAROLINA

| | | |
|---|---|---|
| Ahoskie | — | 53 |
| Albemarle | — | 20 |
| Asheville | 13— *56— 62+ | 78 |
| Burlington | — | 63 |
| Burnsville | — | 18 |
| Chapel Hill | *4+ | — |
| Charlotte | 3 9+ | 36+ *42+ |
| Durham | 11+ *40— | 46+73— |
| Elizabeth City | — | 31+ |
| Fayetteville | — | 18— 54— |
| Gastonia | — | 48 |
| Goldsboro | — | 34 72 |
| Greensboro | 2— | *51— 57— |
| Greenville | 9— | — |
| Henderson | — | 52— |
| Hendersonville | — | 27 |
| Hickory | — | 30— |
| High Point | — | 15+ |
| Jacksonville | — | 16 |
| Kannapolis | — | 59+ |
| Kinston | — | 45 |
| Laurinburg | — | 41— |

## NORTH CAROLINA—Continued

| | | |
|---|---|---|
| Lumberton | — | 21+ |
| Mount Airy | — | 55 |
| New Bern | 12+ | — |
| 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

| | | |
|---|---|---|
| Bismarck | 5 12— | 18 *24 |
| Bottineau | — | 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 | *6+ 10— 13+ | — |
| New Rockford | — | 20+ |
| Rugby | — | 38— |
| 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 | — | 29 |
| 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+ | *16+ 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+ 79 |
| Warren | — | 67+ |
| Youngstown (also see Youngstown, Ohio-New Castle, Pa.) | 21— 27 | 73— |
| Youngstown, Ohio-New Castle, Pa. | — | 45— |
| Zanesville | — | 18— 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 | 8+ | 15+ 26+ |

## OKLAHOMA—Continued

| | | |
|---|---|---|
| El Reno | — | 56+ |
| Enid | 5 | 21 *27+ |
| Frederick | — | 44 |
| Guthrie | — | 48 |
| Guymon | — | 20+ |
| Hobart | — | 23+ |
| Holdenville | — | 14— |
| Hugo | — | 21+ |
| Lawton | 7+ | *28+ 34— |
| McAlester | — | 47 |
| Miami | — | 58+ |
| Muskogee | — | *45+ 66+ |
| Norman | — | 31— *37— |
| Oklahoma City | 4— 9— *13 | 19+ 25— |
| Okmulgee | — | 26 |
| Pauls Valley | — | 61 |
| Ponca City | — | 40— |
| Pryor Creek | — | 54 |
| Sapulpa | — | 42— |
| Seminole | — | 59 |
| Shawnee | — | 53— |
| Stillwater | — | 29— *69 |
| Tulsa | 2+ 6 8— *11— | 17+ 23 |
| Vinita | — | 28— |
| Woodward | — | 35+ |

## OREGON

| | | |
|---|---|---|
| Albany | — | 55+ |
| Ashland | — | 14— |
| Astoria | — | 30— |
| Baker | — | 37+ |
| Bend | — | 15— |
| Brookings | 8+ | — |
| Burns | — | 16 |
| Coos Bay | 11 | — |
| 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 | 2 6+ 8— *10 12 | 21— 27+ |
| Roseburg | 4+ | 28+ |
| Salem | 3+ | *18— 24+ 66 |
| Springfield | — | 37— |
| The Dalles | — | 32 |

## PENNSYLVANIA

| | | |
|---|---|---|
| Allentown | — | 39 67 |
| Altoona | 10— | 25— |
| Bethlehem | — | 51— |
| Bradford | — | 70— |
| Butler | — | 43— |
| Chambersburg | — | 46— |
| Du Bois | — | 31+ |
| Easton | — | 57— |
| Emporium | — | 42— |
| Erie | 12 | 35+*41—66+ |
| Harrisburg | — | 27— 55+ 71+ |
| Hazleton | — | 63 |
| Irwin | 4+ | — |
| Johnstown | 6 | 19+56— |
| Lancaster | 8— | 21+ |
| Lebanon | — | 15+ |
| Lewistown | — | 74— |
| Lock Haven | — | 32— |
| Meadville | — | 62+ |
| New Castle (see Youngstown, Ohio-New Castle, Pa.) | | — |
| Oil City | — | 64 |
| Philadelphia | 3 6— 10 | 17— 23+ 29 *35— |
| Pittsburgh | 2—11 *13— | 16 47— 53+ |
| Reading | — | 33+ 61— |
| Scranton | — | 16— 22— 44 |
| Shamokin | — | 65 |
| Sharon | — | 39+ |
| Shinglehouse | — | 26+ |
| State College | — | *48+ |
| Sunbury | — | 38 |
| Uniontown | — | 14 |
| Washington | — | 63+ |
| Wilkes-Barre | — | 28 34 |
| Williamsport | — | 36— |
| York | — | 43 49 |

## RHODE ISLAND

| | | |
|---|---|---|
| Providence | 10+ 12+ | 16 *36+ |

## SOUTH CAROLINA

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Aiken | — | 54 |
| Anderson | — | 40 58— |
| Camden | — | 14 |
| Charleston | 2+ 4 5+ *13 | 17+ |
| Clemson | — | *68 |
| Columbia | 10— *19+ 25— | 67+ |
| Conway | — | 23— |
| Florence | 8— | 60 |
| Georgetown | — | 27— |
| Greenville | 4— | 23+ *29 |
| 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 | 10+ | *22+ |
| Rapid City | 3+ 7+ | 15— |
| Reliance | 6— | — |
| Sioux Falls | 11 13+ | 38+ *44— |
| Sturgis | — | 20 |
| Vermillion | *2+ | 41 |
| Watertown | 3— | 35+ |
| Winner | — | 18— |
| Yankton | — | 17— |

## TENNESSEE

| | | |
|---|---|---|
| Athens | — | 14+ |
| Bristol, Tenn.-Va. | 5+ | 46— |
| Chattanooga | 3+ 9 12— 43+ 49+ | *55— |
| Clarksville | — | 53 |
| Cleveland | — | 38+ |
| Columbia | — | 39— |
| Cookeville | — | 24 *69 |
| Covington | — | 19— |
| Crossville | — | *77 |
| Dyersburg | — | 46+ |
| Elizabethton | — | 22+ |
| Fayetteville | — | 27+ |
| Gallatin | — | 48+ |
| Harriman | — | 67 |
| Humboldt | — | 25 |
| Jackson | 7+ | 16+ |
| Johnson City | 11— | 34+ |
| Kingsport | — | 28 |
| Knoxville | 6 10+ | *20+ 26— |
| Lawrenceburg | — | 50+ |
| Lebanon | — | 58 |
| Lexington | *11 | — |
| McMinnville | — | 46 |
| Maryville | — | 51 |
| Memphis | 3 5+ *10+ 13+ | 42— 48— |
| Morristown | — | 54+ |
| Murfreesboro | — | 18— |
| Nashville | *2— 4+5 8+ | 30+ 36+ |
| Oak Ridge | — | 32+ |
| Paris | — | 51+ |
| Pulaski | — | 44— |
| Shelbyville | — | 56— |
| Sneedville | *2+ | — |
| Springfield | — | 42 |
| Tullahoma | — | 68— |
| Union City | — | 55 |

## TEXAS

| | | |
|---|---|---|
| Abilene | 9+ | 33— |
| Alice | — | 34+ |
| Alpine | 12— | — |
| Amarillo | *2— 4 7 10 | — |
| Athens | — | 25+ |
| Austin | 7+ | 18— 24 *70— |
| Ballinger | — | 25 |
| Bay City | — | 33 |
| Beaumont-Port Arthur | 4— 6— 12— | 31+ *37 |
| Beeville | — | 38— |
| Big Spring | 4— | 34+ |
| Bonham | — | 43 |
| Borger | — | 33 |
| Brady | — | 15— |
| Breckenridge | — | 14+ |

## TEXAS—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Brenham | — | 52— |
| Brownfield | — | 15 |
| Brownsville (also see Brownsville-Harlingen-Weslaco) | — | 36 |
| Brownsville-Harlingen-Weslaco [1] | 4+ 5— | — |
| Brownwood | — | 19 |
| Bryan | — | 54— |
| Bryan-College Station (also see College Station) | 3+ | — |
| Childress | — | 40 |
| Cleburne | — | 57 |
| Coleman | — | 21— |
| College Station (also see Bryan-College Station) | — | *48— |
| Conroe | — | 20+ |
| Corpus Christi | 6+ 10— | *16+ 22 43 |
| Corsicana | — | 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+ 11— | 20— *26— |
| Gainesville | — | 49— |
| Galveston | 11+ | 35— 41— *47— |
| Gonzales | — | 64+ |
| Greenville | — | 69— |
| Harlingen (also see Brownsville-Harlingen-Weslaco) | — | 23 |
| Hebbronville | — | 58 |
| Henderson | — | 42+ |
| Hereford | — | 19— |
| Hillsboro | — | 63 |
| Houston | 2— *8— 13— | 23+ 29— 39— |
| Huntsville | — | 15 |
| Jacksonville | — | 36— |
| Jasper | — | 49+ |
| Kermit | — | 14 |
| Kilgore | — | 59— |
| Kingsville | — | 40 |
| Lamesa | — | 28 |
| Lampasas | — | 40— |
| Laredo | 8 13 | *15+ |
| Levelland | — | 38— |
| Littlefield | — | 32 |
| Longview | — | 32 38+ |
| Lubbock | 5— 11 13— | *20 26 |
| Lufkin | 9 | 46— |
| McAllen | — | 20— |
| McKinney | — | 65— |
| Marfa | — | 19+ |
| Marshall | — | 16— |
| Mercedes | — | 32 |
| Mexia | — | 50— |
| Midland | 2+ | 18 |
| Mineral Wells | — | 38 |
| Mission | — | 14 |
| Monahans | 9— | — |
| Mount Pleasant | — | 35 |
| Nacogdoches | — | 19— 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+ |

[1] These assignments may be utilized in any community lying within the triangle formed by Brownsville, Harlingen & Weslaco.

## TEXAS—Continued

| | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Sulphur Springs | — | 41 |
| Sweetwater | 12 | — |
| Taylor | — | 58+ |
| Temple | 6 | 16 22+ |
| Terrell | — | 53 |
| Texarkana | 6+ | *18 24— |
| Tyler | 7 | 61+ 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 | — | 74+ |
| Brattleboro | — | 77+ |
| Burlington | 3 | *16+ 22+ |
| Montpelier | — | 57 |
| 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— |
| 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+ 13— | 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 |
| Clarkston | — | 34+ 40+ |
| Ellensburg | — | 49 *65 |
| Ephrata | — | 16— 43 |
| Everett | — | 22— 28— |
| Grand Coulee | — | 37 |
| Hoquiam | — | 52 |
| Kelso | — | 39 |
| Kennewick (also see Kennewick-Richland-Pasco) | — | 31 |
| Kennewick-Richland-Pasco | — | *41 |
| Longview | — | 33 |
| Moses Lake | — | 61 |
| Olympia | — | 60 |
| Omak-Okanogan | — | *35— |
| Okanogan (see Omak) | | |

| WASHINGTON—Continued | VHF Channel No. | UHF Channel No. |
|---|---|---|
| Pasco (also see Kennewick-Richland-Pasco) | — | 19— |
| Port Angeles | — | 16— |
| Pullman | •10— | 24 |
| Richland (also see Kennewick-Richland-Pasco) | — | 25 |
| Seattle | 4 5+ 7 •9 | 20 26+ |
| Spokane | 2— 4— 6— •7+ | — |
| Tacoma | 11+ 13— | •56 62 |
| Walla Walla | 5— 8 | •22 |
| Wenatchee | — | •45 55 67 |
| Yakima | — | 23+ 29+ •47 |
| **WEST VIRGINIA** | | |
| Beckley | 4 | 21 66 |
| Bluefield | 6— | 41+ |
| Charleston | 8+ | •43+ 49— |
| Clarksburg | 12+ | 22 69— |
| Elkins | — | 40+ |
| Fairmont | — | 35 |
| Hinton | — | 31 |
| Huntington | 3+ 13+ | •53— |
| Logan | — | 23— |
| Martinsburg | — | 58— |
| Morgantown | — | •24 |
| Parkersburg | — | 15— |
| Welch | — | 25 |
| Weston | 5 | 32 |
| Wheeling (also see Wheeling-Steubenville) | — | •57+ |
| Wheeling-Steubenville, O. | 7 9+ | 51+ |
| Williamson | — | 17 |
| **WISCONSIN** | | |
| 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 |

| WISCONSIN—Continued | VHF Channel No. | UHF Channel No. |
|---|---|---|
| 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 |
| Rhinelander | — | 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— 9 | 16+ •46— |
| Whitefish Bay | 6 | — |
| Wisconsin Rapids | — | 14— |
| **WYOMING** | | |
| Buffalo | — | 29 |
| Casper | 2+ 6+ | — |
| Cheyenne | 5+ | — |
| Cody | — | 24— |
| Douglas | — | 14 |
| Evanston | — | 14— |
| Gillette | — | 31— |
| Green River | — | 16 |
| Greybull | — | 40 |
| Lander | — | 17— |
| 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 |

## Allocation Table
## U.S. TERRITORIES AND POSSESSIONS

| ALASKA | VHF Channel No. | UHF Channel No. |
|---|---|---|
| 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 | — |
| **GUAM** | | |
| Agana | 8 10 | — |
| **HAWAIIAN ISLANDS** | | |
| Hilo, Hawaii | 2 •4 7 9 11 13 | — |
| Honolulu, Oahu | 2+ 4— •7+ 9— 11+ 13— | — |
| Lihue, Kauai | 3+ •8— 10+ 12— | — |
| Wailuku, Maui | 3 8 •10 12 | — |
| **PUERTO RICO** | | |
| Arecibo-Aguadilla | 12+ | — |
| Caguas | 11— | — |
| Fajardo | 13+ | — |
| Mayaguez | 3+ 5— | — |
| Ponce | 7+ 9— | — |
| San Juan | 2+ 4— •6+ | — |
| **VIRGIN ISLANDS** | | |
| Charlotte Amalie | 10— | — |
| Christiansted | 8+ | — |

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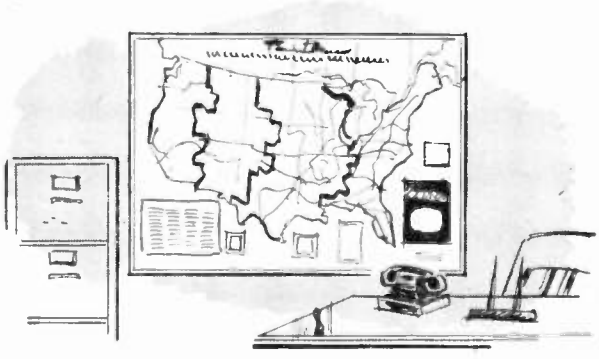
*see page 140*


## *Only TV Factbook supplies these "extras"*



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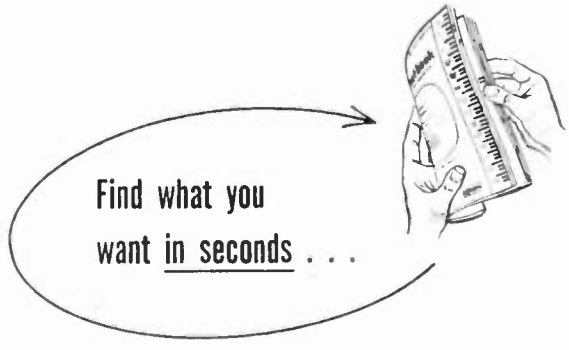


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**Handy Reference Table**

# VHF ALLOCATIONS BY CHANNELS

**Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television**

These Channel Allocations Include All Changes Promulgated Up to February 1, 1958

For List of Existing Grants by Channels, See Pages 403-406

**Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use**

For Offset Carrier Position of Each Assignment, See Pages 388-395

## CHANNEL NO. 2
(54-60 mc)

*Andalusia, Ala.
*Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Daytona Beach, Fla.
*Miami, Fla.
Atlanta, Ga.
Boise, Ida.
Chicago, Ill.
Terre Haute, Ind.
Cedar Rapids, Ia.
Great Bend, Kan.
Baton Rouge, La.
Bangor, Me.
Baltimore, Md.
*Boston, Mass.
Detroit, Mich.
*Minneapolis-St. Paul, Minn.
*State College, Miss.
St. Joseph, Mo.
St. Louis, Mo.
Anaconda, Mont.
Billings, Mont.
North Platte, Neb.
Henderson, Nev.
Santa Fe, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
Utica-Rome, N.Y.
Greensboro, N. C.
Dickinson, N. D.
*Grand Forks, N. D.
Dayton, O.
Tulsa, Okla.
Klamath Falls, Ore.
Portland, Ore.
Pittsburgh, Pa.
Charleston, S. C.
*Vermillion, S. D.
*Nashville, Tenn.
*Sneedville, Tenn.
*Amarillo, Tex.
*Denton, Tex.
Houston, Tex.
Midland, Tex.
Salt Lake City, Utah
Spokane, Wash.
Green Bay, Wis.
Casper, Wyo.
San Juan, Puerto Rico
Anchorage, Alaska
Fairbanks, Alaska
Ketchikan, Alaska
Hilo, Hawaii
Honolulu, Hawaii

## CHANNEL NO. 3
(60-66 mc)

Douglas, Ariz.
Phoenix, Ariz.
Eureka, Cal.
Sacramento, Cal.
Santa Barbara, Cal.
Alamosa, Colo.
Sterling, Colo.
Hartford, Conn.
Pensacola, Fla.
*Tampa-St. Petersburg, Fla.
Savannah, Ga.
Idaho Falls, Ida.
Lewiston, Ida.
Champaign-Urbana, Ill.
Mason City, Ia.
Wichita, Kan.
Louisville, Ky.
Lake Charles-Lafayette, La.
Shreveport, La.
Escanaba, Mich.
Kalamazoo, Mich.
Duluth-Superior (Wis.), Minn.
Jackson, Miss.
Kirksville, Mo.
Springfield, Mo.
Great Falls, Mont.
Miles City, Mont.
Omaha, Neb.
Ely, Nev.
Gallup, N. M.
*Roswell, N. M.
Syracuse, N. Y.
Charlotte, N. C.
Wilmington, N. C.
Cleveland, O.
Salem, Ore.
Philadelphia, Pa.
Rapid City, S. D.
Watertown, S. D.
Chattanooga, Tenn.
Memphis, Tenn.
Bryan-College Station, Tex.
San Angelo, Tex.
Wichita Falls, Tex.
Vernal, Utah
Burlington, Vt.
Harrisonburg, Va.
Norfolk-Portsmouth-Newport News, Va.
Huntington, W. Va.
Madison, Wis.
Mayaguez, Puerto Rico
*Juneau, Alaska
Lihue, Hawaii
Wailuku, Hawaii

## CHANNEL NO. 4
(66-72 mc)

Tucson, Ariz.
Little Rock, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Denver, Colo.
Washington, D. C.
Jacksonville, Fla.
Miami, Fla.
Columbus, Ga.
*Boise, Ida.
Bloomington, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Sioux City, Ia.
New Orleans, La.
Boston, Mass.
Cheboygan, Mich.
Detroit, Mich.
Minneapolis-St. Paul, Minn.
Columbus, Miss.
Kansas City, Mo.
St. Louis, Mo.
Butte, Mont.
Hardin, Mont.
Hay Springs, Neb.
Boulder City, Nev.
Reno, Nev.
Albuquerque, N. M.
Buffalo-Niagara Falls, N. Y.
New York, N. Y.
*Chapel Hill, N. C.
Dickinson, N. D.
Valley City, N. D.
Columbus, O.
Oklahoma City, Okla.
Roseburg, Ore.
Irwin, Pa.
Charleston, S. C.
Greenville, S. C.
Nashville, Tenn.
Amarillo, Tex.
Beaumont-Port Arthur, Tex.
Big Spring, Tex.
Brownsville-Harlingen-Weslaco, Tex.
Dallas, Tex.
El Paso, Tex.
San Antonio, Tex.
Salt Lake City, Utah
Seattle, Wash.
Spokane, Wash.
Beckley, W. Va.
Milwaukee, Wis.
San Juan, Puerto Rico
Fairbanks, Alaska
Ketchikan, Alaska
Seward, Alaska
*Hilo, Hawaii
Honolulu, Hawaii

## CHANNEL NO. 5
(76-82 mc)

Mobile, Ala.
Phoenix, Ariz.
Fort Smith, Ark.
Los Angeles, Cal.
San Francisco-Oakland, Cal.
Grand Junction, Colo.
Pueblo, Colo.
Washington, D. C.
*Gainesville, Fla.
West Palm Beach, Fla.
Atlanta, Ga.
Chicago, Ill.
Ames, Ia.
Alexandria, La.
Bangor, Me.
Boston, Mass.
Bay City, Mich.
Calumet, Mich.
Minneapolis-St. Paul, Minn.
Kansas City, Mo.
St. Louis, Mo.
Glendive, Mont.
Great Falls, Mont.
Hastings, Neb.
Goldfield, Nev.
*Albuquerque, N. M.
Lake Placid, N. Y.
New York, N. Y.
Rochester, N. Y.
Raleigh, N. C.
Bismarck, N. D.
Cincinnati, O.
Cleveland, O.
Enid, Okla.
Medford, Ore.
Charleston, S. C.
Lead, S. D.
Mitchell, S. D.
Bristol, Tenn.-Va.
Memphis, Tenn.
Nashville, Tenn.
Brownsville-Harlingen-Weslaco, Tex.
Fort Worth, Tex.
Lubbock, Tex.
San Antonio, Tex.
Cedar City, Utah
Salt Lake City, Utah
Seattle, Wash.
Walla Walla, Wash.
Weston, W.Va.
Green Bay, Wis.
Cheyenne, Wyo.
Mayaguez, Puerto Rico

## CHANNEL NO. 6
(82-88 mc)

Birmingham, Ala.
Kingman, Ariz.
*Tucson, Ariz.
Eureka, Cal.
*Sacramento, Cal.
San Luis Obispo, Cal.
*Denver, Colo.
Durango, Colo.
Miami, Fla.
Orlando, Fla.
Augusta, Ga.
Thomasville, Ga.
Nampa, Ida.
Pocatello, Ida.
Indianapolis, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Dodge City, Kan.
Paducah, Ky.
New Orleans, La.
Portland, Me.
New Bedford, Mass.
Lansing, Mich.
Marquette, Mich.
Austin, Minn.
Duluth-Superior (Wis.), Minn.
Greenwood, Miss.
Sedalia, Mo.
Butte, Mont.
*Miles City, Mont.
Hayes Center, Neb.
Omaha, Neb.
Ely, Nev.
Carlsbad, N. M.
Albany-Schenectady-Troy, N. Y.
Wilmington, N. C.
Fargo, N. D.
*Minot, N. D.
Columbus, O.
Tulsa, Okla.
Portland, Ore.
Johnstown, Pa.
Philadelphia, Pa.
Reliance, S. D.
Knoxville, Tenn.
Beaumont-Port Arthur, Tex.
Corpus Christi, Tex.
Temple, Tex.
Texarkana, Tex.
Wichita Falls, Tex.
Price, Utah
Richmond, Va.
Spokane, Wash.
Bluefield, W. Va.
Whitefish Bay, Wis.
Casper, Wyo.
*San Juan, Puerto Rico

## CHANNEL NO. 7
(174-180 mc)

*Munford, Ala.
Pine Bluff, Ark.
Los Angeles, Cal.
Redding, Cal.
San Francisco-Oakland Cal.
Denver, Colo.
Washington, D. C.
*Jacksonville, Fla.
Miami, Fla.
Panama City, Fla.
Boise, Ida.
Chicago, Ill.
Evansville, Ind.
Waterloo, Ia.
Hays, Kan.
Pittsburg, Kan.
Lake Charles, La.
Calais, Me.
Boston, Mass.
Detroit, Mich.
Traverse City, Mich.
Alexandria, Minn.

Laurel-Pachuta, Miss.
Hannibal, Mo.
*Butte, Mont.
Omaha, Neb.
Winnemucca, Nev.
Albuquerque, N. M.
Buffalo-
Niagara Falls, N. Y.
Carthage, N. Y.
New York, N. Y.
Washington, N. C.
Jamestown, N. D.
Dayton, O.
Lawton, Okla.
*Corvallis, Ore.
Spartanburg, S. C.
Rapid City, S. D.
Jackson, Tenn.
Amarillo, Tex.
Austin, Tex.
*El Paso, Tex.
Odessa, Tex.
Tyler, Tex.
*Salt Lake City, Utah
Roanoke, Va.
Seattle, Wash.
*Spokane, Wash.
Wheeling, W. Va.-
Steubenville, Ohio
Wausau, Wis.
Ponce, Puerto Rico
*Anchorage, Alaska
Fairbanks, Alaska
Hilo, Hawaii
*Honolulu, Hawaii

## CHANNEL NO. 8
**(180-186 mc)**

Selma, Ala
*Phoenix, Ariz.
Jonesboro, Ark.
Salinas-
Monterey, Cal.
San Diego, Cal.
*Pueblo, Colo.
New Haven, Conn.
Tampa-St. Petersburg,
Fla.
*Athens, Ga.
Waycross, Ga.
Idaho Falls, Ida.
Indianapolis, Ind.
Davenport-Rock Island-
Moline, Ill.
Des Moines, Ia.
*Manhattan, Kan.
Monroe, La.
New Orleans, La.
Lewiston, Me.
Presque Isle, Me.
Grand Rapids, Mich.
Sault Ste. Marie, Mich.
*Duluth-Superior
(Wis.), Minn.
Columbia, Mo.
Billings, Mont.
Missoula, Mont.
McCook, Neb.
Las Vegas, Nev.
McGill, Nev.
Reno, Nev.
*Gallup, N. M.
Roswell, N. M.
Syracuse, N. Y.
Devils Lake, N. D.
Williston, N. D.
Cleveland, O.
Elk City, Okla.
Tulsa, Okla.
Brookings, Ore.
Portland, Ore.
Lancaster, Pa.
Florence, S. C.
*Brookings, S. D.
Nashville, Tenn.
Dallas, Tex.
*Houston, Tex.
Laredo, Tex.
San Angelo, Tex.
Petersburg, Va.
Walla Walla, Wash.
Charleston, W. Va.
La Crosse, Wis.
*Laramie, Wyo.
Juneau, Alaska
Agana, Guam
*Lihue, Hawaii
Wailuku, Hawaii
Christiansted, Virgin
Islands

## CHANNEL NO. 9
**(186-192 mc)**

Dothan, Ala.
Flagstaff, Ariz.
Tucson, Ariz.
Hot Springs, Ark.
Alturas, Cal.
Los Angeles, Cal.
*San Francisco-Oakland,
Cal.
Denver, Colo.
Washington, D. C.
Orlando, Fla.
*Savannah, Ga.
Caldwell, Ida.
Chicago, Ill.
*Evansville, Ind.
Cedar Rapids, Ia.
Sioux City, Ia.
Garden City, Kan.
Alpena, Mich.
Iron Mountain, Mich.
Bemidji, Minn.
Minneapolis-St. Paul,
Minn.
Hattiesburg, Miss.
Tupelo, Miss.
Kansas City, Mo.
*St. Louis, Mo.
*Bozeman, Mont.
Havre, Mont.
Kalispell, Mont.
North Platte, Neb.
Tonopah, Nev.
Manchester, N. H.
*Santa Fe, N. M.
New York, N. Y.
Charlotte, N. C.
Greenville, N. C.
Cincinnati, O.
Oklahoma City, Okla.
*Eugene, Ore.
Aberdeen, S.D.
Chattanooga, Tenn.
Abilene, Tex.
El Paso, Tex.
Lufkin, Tex.
Monahans, Tex.
*San Antonio, Tex.
Ogden, Utah
*Seattle, Wash.
Wheeling, W. Va.-
Steubenville, Ohio
Wausau, Wis.
Sheridan, Wyo.
Ponce, Puerto Rico
*Fairbanks, Alaska
*Ketchikan, Alaska
Seward, Alaska
Hilo, Hawaii
Honolulu, Hawaii

## CHANNEL NO. 10
**(192-198 mc)**

*Birmingham, Ala.
Mobile, Ala.
Phoenix, Ariz.
El Dorado, Ark.
Bakersfield, Cal.
Sacramento, Cal.
San Diego, Cal.
Montrose, Colo.
Miami, Fla.
Tampa-St Petersburg,
Fla.
Albany, Ga.
Pocatello, Ida.
Quincy, Ill.
Terre Haute, Ind.
Goodland, Kan.
Wichita, Kan.
Lafayette, La.
Augusta, Me.
Presque Isle, Me.
Parma-Onandaga, Mich.
Sault Ste. Marie, Mich.
Duluth-Superior (Wis.),
Minn.
Rochester, Minn.
Springfield, Mo.
Helena, Mont.
Miles City, Mont.
Lincoln, Neb.
Scottsbluff, Neb.
Elko, Nev.
*Las Vegas, Nev.
Gallup, N. M.
Roswell, N. M.
*Silver City, N. M.
Rochester, N. Y.
Vail Mills, N.Y.
Grand Forks, N. D.
Minot, N. D.
Columbus, O.
Ada, Okla.
*Portland, Ore.
Altoona, Pa.
Philadelphia, Pa.
Providence, R. I.
Columbia, S. C.
Pierre, S. D.
Knoxville, Tenn.
*Memphis, Tenn.
Amarillo, Tex.
Corpus Christi, Tex.
Waco, Tex.
Norfolk-Portsmouth-
Newport News, Va.
Roanoke, Va.
*Pullman, Wash.
*Milwaukee, Wis.
Riverton, Wyo.
Juneau, Alaska
Agana, Guam
Lihue, Hawaii
*Wailuku, Hawaii
Charlotte Amalie,
Virgin Islands

## CHANNEL NO. 11
**(198-204 mc)**

Yuma, Ariz.
Little Rock, Ark.
Los Angeles, Cal.
San Jose, Cal.
Colorado Springs, Colo.
Fort Myers, Fla.
*Tallahassee, Fla.
Atlanta, Ga.
Savannah, Ga.
Twin Falls, Ida.
*Chicago, Ill.
*Des Moines, Ia.
Garden City, Kan.
*Lawrence, Kan.
Louisville, Ky.
Houma, La.
Baltimore, Md.
*Alpena, Mich.
International Falls,
Minn.
Minneapolis-St. Paul,
Minn.
Meridian, Miss.
St. Louis, Mo.
*Billings, Mont.
Havre, Mont.
*Missoula, Mont.
Grand Island, Neb.
*Durham, N. H.
Santa Fe, N. M.
New York, N. Y.
Durham, N. C.
Fargo, N. D.
Williston, N. D.
Toledo, O.
*Tulsa, Okla.
Coos Bay, Ore.
Pittsburgh, Pa.
Sioux Falls, S. D.
Johnson City, Tenn.
*Lexington, Tenn.
Ft. Worth, Tex.
Galveston, Tex.
Lubbock, Tex.
Provo, Utah
Tacoma, Wash.
Marinette, Wis.
Rawlins, Wyo.
Anchorage, Alaska
Fairbanks, Alaska
Hilo, Hawaii
Honolulu, Hawaii
Caguas, Puerto Rico

## CHANNEL NO. 12
**(204-210 mc)**

Montgomery, Ala.
Mesa, Ariz.
Chico, Cal.
Fresno, Cal.
*Boulder, Colo.
Lamar, Colo.
Wilmington, Del.
Jacksonville, Fla.
West Palm Beach, Fla.
Augusta, Ga.
Moscow, Ida.
Nampa, Ida.
*Champaign-
Urbana, Ill.
*Iowa City, Ia.
Hutchinson, Kan.
New Orleans, La.
Shreveport, La.
*Orono, Me.
Flint, Mich.
Ironwood, Mich.
Brainerd, Minn.
Mankato, Minn.
Jackson, Miss.
Cape Girardeau, Mo.
Joplin, Mo.
Helena, Mont.
*Lincoln, Neb.
Clovis, N. M.
Farmington, N. M.
Silver City, N. M.
Binghamton, N. Y.
New Bern, N. C.
Winston-Salem, N. C.
Bismarck, N. D.,
Cincinnati, O.
Ardmore, Okla.
Portland, Ore.
Erie, Pa.
Providence, R. I.
Huron, S. D.
Chattanooga, Tenn.
Alpine, Tex.
Beaumont-Port Arthur,
Tex.
San Antonio, Tex.
Sweetwater, Tex.
Logan, Utah
Richmond, Va.
Bellingham, Wash.
Clarksburg, W. Va.
Milwaukee, Wis.
Sheridan, Wyo.
Arecibo-Aguadilla,
Puerto Rico
Lihue, Hawaii
Wailuku, Hawaii

## CHANNEL NO. 13
**(210-216 mc)**

Birmingham, Ala.
Flagstaff, Ariz.
Tucson, Ariz.
Yuma, Ariz.
*Fayetteville, Ark.
Eureka, Cal.
Los Angeles, Cal.
Stockton, Cal.
Colorado Springs, Colo
Tampa-St. Petersburg
Fla.
Macon, Ga.
Twin Falls, Ida.
Rockford, Ill.
Indianapolis, Ind.
Des Moines, Ia.
Topeka, Kan.
Bowling Green, Ky.
*Monroe, La.
Portland, Me.
Baltimore, Md.
Cadillac, Mich.
Marquette, Mich.
Hibbing, Minn.
Biloxi, Miss.
Jefferson City, Mo.
Lewistown, Mont.
Missoula, Mont.
Alliance, Neb.
Kearney, Neb.
Las Vegas, Nev.
Newark, N. J.
Albuquerque, N. M.
Albany-Schenectady-
Troy, N.Y.
Asheville, N. C.
Minot, N. D.
Toledo, O.
*Oklahoma City, Okla
Eugene, Ore.
La Grande, Ore.
*Pittsburgh, Pa.
*Charleston, S. C.
Sioux Falls, S. D.
Memphis, Tenn.
*Dallas, Tex.
El Paso, Tex.
Houston, Tex.
Laredo, Tex.
Lubbock, Tex.
Richfield, Utah
Lynchburg, Va.
Norfolk-Portsmouth-
Newport News, Va.
Tacoma, Wash.
Huntington, W. Va.
Eau Claire, Wis.
Rock Springs, Wyo.
Anchorage, Alaska
Fairbanks, Alaska
Sitka, Alaska
Hilo, Hawaii
Honolulu, Hawaii
Fajardo, Puerto Rico

**Handy Reference Table**

# UHF ALLOCATIONS BY CHANNELS

**Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television**

**Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use**

These Channel Allocations Include All Changes Promulgated Up to February 1, 1958

## CHANNEL NO. 14
(470-476 mc)

Clanton, Ala.
Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
Modesto, Cal.
Palm Springs, Cal.
Leadville, Colo.
Washington, D. C.
Key West, Fla.
Lake Wales, Fla.
Tifton, Ga.
Payette, Ida.
Kankakee, Ill.
Evansville, Ind.
Cherokee, Ia.
Liberal, Kan.
Newton, Kan.
Pikeville, Ky.
*Lake Charles, La.
Millinocket, Me.
Worcester, Mass.
Manistique, Mich.
Little Falls, Minn.
Picayune, Miss.
Chillicothe, Mo.
Monett, Mo.
Laurel, Mont.
Shelby, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
*Oxford, O.
Holdenville, Okla.
Ashland, Ore.
Uniontown, Pa.
Camden, S. C.
Athens, Tenn.
Breckenridge, Tex.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.

## CHANNEL NO. 15
(476-482 mc)

Florence, Ala.
Bisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
Red Bluff, Cal.
*San Diego, Cal.
Durango, Colo.
Ft. Morgan, Colo.
Ocala, Fla.
Pensacola, Fla.
*West Palm Beach, Fla.
Dublin, Ga.
Burley, Ida.
*Moscow, Ida.
Bloomington, Ill.
Ft. Wayne, Ind.
Ottumwa, Ia.
Larned, Kan.
*Louisville, Ky.
New Iberia, La.
Van Buren, Me.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Poplar Bluff, Mo.
Butte, Mont.
York, Neb.
Portsmouth, N. H.
Socorro, N. M.
Rochester, N. Y.
High Point, N. C.
Ashtabula, O.
Claremore, Okla.
Elk City, Okla.
Bend, Ore.
Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.
*Laredo, Tex.
Norfolk-Portsmouth-Newport News, Va.
Parkersburg, W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

## CHANNEL NO. 16
(482-488 mc)

Tuskegee, Ala.
Winslow, Ariz.
*Fort Smith, Ark.
El Centro, Cal.
Pittsburg, Cal.
Santa Paula, Cal.
Lakeland, Fla.
Waycross, Ga.
Olney, Ill.
South Bend-Elkhart.
Waterloo, Ia.
Wichita, Kan.
Corbin, Ky.
*Bangor, Me.
Salisbury, Md.
Flint, Mich.
Ely, Minn.
Fergus Falls, Minn.
Canton, Miss.
Columbia, Mo.
Glasgow, Mont.
Livingston, Mont.
Whitefish, Mont.
*Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
*Dayton, O.
Burns, Ore.
North Bend, Ore.
Pittsburgh, Pa.
Scranton, Pa.
Providence, R. I.
Jackson, Tenn.
*Corpus Christi, Tex.
Dalhart, Tex.
Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
*Wichita Falls, Tex.
*Burlington, Vt.
Lynchburg, Va.
Ephrata, Wash.
Port Angeles, Wash.
Wausau, Wis.
Green River, Wyo.

## CHANNEL NO. 17
(488-494 mc)

Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
Bakersfield, Cal.
*Colorado Springs, Colo.
Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Ida.
Decatur, Ill.
Des Moines, Ia.
Lawrence, Kan.
Bowling Green, Ky.
Natchitoches, La.
Fort Kent, Me.
Lewiston, Me.
Cumberland, Md.
*Grand Rapids, Mich.
Marquette, Mich.
Minneapolis-St. Paul, Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*Albany-Schenectady-Troy, N. Y.
Buffalo, N. Y.
*Dickinson, N. D.
Grafton, N. D.
Marion, O.
Klamath Falls, Ore.
Tulsa, Okla.
Philadelphia, Pa.
Charleston, S. C.
Spartanburg, S. C.
Aberdeen, S. D.
Hot Springs, S. D
Yankton, S. D.
Denton, Tex.
Pampa, Tex.
Rosenberg, Tex.
San Angelo, Tex.
Williamsburg, Va.
Centralia, Wash.
Williamson, W. Va.
Portage, Wis.
Lander, Wyo.

## CHANNEL NO. 18
(494-500 mc)

Demopolis, Ala.
Casa Grande, Ariz.
*Fresno, Cal.
San Bernardino, Cal.
Ukiah, Cal.
Lamar, Colo.
Montrose, Colo.
Hartford, Conn.
Orlando, Fla.
Fort Valley, Ga.
Lafayette, Ind.
Charles City, Ia.
Hutchinson, Kans.
Lexington, Ky.
Baton Rouge, La.
Dover-Foxcroft, Me.
Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
Cape Girardeau, Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
Lincoln, Neb.
Lovelock, Nev.
Atrisco-Five Points, N. M.
Elmira, N. Y.
Saranac Lake, N. Y.
Burnsville, N. C.
Fayetteville, N. C.
Bismarck, N. D.
Zanesville, O.
*Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.
*Texarkana, Tex.
Vernon, Tex.
*Ogden, Utah
St. George, Utah
Bellingham, Wash.
*Park Falls, Wis.
Laramie, Wyo.

## CHANNEL NO. 19
(500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Bishop, Cal.
Yreka City, Cal.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.
Peoria, Ill.
Jasper, Ind.
Boone, Ia.
Hazard, Ky.
Presque Isle, Me.
North Adams, Mass.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.
*Jackson, Miss.
*Kansas City, Mo.
Kearney, Neb.
*New Brunswick, N. J.
Hot Springs, N. M.
Cleveland, O.
Oklahoma City, Okla.
Johnstown, Pa.
*Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Marfa, Tex.
Nacogdoches, Tex.
Victoria, Tex.
Farmville, Va.
Pasco, Wash.
*Eau Claire, Wis.
Milwaukee, Wis.
Lusk, Wyo.

## CHANNEL NO. 20
(506-512 mc)

Montgomery, Ala.
San Francisco-Oakland, Cal.
Santa Barbara, Cal.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
Weiser, Ida.
Chicago, Ill.
Springfield, Ill.
*Indianapolis, Ind.
Cedar Rapids, Ia.
Shenandoah, Ia.
Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
New Orleans, La.
Ruston, La.
Calais, Me.
Worcester, Mass.
Ann Arbor, Mich.
Traverse City, Mich.
Faribault, Minn.
Grand Rapids, Minn.
*University, Miss.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
Ithaca, N. Y.
Malone, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, O.
Guymon, Okla.
Eugene, Ore.
Mitchell, S. D.
Sturgis, S. D.
*Knoxville, Tenn
Conroe, Tex.
El Paso, Tex.
Fort Worth, Tex.
*Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

## CHANNEL NO. 21
(512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Hanford, Cal.
San Diego, Cal.
Grand Junction, Colo.
Trinidad, Colo.
*Pensacola, Fla.
West Palm Beach, Fla.
Rupert, Ida.

Champaign-Urbana, Ill.
Quincy, Ill.
Ft. Wayne, Ind.
Fort Dodge, Ia.
Ottawa, Kan.
Louisville, Ky.
West Branch, Mich.
Crookston, Minn.
Greenville, Miss.
Kennett, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
*Reno, Nev.
Artesia, N. M.
Poughkeepsie, N. Y.
*Rochester, N. Y.
Lumberton, N. C.
Youngstown, O.
Enid, Okla.
Hugo, Okla.
Portland, Ore.
Lancaster, Pa.
Greenwood, S. C.
Coleman, Tex.
*Norfolk-Portsmouth-Newport News, Va.
Beckley, W. Va.
*Madison, Wis.
Rice Lake, Wis

## CHANNEL NO. 22
(518-524 mc)

Opelika, Ala.
Forrest City, Ark.
Fort Smith, Ark.
Los Angeles, Cal.
Watsonville, Cal.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
South Bend-Elkhart, Ind.
*Waterloo, Ia.
Colby, Kan.
*Wichita, Kan.
Winnfield, La.
Bar Harbor, Me.
Cambridge, Md.
Springfield-Holyoke, Mass.
*Flint, Mich.
Marshall, Minn.
Pascagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
*Raleigh, N. C.
Harvey, N. D.
Dayton, O.
Scranton, Pa.
*Pierre, S. D.
Elizabethton, Tenn.
Corpus Christi, Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burlington, Vt.
Everett, Wash.
*Walla Walla, Wash.
Clarksburg, W. Va.
Rhinelander, Wis.

## CHANNEL NO. 23
(524-530 mc)

Brewton, Ala.
Decatur, Ala.
Little Rock, Ark.
Colorado Springs, Colo.
Miami, Fla.
Gooding, Ida.
Sandpoint, Ida.
Decatur, Ill.
Freeport, Ill.
Des Moines, Ia.
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul, Minn.
Lebanon, Mo.
*Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
Lordsburg, N. M.
Albany-Schenectady-Troy, N. Y.
*Buffalo, N. Y.
Lisbon, N. D.
Massillon, O.
Hobart, Okla.
Tulsa, Okla.
Philadelphia, Pa.
Conway, S. C.
Greenville, S. C.
Belle Fourche, S. D.
Dallas, Tex.
Harlingen, Tex.
Houston, Tex.
*San Angelo, Tex.
*Richmond, Va.
Yakima, Wash.
Logan, W. Va.

## CHANNEL NO. 24
(530-536 mc)

Sylacauga, Ala.
Eloy, Ariz.
Harrison, Ark.
Fresno, Cal.
*San Bernardino, Cal.
Delta, Colo.
La Junta, Colo.
*Hartford, Conn.
*Orlando, Fla.
Tallahassee, Fla.
Elberton, Ga.
Cairo, Ill.
Danville, Ill.
Estherville, Ia.
Iowa City, Ia.
Wellington, Kan.
Maysville, Ky.
Thibodaux, La.
Houlton, Me.
*Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.
Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
Elmira, N. Y.
Ogdensburg, N. Y.
*Bismarck, N. D.
Salem, Ore.
Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour Tex.
Texarkana, Tex.
Ogden, Utah
Danville, Va.
Bellingham, Wash.
Pullman, Wash.
*Morgantown, W. Va.
*Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

## CHANNEL NO. 25
(536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Cal.
Salida, Colo.
Sterling, Colo
St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Peoria, Ill.
Madison, Ind.
Ames, Ia.
Lake Charles, La.
Rockland, Me.
Barnstable, Mass.
East Tawas, Mich.
*Houghton, Mich.
Jackson, Miss.
Festus, Mo.
Kansas City, Mo.
Deer Lodge, Mont.
Tucumcari, N. M.
*New York, N. Y.
*Utica-Rome, N. Y.
*Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
Columbia, S. C.
Brookings, S. D.
Humboldt, Tenn.
Athens, Tex.
Ballinger, Tex.
Cuero, Tex.
Emporia, Va.
Richland, Wash.
Welch, W. Va.
Eau Claire, Wis.
Milwaukee, Wis.

## CHANNEL NO. 26
(542-548 mc)

*Montgomery, Ala.
El Dorado, Ark.
San Francisco-Oakland
Santa Barbara, Cal.
Denver, Colo.
New London, Conn.
*Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Ida.
Chicago, Ill.
Springfield, Ill.
*Cedar Rapids, Ia.
McPherson, Kan.
Madisonville, Ky.
New Orleans, La.
*Ann Arbor, Mich.
*Traverse City, Mich.
Northfield, Minn.
Virginia, Minn.
Maryville, Mo.
*Springfield, Mo.
Berlin, N. H.
Winston-Salem, N. C.
Carrington, N. D.
Cambridge, O.
Elk City, Okla.
Okmulgee, Okla.
Eugene, Ore.
Shinglehouse, Pa.
Lead, S. D.
Knoxville, Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
El Paso, Tex.
*Fort Worth, Tex.
Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

## CHANNEL NO. 27
(548-554 mc)

Thomasville, Ala.
San Diego, Cal.
Tulare, Cal.
Stamford-Norwalk, Conn.
Belle Glade, Fla.
Thomasville, Ga.
Rexburg, Ida.
Wallace, Ida.
Champaign-Urbana, Ill.
*Fort Wayne, Ind.
Webster City, Ia.
Abbeville, La.
Fort Scott, Kan.
Lexington, Ky.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruthersville, Mo.
Hannibal, Mo.
Hastings, Neb.
Reno, Nev.
*Hanover, N. H.
Clayton, N. M.
Lovington, N. M.
Rochester, N. Y.
Hendersonville, N. C.
Youngstown, O.
Durant, Okla.
*Enid, Okla.
Portland, Ore.
Harrisburg, Pa.
Georgetown, S. C.
Mobridge, S. D.
Fayetteville, Tenn.
El Campo, Tex.
Norfolk-Portsmouth, Va.
Roanoke, Va.
Madison, Wis.
Torrington, Wyo.

## CHANNEL NO. 28
(554-560 mc)

Miami, Ariz.
Magnolia, Ark.
Newport, Ark.
*Los Angeles, Cal.
Pueblo, Colo.
Bradenton, Fla.
Brunswick, Ga.
Columbus, Ga.
Vandalia, Ill.
South Bend-Elkhart, Ind.
Oelwein, Ia.
Great Bend, Kan.
Glasgow, Ky.
Baton Rouge, La.
New Bedford, Mass.
Flint, Mich.
Sault Ste. Marie, Mich.
Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
Raleigh, N. C.
Lancaster, O.
*Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.
Wilkes-Barre, Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
*Waco, Tex.
*Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

## CHANNEL NO. 29
(560-566 mc)

Andalusia, Ala.
Bakersfield, Cal.
Kokomo, Ind.
Junction City, Kan.
Somerset, Ky.
Augusta, Me.
Muskegon, Mich.
Hastings, Minn.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Buffalo-Niagara Falls
Gloversville, N. Y.
Wilmington, N. C.
Canton, O.
Stillwater, Okla.
Philadelphia, Pa.
*Greenville, S. C.
Dallas, Tex.
Houston, Tex.
Plainview, Tex.
Richmond, Va.
Yakima, Wash.
Buffalo, Wyo.

## CHANNEL NO. 30
(566-572 mc)

Coolidge, Ariz.
Batesville, Ark.
San Bernardino, Cal.
Walsenburg, Colo.
New Britain, Conn.
Jacksonville, Fla.
*Panama City, Fla.
*Atlanta, Ga.
*Bloomington, Ind.
*Davenport-Rock Island-Moline (Ill.), Ia.
*Sioux City, Ia.
Houma, La.
Minden, La.
Cumberland, Md.
Alpena, Mich.
Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
St. Louis, Mo.
Elmira, N. Y.
Hickory, N. C.
Roanoke Rapids, N. C.
Portsmouth, O.
*Toledo, O.
Alva, Okla.
Astoria, Ore.
Grants Pass, Ore.
Nashville, Tenn.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
*Shell Lake, Wis.
Powell, Wyo.

## CHANNEL NO. 31
(572-578 mc)

Huntsville, Ala.
Morenci, Ariz.
Americus, Ga.
Peoria, Ill.
Marion, Ind.
Centerville, Ia.
Abilene, Kan.
Goodland, Kan.
Ironwood, Mich.
Petoskey, Mich.
Willmar, Minn.
McComb, Miss.
Hawthorne, Nev.
New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
Lorain, O.
Norman, Okla.
DuBois, Pa.
Lancaster, S. C.
Beaumont-Port Arthur, Tex.
Pearsall, Tex.
Kennewick, Wash.
Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

## CHANNEL NO. 32
(578-584 mc)

Montgomery, Ala.
Oxnard, Cal.
San Francisco-Oakland

Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralia, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Ia.
Red Oak, Ia.
New Orleans, La.
Greenfield, Mass.
Duluth-Superior, Minn.
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
*Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
*La Crosse, Wis.
Marinette, Wis.

## CHANNEL NO. 33
(584-590 mc)

Searcy, Ark.
San Diego, Cal.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga
Blackfoot, Ida.
Kellogg Ida.
Champaign-Urbana, Ill.
Fort Wayne, Ind.
Knoxville, Ia
Coffeyville, Kan.
Murray, Ky.
Iron River, Mich.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
Reading, Pa.
Abilene, Tex.
Bay City, Tex.
Borger, Tex.
Paris, Tex.
Norfolk-Portsmouth-Newport News, Va.
*Roanoke, Va.
Longview, Wash.
Madison, Wis.

## CHANNEL NO. 34
(590-596 mc)

Globe, Ariz.
Arkedelphia, Ark.
Los Angeles, Cal.
Merced, Cal.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.
*Columbus, Ga.
Carbondale, Ill.
Plymouth, Ind.
Storm Lake, Ia.
Salina, Kan.
*Baton Rouge, La.
New Bedford, Mass.
Port Huron, Mich.
*Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
*Fargo, N. D.
*Williston, N. D.
*Columbus, O.
Lawton, Okla.
Wilkes-Barre, Pa.
Johnson City, Tenn.
Alice, Tex.
Big Spring, Tex.
Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Clarkston, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

## CHANNEL NO. 35
(596-602 mc)

Springdale, Ark.
Salinas-Monterey, Cal.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Ia.
Danville, Ky.
Waterville, Me.
*Marquette, Mich.
Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
Albany-Schenectady-Troy, N. Y.
*Wilmington, N. C.
Lima, O.
Woodward, Okla.
Erie, Pa.
*Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
San Antonio, Tex.
Martinsville, Va.
*Omak-Okanogan, Wash.
Fairmont, W. Va.

## CHANNEL NO. 36
(602-608 mc)

Pine Bluff, Ark.
Stockton, Cal.
Canon City, Colo.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Springfield, Ill.
Bloomington, Ind.
Sioux City, Ia.
Pratt, Kan.
Morgan City, La.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
*Meridian, Miss.
*St. Joseph, Mo.
Charlotte, N. C.
Mansfield, O.
Altus, Okla.
Williamsport, Pa.
*Providence, R. I.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Lovell, Wyo.

## CHANNEL NO. 37
(608-614 mc)

Gadsden, Ala.
Delano, Cal.
Melbourne, Fla.
Valdosta, Ga.
*Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.
Paterson, N. J.
Clymer, N. Y.
*Norman, Okla.
Baker, Ore.
Springfield, Ore.
*Beaumont-Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

## CHANNEL NO. 38
(614-620 mc)

Troy, Ala.
San Buenaventura, Cal.
San Francisco-Oakland
Loveland, Colo.
Tampa-St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Ia.
Pittsburg, Kan.
Lafayette, La.
Boston, Mass.
Duluth-Superior, Minn.
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Sunbury, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
*Marinette, Wis.

## CHANNEL NO. 39
(620-626 mc)

Ft. Smith, Ark.
Jonesboro, Ark.
Bakersfield, Cal.
San Diego, Cal.
Ft. Lauderdale, Fla.
Griffin, Ga.
Rockford, Ill.
Indianapolis, Ind.
Carroll, Ia.
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
Houston, Tex.
Front Royal, Va.
Kelso, Wash.

## CHANNEL NO. 40
(626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Cal.
Sacramento, Cal.
Dover, Del.
Marion, Ill.
Campbellsville, Ky.
Baton Rouge, La.
Springfield-Holyoke, Mass.
Benton Harbor, Mich.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
*Durham, N. C.
Fargo, N. D.
Columbus, O.
Ponca City, Okla.
Anderson, S. C.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Clarkston, Wash.
Elkins, W. Va.
Greybull, Wyo.

## CHANNEL NO. 41
(632-638 mc)

Fayetteville, Ark.
*Macon, Ga.
Preston, Ida.
Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-Troy, N. Y.
Laurinburg, N. C.
*Erie, Pa.
Vermillion, S. D.
Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
*Kennewick-Richland-Pasco, Wash.
Bluefield, W. Va.

## CHANNEL NO. 42
(638-644 mc)

Birmingham, Ala.
*Mobile, Ala.
*Stockton, Cal.
Columbus, Ind.
Davenport-Rock Island-Moline (Ill.), Ia.
Spencer, Ia.
Topeka, Kan.
St. Louis, Mo.
*Charlotte, N. C.
Jamestown, N. D.
Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanah, Tex.
Raymondville, Tex.
Waynesboro, Va.
Appleton, Wis.

## CHANNEL NO. 43
(644-650 mc)

Morrilton, Ark.
Visalia, Cal.
Bridgeport, Conn.
Cordele, Ga.
Peoria, Ill.
Creston, Ia.
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
Monroe, La.
New Ulm, Minn.
Laconia, N. H.
*Syracuse, N. Y.
Defiance, O.
Lebanon, Ore.
Butler, Pa.
York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
Corpus Christi, Tex.
Orange, Tex.
Ephrata, Wash.
*Charleston, W. Va.

## CHANNEL NO. 44
(650-656 mc)

Eufala, Ala.
San Francisco-Oakland
Santa Maria, Cal.
Fort Collins, Colo.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Ia.
Keokuk, Ia.
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
*Biloxi, Miss.
Grenada, Miss.
Piqua, O.
Frederick, Okla.
Scranton, Pa.
Orangeburg, S. C.
*Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

## CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Cairo, Ga.
*Rockford, Ill.
Atlantic, Ia.
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
*Muskogee, Okla.
Youngstown, O.-New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
*Charlottesville, Va.
*Wenatchee, Wash.

## CHANNEL NO. 46
(662-668 mc)

Malvern, Ark.
Riverside, Cal.
Sacramento, Cal.
Pensacola, Fla.
Mattoon, Ill.
Waterloo, Ia.
Parsons, Kan.
Franklin, La.
Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
Rolla, Mo.
Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
*Binghamton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
*Logan, Utah
Newport, Vt.
*Wausau, Wis.

## CHANNEL NO. 47
(668-674 mc)

Sheffield, Ala.
Fresno, Cal.
Orlando, Fla.
Macon, Ga.
Dixon, Ill.
*Lafayette, Ind.
Concordia, Kan.
*Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, O.
McAlester, Okla.
Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
*Galveston, Tex.
Fredericksburg, Va.
*Yakima, Wash.

## CHANNEL NO. 48
(674-680 mc)

Birmingham, Ala.
Mobile, Ala.
San Jose, Cal.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
*Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.
Gastonia, N. C.
*Cincinnati, O.
Guthrie, Okla.
*State College, Pa.
Gallatin, Tenn.
Memphis, Tenn.
*College Station, Tex.
San Benito, Tex.
Oshkosh, Wis.

## CHANNEL NO. 49
(680-686 mc)

Greenville, Ala.
Visalia, Cal.
Bridgeport, Conn.
Jacksonville, Ill.
Muncie, Ind.
Marshalltown, Ia.
Arkansas City, Kan.
*Escanaba, Mich.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
Akron, O.
Corvallis, Ore.
York, Pa.
Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

## CHANNEL NO. 50
(686-692 mc)

Camden, Ark.
Santa Rosa, Cal.
Greeley, Colo.
Washington, D. C.
Clearwater, Fla.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Ia.
Chanute, Kan.
Detroit, Mich.
Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexia, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

## CHANNEL NO. 51
(692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Saginaw, Mich.
Austin, Minn.
Rochester, N. H.
*Greensboro, N. C.
Blackwell, Okla.
Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
Wheeling, W. Va.-
Steubenville, O.

## CHANNEL NO. 52
(698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Cal.
Gainesville, Ga.
Princeton, Ind.
*South Bend-Elkhart, Ind.
Oskaloosa, Ia.
Olathe, Kan.
Hagerstown, Md.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
Atlantic City, N. J.
*Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, O.
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

## CHANNEL NO. 53
(704-710 mc)

Fresno, Cal.
Waterbury, Conn.
Daytona Beach, Fla.
Cedartown, Ga.
Fitzgerald, Ga.
Lincoln, Ill.
Bastrop, La.
Portland, Me.
Annapolis, Md.
Ahoskie, N. C.
Findlay, O.
Shawnee, Okla.
Pittsburgh, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
*Huntington, W. Va.

## CHANNEL NO. 54
(710-716 mc)

Bessemer, Ala.
Helena, Ark.
*San Jose, Cal.
Quincy, Fla.
Belleville, Ill.
Fairfield, Ia.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Utica-Rome, N. Y.
Fayetteville, N. C.
Cincinnati, O.
Pryor Creek, Okla.
Aiken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

## CHANNEL NO. 55
(716-722 mc)

Porterville, Cal.
Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
Rochester, Minn.
Mount Airy, N. C.
*Akron, O.
Ardmore, Okla.
Albany, Ore.
Harrisburg, Pa.
Lake City, S. C.
*Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

## CHANNEL NO. 56
(722-728 mc)

*Auburn, Ala.
El Centro, Cal.
Santa Cruz, Cal.
Hammond, Ind.
Dubuque, Ia.
Owensboro, Ky.
Boston, Mass.
*Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
*Asheville, N. C.
Wilson, N. C.
Chillicothe, O.
El Reno, Okla.
Johnstown, Pa.
Shelbyville, Tenn.
Crockett, Tex.
*Tacoma, Wash.

## CHANNEL NO. 57
(728-734 mc)

Norwich, Conn.
Marietta, Ga.
*Terre Haute, Ind.
Middlesborough, Ky.
Hammond, La.
Saginaw, Mich.
Albert Lea, Minn.
Greensboro, N. C.
Easton, Pa.
Cleburne, Tex.
Montpelier, Vt.
*Wheeling, W. Va.
Beloit, Wis.

## CHANNEL NO. 58
(734-740 mc)

Selma, Ala.
Paragould, Ark.
Modesto, Cal.
Shelbyville, Ind.
Muscatine, Ia.
Opelousas, La.
Greenfield, Mass.
Battle Creek, Mich.
Asbury Park, N. J.
Jamestown, N. Y.
Mount Vernon, O.
Anadarko, Okla.
Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebbronville, Tex.
Taylor, Tex.
Aberdeen, Wash.
Martinsburg, W. Va.
*Adams, Wis.

## CHANNEL NO. 59
(740-746 mc)

Madera, Cal.
New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralia, Ill.
Lafayette, Ind.
Ashland, Ky.
Jackson, La.
Biddeford, Me.
Kannapolis, N. C.
Fremont, O.
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

## CHANNEL NO. 60
(746-752 mc)

Cullman, Ala.
San Jose, Cal.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.
Atchison, Kan.
Richmond, Ky.
Lake Charles, La.
E. Lansing, Mich.
Middletown, N. Y.
Newark, O.
Florence, S. C.
*Blacksburg, Va.
Olympia, Wash.

## CHANNEL NO. 61
(752-758 mc)

Newnan, Ga.
*Carbondale, Ill.
Macomb, Ill.
Anderson, Ind.
New Orleans, La.
Easthampton, Mass.
Winona, Minn.
Akron, O.
Pauls Valley, Okla.
Reading, Pa.
Rock Hill, S. C.
Tyler, Tex.
Moses Lake, Wash.
Kenosha, Wis.

## CHANNEL NO. 62
(758-764 mc)

Conway, Ark.
Napa, Cal.
Michigan City, Ind.
Dubuque, Ia.
Owensboro, Ky.
Alexandria, La.
Frederick, Md.
Brockton, Mass.
Detroit, Mich.
Oneonta, N. Y.
Asheville, N. C.
Athens, O.
Bartlesville, Okla.
Meadville, Pa.
New Braunfels, Tex.
Tacoma, Wash.

## CHANNEL NO. 63
(764-770 mc)

*Norwich, Conn.
Cartersville, Ga.
Terre Haute, Ind.
Ottumwa, Ia.
Mayfield, Ky.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontaine, O.
Hazleton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

## CHANNEL NO. 64
(770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Stockton, Cal.
Clinton, Ia.
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
Battle Creek, Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

## CHANNEL NO. 65
(776-782 mc)

Meriden, Conn.
Streator, Ill.
Newton, Ia.
Bath, Me.
Kansas City, Mo.
Cleveland, O.
Hamilton-Middlet'n, O.
Shamokin, Pa.
Union, S. C.
McKinney, Tex.
*Ellensburg, Wash.
Manitowoc, Wis.

## CHANNEL NO. 66
(782-788 mc)

Merced, Cal.
*Springfield, Ill.
*Gary, Ind.
Kingston, N. Y.
*Malone, N. Y.
Muskogee, Okla.
Salem, Ore.
Erie, Pa.
Beckley, W. Va.
*Richland Center, Wis.

## CHANNEL NO. 67
(788-794 mc)

*DeKalb, Ill.
Indianapolis, Ind.
Lafayette, La.
Warren, O.
Allentown, Pa.
Columbia, S. C.
Harriman, Tenn.
Wenatchee, Wash.

## CHANNEL NO. 68
(794-800 mc)

Petaluma, Cal.
Bedford, Ind.
Davenport-Rock Island-Moline, Ill.
Hagerstown, Md.
Fall River, Mass.
*Clemson, S. C.
Tullahoma, Tenn.

**CHANNEL NO. 69**
**(800-806 mc)**

Pekin, Ill.
Fort Wayne, Ind.
Bogalusa, La.
Cape Girardeau, Mo.
*Andover, N. J.
*Cookeville, Tenn.
Greenville, Tex.
*Stillwater, Okla.
Clarksburg, W. Va.

**CHANNEL NO. 70**
**(806-812 mc)**

Anniston, Ala.
Port Chicago, Cal.
Lexington, Ky.
De Ridder, La.
*Hammonton, N. J.
*Bowling Green, O.
Bradford, Pa.
Newberry, S. C.
*Austin, Tex.
Green Bay, Wis.

**CHANNEL NO. 71**
**(812-818 mc)**

*Bridgeport, Conn.
*Muncie, Ind.
Grinnell, Ia.
Harrisburg, Pa.

**CHANNEL NO. 72**
**(818-824 mc)**

Paducah, Ky.
Baltimore Md.
Lawrence, Mass.
Cortland, N. Y.
Goldsboro, N. C.
Gallipolis, O.
Tyler, Tex.
La Crosse, Wis.

**CHANNEL NO. 73**
**(824-830 mc)**

Terre Haute, Ind.
Harlan, Ky.

*Bay City, Mich.
Durham, N. C.
Lima, O.
Youngstown, O.
Dallas, Tex.

**CHANNEL NO. 74**
**(830-836 mc)**

*University, Ala.
Blytheville, Ark.
Alexandria, La.
*Kalamazoo, Mich.
*Freehold, N. J.
Cincinnati, O.
Lewistown, Pa.
Spartanburg, S. C.
Bennington, Vt.

**CHANNEL NO. 75**
**(836-842 mc)**

Aurora, Ill.
Concord, N. H.
Patchogue, N. Y.

**CHANNEL NO. 76**
**(842-848 mc)**

Crowley, La.
Springfield, O.

**CHANNEL NO. 77**
**(848-854 mc)**

Galesburg, Ill.
Angola, Ind.
Lebanon, Ind.
*Montclair, N. J.
*Crossville, Tenn.
Brattleboro, Vt.

**CHANNEL NO. 78**
**(854-860 mc)**

Tell City, Ind.
Bogalusa, La.
Lowell, Mass.
Asheville, N. C.

**CHANNEL NO. 79**
**(860-866 mc)**

Waukegan, Ill.
Toledo, O.

**CHANNEL NO. 80**
**(866-872 mc)**

*North Adams, Mass.
*Camden, N. J.
Salisbury, N. C.

**CHANNEL NO. 81**
**(872-878 mc)**

New London, Conn.

**CHANNEL NO. 82**
**(878-884 mc)**

*Amherst, Mass.

**CHANNEL NO. 83**
**(884-890 mc)**

Wilmington, Del.
Elgin, Ill.
*Poughkeepsie, N. Y.

## Assignments Affecting Borders

# Channel Allocations for Canada and Mexico

**Editor's Note:** All allocations within 250 miles of Canadian and Mexican borders are as agreed upon by U.S. and respective countries through exchange of diplomatic notes. Though allocations beyond 250 miles of border do not require agreement between countries, Canada reports assignments beyond 250 miles; Mexico does not.

## CANADA

### ALBERTA

| | | |
|---|---|---|
| Calgary | 2+ 4 9+ 12 | 17 23 29 35 |
| Camrose | 8 | |
| Edmonton | 3 5+ 11— 13+ | — |
| Grande Prairie | 2— | — |
| Lacombe | 10 | — |
| Lethbridge | 7 | 22+ |
| Medicine Hat | 6— | 15— |
| Red Deer | 6+ | — |

### BRITISH COLUMBIA

| | | |
|---|---|---|
| Chilliwack | 3 | 42 |
| Cranbrook | — | 19+ |
| Dawson Creek | 5 | — |
| Fernie | — | 24+ |
| Kamloops | 4+ | 16 |
| Kelowna | 2 | 21 |
| Nanaimo | — | 48 |
| Nelson | 5 | 17— |
| New Westminster (see Vancouver) | | |
| Penticton | 13 | 15+ |
| Port Alberni | — | 19 |
| Prince Rupert | 6+ 7 | — |
| Trail | 11 | 14 |
| Vancouver-New Westminster | 2+ 8+ 10+ | 14+ 30 36 |
| Vernon | 7— | 27 |
| Victoria | 6 | 40 46 |

### MANITOBA

| | | |
|---|---|---|
| Brandon | 5+ 9+11 | 21 32 |
| Dauphin | 8 | 14+ |
| Flin Flon | 3+ | — |
| Portage la Prairie | — | 34 |
| St. Boniface (see Winnipeg) | | |
| Winnipeg-St. Boniface | 3— 6— 7+ 13 | 18— 24+ 30 36+ 42— |

### NEW BRUNSWICK

| | | |
|---|---|---|
| Campbellton | 12 | 20+ |
| Edmundston | 13— | 27— |
| Fredericton | 9+ | 28 |
| Moncton | 2 | 16 |
| Newcastle | — | 18 |
| St. John | 4+ 6— | 17— 23 |
| St. Stephen | — | 26— |
| Sackville | 8+ | 22 |
| Woodstock | — | 36— |

### NOVA SCOTIA

| | | |
|---|---|---|
| Amherst | — | 41+ |
| Antigonish | 9 | 34 |
| Bridgewater | 10 | 43+ |
| Halifax | 3 5 12+ | 15 21 27 37 |
| Kentville | — | 19— |
| New Glasgow | 7 | 18— |
| Sydney | 2+ 4 6 | 15+ 21+ |
| Truro | — | 31 |
| Windsor | — | 25+ |
| Yarmouth | 13— | 14 |

### ONTARIO

| | | |
|---|---|---|
| Barrie | 3+ | 14 |
| Belleville | — | 39— |
| Brantford | — | 16+ |
| Brockville | — | 46— |
| Chatham | — | 14— |
| Cornwall | — | 36 |
| Elk Lake | 2 | — |
| Elliot Lake | 3 | — |
| Fort Frances | 5 | 19— |
| Fort William (see Port Arthur) | | |
| Guelph | — | 55 |
| Hamilton | 11+ | 51 57 68 78 |
| Kapuskasing | 3+ | — |
| Kenora | 9 | 22— |
| Kingston | 11— | 26— 44— |
| Kitchener | 13+ | 45+ |
| Kirkland Lake | 9— | — |
| London | 10 | 18 |
| Niagara Falls | — | 59 |
| North Bay | 10— | 15 |
| Orillia | — | 30+ |
| Oshawa | — | 53— |
| Ottawa-Hull | 4+ 9+ | 30— 40+ |
| Owen Sound | — | 26 |
| Pembroke | 5+ 13— | 32 |
| Peterborough | 12+ | 22 |
| Port Arthur-Fort William | 2,4— | 14 20 30+ |
| St. Catherines | — | 49— |
| St. Thomas | — | 24+ |
| Sarnia | — | 40 |
| Sault Ste. Marie | 2— 12+ | 22+ |
| Smiths Falls | — | 42 |
| Stratford | — | 27— |
| Sudbury | 5 7 | 17— 23+ |
| Timmins | 6 | — |
| Toronto | 6+ 9 | 19— 25 |
| Windsor | 9— | 32+ 38— |
| Wingham | 8— | 36 |
| Woodstock | — | 47 |

### PRINCE EDWARD ISLAND

| | | |
|---|---|---|
| Charlottetown | 13+ | 14+ |
| Summerside | 11 | 20 |

### QUEBEC

| | | |
|---|---|---|
| Amos | 11 | — |
| Chicoutimi | 2+ 12+ | 14 |
| Drummondville | — | 19— |
| Granby | — | 25 |
| Hull (see Ottawa, Ont.) | | |
| Jonquiere | — | 20 |
| La Sarre | 13 | — |
| Matane | 9— | 23— |
| Montreal-Verdun | 2 6+10 12 | 15+ 44 |
| New Carlisle | 5 | 14— |
| Quebec | 4 5— 9 11+ | 29 39 |
| Rimouski | 3— | 21— |
| Riviere du Loup | 7+ | 30+ |
| Roberval | 8 | 17 |
| Rouyn | 4 | — |
| St. Hyacinthe | — | 50+ |
| Ste. Anne de la Pocatiere | 6 | 33+ |
| Shawinigan Falls | — | 27 |
| Sherbrooke | 7 | 42— 48— |
| Sorel | — | 17— |
| Thetford Mines | — | 31+ |
| Three Rivers | 13 | 21 |
| Val d'Or | 8 | — |
| Valleyfield | — | 38— |
| Verdun (see Montreal) | | |
| Victoriaville | — | 37+ |

### SASKATCHEWAN

| | | |
|---|---|---|
| Gravelbourg | — | 22 |
| Moose Jaw | 4— 7— | 18+ 24— |
| North Battleford | 3— | — |
| Prince Albert | 5 11 | — |
| Regina | 2 9— 12 | 21+ 27 |
| Saskatoon | 8+ 13— | — |
| Swift Current | 5— | 14 |
| Watrous | 6 | 30— |
| Yorkton | 3 | 15+ |

### YUKON

| | | |
|---|---|---|
| Dawson | 3 | — |
| White Horse | 2+ | — |

## MEXICO

### BAJA CALIFORNIA

| | | |
|---|---|---|
| Tijuana | 6 12 | — |
| Mexicali | 3 | — |

### SONORA

| | | |
|---|---|---|
| Nogales | 2+ 7— 11 | — |
| Hermosillo | 6— 8— 10 12+ | — |
| Ciudad Obregon | 3 7+ 9+ | — |
| Navojoa | 5 11— 13+ | — |

### CHIHUAHUA

| | | |
|---|---|---|
| Chihuahua | 2— 4+ 5+ 11— | — |
| Hidalgo del Parral | 3+ | — |
| Ciudad Juarez | 2 5 11+ | — |

### COAHUILA

| | | |
|---|---|---|
| Saltillo | 4— | — |
| Piedras Negras | 2 | — |
| Villa Acuna | 10 | — |

### NUEVO LEON

| | | |
|---|---|---|
| Monterrey | 2+ 6 10+ | — |

### TAMAULIPAS

| | | |
|---|---|---|
| Nuevo Laredo | 3 11 | — |
| Matamoros | 7 | — |
| Reynosa | 9 12 | — |

# Existing & Authorized Stations by Channels

## (VHF and UHF)

Asterisk (*) Indicates Grantee Not on Air as of Feb. 1, 1958. For UHF Translator Authorizations, see p. 271-273

### CHANNEL NO. 2
(54-60 mc)

WAIQ, Andalusia, Ala.
KNXT, Los Angeles, Cal.
*KTVU, Oakland, Cal.
KTVR, Denver, Colo.
WESH-TV, Daytona Beach, Fla.
WTHS-TV, Miami, Fla.
WSB-TV, Atlanta, Ga.
KBOI-TV, Boise, Ida.
WBBM-TV, Chicago, Ill.
WMT-TV, Cedar Rapids, Ia.
KCKT, Great Bend, Kan.
WBRZ, Baton Rouge, La.
WTWO, Bangor, Me.
WMAR-TV, Baltimore, Md.
WGBH-TV, Boston, Mass.
WJBK-TV, Detroit, Mich.
KTCA-TV, St. Paul, Minn.
KFEQ-TV, St. Joseph, Mo.
KTVI, St. Louis, Mo.
KOOK-TV, Billings, Mont.
*KWSL, North Platte, Neb.
KLRJ-TV, Henderson, Nev.
*KVIT, Santa Fe, N.M.
*WGR-TV, Buffalo, N.Y.
WCBS-TV, New York, N. Y.
*WKTV, Utica, N. Y.
WFMY-TV, Greensboro, N. C.
KDIX-TV, Dickinson, N.D.
WLWD, Dayton, O.
KVOO-TV, Tulsa, Okla.
KOTI, Klamath Falls, Ore.
KDKA-TV, Pittsburgh, Pa.
WUSN-TV, Charleston, S.C.
KPRC-TV, Houston, Tex.
KMID-TV, Midland, Tex.
KUTV, Salt Lake City, Utah
KREM-TV, Spokane, Wash.
WBAY-TV, Green Bay, Wis.
KTWO-TV, Casper, Wyo.
KENI-TV, Anchorage, Alaska
KFAR-TV, Fairbanks, Alaska
KONA, Honolulu, T. H.
WKAQ-TV, San Juan, P. R.

### CHANNEL NO. 3
(60-66 mc)

KTVK, Phoenix, Ariz.
KIEM-TV, Eureka, Cal.
KCRA-TV, Sacramento, Cal.
KEYT, Santa Barbara, Cal.
WTIC-TV, Hartford, Conn.
WEAR-TV, Pensacola, Fla.
*WEDU, Tampa, Fla.
WSAV-TV, Savannah Ga.
KID-TV, Idaho Falls, Ida.
KLEW-TV, Lewiston, Ida.
WCIA, Champaign, Ill.
KGLO-TV, Mason City, Ia.
KARD-TV, Wichita, Kan.
WAVE-TV, Louisville, Ky.
KTBS-TV, Shreveport, La.
WKZO-TV, Kalamazoo, Mich.
KDAL-TV, Duluth, Minn.
WLBT, Jackson, Miss.
KTVO, Kirksville, Mo.
KYTV, Springfield, Mo.
*KCTL, Great Falls, Mont.
KMTV, Omaha, Neb.
WSYR-TV, Syracuse, N. Y.
WBTV, Charlotte, N. C.
KYW-TV, Cleveland, O.
*KSLM-TV, Salem, Ore.
WRCV-TV, Philadelphia, Pa.
KDLO-TV, Florence, S. D.
*KOTA-TV, Rapid City, S. D.
WRGP-TV, Chattanooga, Tenn.
WREC-TV, Memphis, Tenn.
*KBTX-TV, Bryan, Tex.
KFDX-TV, Wichita Falls, Tex.
WCAX-TV, Burlington, Vt.
WSVA-TV, Harrisonburg, Va.
WTAR-TV, Norfolk, Va.
WSAZ-TV, Huntington W Va.
WISC-TV, Madison, Wis.
KMAU-TV, Wailuku, Maui, Hawaii

### CHANNEL NO. 4
(66-72 mc)

KVOA-TV, Tucson, Ariz.
KARK-TV, Little Rock, Ark.
KRCA, Los Angeles, Cal.
KRON-TV, San Francisco, Cal.
KOA-TV, Denver, Colo.
WRC-TV, Washington, D. C.
WMBR-TV, Jacksonville, Fla.
WTVJ, Miami, Fla.
WRBL-TV, Columbus, Ga.
WHBF-TV, Rock Island, Ill.
WTTV, Bloomington, Ind.
KTIV, Sioux City, Ia.
WWL-TV, New Orleans, La.
WBZ-TV, Boston, Mass.
WWJ-TV, Detroit, Mich.
WCCO-TV Minneapolis-St. Paul, Minn.
WCBI-TV, Columbus, Miss.
WDAF-TV, Kansas City, Mo.
KWK-TV, St. Louis, Mo.
KXLF-TV, Butte, Mont.
*KDUH-TV, Hay Springs, Neb.
*KAKJ, Reno, Nev.
KOB-TV, Albuquerque, N. M.
WBEN-TV, Buffalo, N. Y.
WRCA-TV, New York, N. Y.
WUNC-TV, Chapel Hill, N. C.
KXJB-TV, Valley City, N. D.
WLWC, Columbus, O.
WKY-TV, Oklahoma City, Okla.
KPIC, Roseburg, Ore.
*WTAE, McKeesport, Pa.
*WTMA-TV, Charleston, S. C.
WFBC-TV, Greenville, S. C.
WSM-TV, Nashville, Tenn.
KGNC-TV, Amarillo, Tex.
KEDY-TV, Big Spring, Tex.
KRLD-TV, Dallas, Tex.
KROD-TV, El Paso, Tex.
KGBT-TV, Harlingen, Tex.
KPAC-TV, Port Arthur, Tex.
WOAI-TV, San Antonio, Tex.
KTVT, Salt Lake City, Utah
KOMO-TV, Seattle, Wash.
KXLY-TV, Spokane, Wash.
WOAY-TV, Oak Hill, W. Va.
WTMJ-TV, Milwaukee, Wis.
KULA-TV, Honolulu, T. H.
WAPA-TV, San Juan, P. R.

### CHANNEL NO. 5
(76-82 mc)

WKRG-TV, Mobile, Ala.
KPHO-TV, Phoenix, Ariz.
KNAC-TV, Fort Smith, Ark.
KTLA, Los Angeles, Cal.
KPIX, San Francisco, Cal.
KREX-TV, Grand Junction, Colo.
KCSJ-TV, Pueblo, Colo.
WTTG, Washington, D. C.
WPTV, Palm Beach, Fla.
WAGA-TV, Atlanta, Ga.
WNBQ, Chicago, Ill.
WOI-TV, Ames, Ia.
KALB-TV, Alexandria, La.
WABI-TV, Bangor, Me.
WHDH-TV, Boston Mass.
WNEM-TV, Bay City, Mich.
KSTP-TV, Minneapolis-St. Paul, Minn.
KCMO-TV, Kansas City, Mo.
KSD-TV, St. Louis, Mo.
KXGN-TV, Glendive, Mont.
KFBB-TV, Great Falls, Mont.
KHAS-TV, Hastings, Neb.
*KNME-TV, Albuquerque, N.M.
WABD, New York, N. Y.
WPTZ, Plattsburgh, N.Y.
WROC-TV, Rochester, N. Y.
WRAL-TV, Raleigh, N.C.
KFYR-TV, Bismarck, N. D.
WLWT, Cincinnati, O.
WEWS, Cleveland, O.
KGEO-TV, Enid, Okla.
KBES-TV, Medford, Ore.
WCSC-TV, Charleston, S. C.
*KDSJ-TV, Deadwood, S.D.
*KORN-TV, Mitchell, S.D.
WMCT, Memphis, Tenn.
WLAC-TV, Nashville, Tenn.
WBAP-TV, Fort Worth, Tex.
KENS-TV, San Antonio, Tex.
KRGV-TV, Weslaco, Tex.
KSL-TV, Salt Lake City, Utah
WCYB-TV, Bristol, Va.
KING-TV, Seattle, Wash.
WFRV-TV, Green Bay, Wis.
KFBC-TV, Cheyenne, Wyo.
WORA-TV, Mayaguez, P. R.

Note: Also operating on Channel 5 is XEJ-TV, Juarez, Mexico (opposite El Paso, Tex.).

### CHANNEL NO. 6
(82-88 mc)

WBRC-TV, Birmingham, Ala.
*KHUM-TV, Eureka, Cal.
KSBY-TV, San Luis Obispo, Cal.
KRMA-TV, Denver, Colo.
WDBO-TV, Orlando, Fla.
WJBF-TV, Augusta, Ga.
WCTV, Thomasville, Ga.
WFBM-TV, Indianapolis, Ind.
WOC-TV, Davenport, Ia.
KTVC, Ensign, Kan.
WPSD-TV, Paducah, Ky.
WDSU-TV, New Orleans, La.
WCSH-TV, Portland, Me.
WJIM-TV, Lansing-Flint, Mich.
WDMJ-TV, Marquette, Mich.
KMMT, Austin, Minn.
WDSM-TV, Duluth-Superior, Minn.
*WABG-TV, Greenwood, Miss.
KDRO-TV, Sedalia, Mo.
*KOPR-TV, Butte, Mont.
KHPL-TV, Hayes Center, Neb.
WOW-TV, Omaha, Neb.
KAVE-TV, Carlsbad, N. M.
WRGB, Schenectady, N. Y.
WMFD-TV, Wilmington, N. C.
WDAY-TV, Fargo, N. D.
WTVN-TV, Columbus, O.
KOTV, Tulsa, Okla.
KOIN-TV, Portland, Ore.
WJAC-TV, Johnstown Pa
WFIL-TV, Philadelphia Pa.
KPLO-TV, Reliance, S. D.
WATE-TV, Knoxville, Tenn.
KFDM-TV, Beaumont, Tex.
KZTV, Corpus Christi, Tex.

KCEN-TV, Temple, Tex
KCMC-TV, Texarkana, Tex.
KSYD-TV, Wichita Falls, Tex.
WTVR, Richmond, Va.
KHQ-TV, Spokane, Wash.
WHIS-TV, Bluefield, W. Va.
WITI-TV, Whitefish Bay-Milwaukee, Wis.
KSPR-TV, Casper, Wyo.
WIPR-TV, San Juan, P. R.

Note: Also operating on Channel 6 is XETV Tijuana, Mexico (near San Diego, Cal.).

## CHANNEL NO. 7
(174-180 mc)

WTIQ, Munford, Ala.
KATV, Pine Bluff, Ark
KABC-TV, Los Angeles Cal.
KVIP-TV, Redding, Cal.
KGO-TV, San Francisco Cal.
KLZ-TV, Denver, Colo
WMAL-TV, Washington D. C.
*WJCT, Jacksonville, Fla.
WCKT, Miami, Fla.
WJDM, Panama City, Fla.
KIDO-TV, Boise, Ida.
WBKB, Chicago, Ill.
WTVW, Evansville, Ind.
KWWL-TV, Waterloo, Ia.
*KAYS-TV, Hays, Kan.
KOAM-TV, Pittsburg, Kan.
KPLC-TV, Lake Charles, La
WNAC-TV, Boston, Mass.
WXYZ-TV, Detroit, Mich.
*WPBM-TV, Traverse City, Mich.
*——, Alexandria, Minn.
*WTLM, Laurel, Miss.
KHQA-TV, Hannibal, Mo.
KETV, Omaha, Neb.
KOAT-TV, Albuquerque N. M.
WCNY-TV, Carthage, N. Y.
WABC-TV, New York, N. Y.
WITN, Washington N. C.
WHIO-TV, Dayton, O.
KSWO-TV, Lawton, Okla.
KOAC-TV, Corvallis, Ore.
WSPA-TV, Spartanburg, S. C.
KRSD-TV, Rapid City, S. D.
WDXI-TV, Jackson, Tenn.
KVII, Amarillo, Tex.
KTBC-TV, Austin, Tex.
KOSA-TV, Odessa, Tex.
KLTV, Tyler, Tex.
KUED, Salt Lake City, Utah
WDBJ-TV, Roanoke, Va.
*KIRO-TV, Seattle, Wash.
WTRF-TV, Wheeling, W. Va.
WSAU-TV, Wausau, Wis.
WRIK-TV, Ponce, P. R.

## CHANNEL NO. 8
(180-186 mc)

*WSLA, Selma, Ala.
KSBW-TV, Salinas, Cal
KFMB-TV, San Diego, Cal.
WNHC-TV, New Haven, Conn.
WFLA-TV, Tampa, Fla.
*WGTV, Athens, Ga.
*WIRL-TV, Peoria, Ill. (CP for Ch. 25)
WISH-TV, Indianapolis, Ind.
KRNT-TV, Des Moines, Ia.
*KSAC-TV, Manhattan, Kan.
KNOE-TV, Monroe, La.
WYES-TV, New Orleans, La.
WMTW, Poland, Me.
WAGM-TV, Presque Isle, Me.
WOOD-TV, Grand Rapids, Mich.
KOMU-TV, Columbia, Mo.
*KGHL-TV, Billings, Mont.
KLAS-TV, Las Vegas, Nev.
KOLO-TV, Reno, Nev.
KSWS-TV, Roswell, N. M.
WHEN-TV, Syracuse, N. Y.
KUMV-TV, Williston, N. D.
WJW-TV, Cleveland, O.
*KSWB, Elk City, Okla.
KTUL-TV, Tulsa, Okla.
KGW-TV, Portland, Ore.
WGAL-TV, Lancaster, Pa.
WBTW, Florence, S. C.
WSIX-TV, Nashville, Tenn.
WFAA-TV, Dallas, Tex.
KUHT, Houston, Tex.
KHAD-TV, Laredo, Tex.
KCTV, San Angelo, Tex.
WXEX-TV, Petersburg, Va.
WCHS-TV, Charleston, W. Va.
WKBT, La Crosse, Wis.
KUAM-TV, Agana, Guam
KINY-TV, Juneau, Alaska

## CHANNEL NO. 9
(186-192 mc)

WTVY, Dothan, Ala.
KGUN-TV, Tucson, Ariz.
KHJ-TV, Los Angeles, Cal.
KQED, San Francisco, Cal.
KBTV, Denver, Colo.
WTOP-TV, Washington, D. C.
WLOF-TV, Orlando, Fla.
WGN-TV, Chicago, Ill.
KCRG-TV, Cedar Rapids, Ia.
KVTV, Sioux City, Ia.
KMGM-TV, Minneapolis, Minn.
WDAM-TV, Hattiesburg, Miss.
WTWV, Tupelo, Miss.
KMBC-TV, Kansas City, Mo.
KETC, St. Louis, Mo.
KGEZ-TV, Kalispell, Mont.
WMUR-TV, Manchester, N. H.
WOR-TV, New York, N. Y.
WCSO-TV, Charlotte, N. C.
WNCT, Greenville, N. C.
WCPO-TV, Cincinnati, O.
WSTV-TV, Steubenville, O.
KWTV, Oklahoma City, Okla.
*KXAB-TV, Aberdeen, S. D.
WTVC, Chattanooga, Tenn.
KRBC-TV, Abilene, Tex.
KTSM-TV, El Paso, Tex.
KTRE-TV, Lufkin, Tex.
*KVKM-TV, Monahans, Tex.
KCTS, Seattle, Wash.
*KTWX-TV, Sheridan, Wyo.
*WSUR-TV, Ponce, P.R.
KHBC-TV, Hilo, Hawaii
KGMB-TV, Honolulu, T. H.

## CHANNEL NO. 10
(192-198 mc)

WBIQ, Birmingham, Ala.
WALA-TV, Mobile, Ala.
KOOL-TV, Phoenix, Ariz.
KRBB, El Dorado, Ark.
KERO-TV, Bakersfield, Cal.
KBET-TV, Sacramento, Cal.
KFSD-TV, San Diego, Cal.
KREX-TV, Montrose, Colo.
WPST-TV, Miami, Fla.
WALB-TV, Albany, Ga.
WGEM-TV, Quincy, Ill.
WTHI-TV, Terre Haute, Ind.
*KWGB-TV, Goodland, Kan.
KAKE-TV, Wichita, Kan.
KLFY-TV, Lafayette, La.
*WPTT, Augusta, Me.
KROC-TV, Rochester, Minn.
KTTS-TV Springfield, Mo.
KOLN-TV, Lincoln, Neb.
KSTF, Scottsbluff, Neb.
*KNDA, Elko, Nev.
WHEC-TV, Rochester, N. Y., (shared time with WVET-TV).
WVET-TV, Rochester, N. Y., (shared time with WHEC-TV).
WTEN, Albany-Vail Mills, N.Y.
KNOX-TV, Grand Forks, N. D.
KMOT, Minot, N. D.
WBNS-TV, Columbus, O.
KTEN, Ada, Okla.
WFBG-TV, Altoona, Pa.
WCAU-TV, Philadelphia, Pa.
WJAR-TV, Providence, R. I.
WIS-TV, Columbia, S. C.
WBIR-TV, Knoxville, Tenn.
WKNO-TV, Memphis, Tenn.
KFDA-TV, Amarillo, Tex.
KZTV, Corpus Christi, Tex.
KWTX-TV, Waco, Tex.
WAVY-TV, Portsmouth, Va.
WSLS-TV, Roanoke, Va.
WMVS-TV, Milwaukee, Wis.
KWRB-TV, Riverton, Wyo.

## CHANNEL NO. 11
(198-204 mc)

KIVA, Yuma, Ariz.
KTHV, Little Rock, Ark.
KTTV, Los Angeles, Cal.
KNTV, San Jose, Cal.
KKTV, Colorado Springs, Colo.
WINK-TV, Fort Myers, Fla.
WLWA, Atlanta, Ga.
WTOC-TV, Savannah, Ga.
KLIX-TV, Twin Falls, Ida
WTTW, Chicago, Ill.
*KDPS-TV, Des Moines, Ia.
*KGLD, Garden City, Kan.
WHAS-TV, Louisville, Ky.
WBAL-TV, Baltimore, Md.
WTCN-TV, Minneapolis, Minn
WTOK-TV, Meridian, Miss.
*KMOX-TV, St. Louis, Mo.
WPIX, New York, N. Y.
WTVD, Durham, N. C.
*KOED-TV, Tulsa, Okla.
WIIC, Pittsburgh, Pa.
KELO-TV, Sioux Falls, S. D.
WJHL-TV, Johnson City, Tenn.
KFJZ-TV, Ft. Worth, Tex.
KGUL-TV, Galveston, Tex.
KCBD-TV, Lubbock, Tex.
*KLOR-TV, Provo, Utah
KTNT-TV, Tacoma, Wash.
WMBV-TV, Marinette, Wis.
KTVA, Anchorage, Alaska
KTVF, Fairbanks, Alaska
*WKBM-TV, Caguas, P.R.

## CHANNEL NO. 12
(204-210 mc)

WSFA-TV, Montgomery, Ala.
KVAR, Mesa (Phoenix), Ariz.
KHSL-TV, Chico, Cal.
KFRE-TV, Fresno, Cal.
WVUE, Wilmington, Del.
WEAT-TV, West Palm Beach, Fla.
WFGA-TV, Jacksonville, Fla.
WRDW-TV, Augusta, Ga.
WILL-TV, Champaign-Urbana, Ill.
KTVH, Hutchinson, Kan.
KSLA-TV, Shreveport, La.
*WJRT, Flint, Mich.
*WJMS-TV, Ironwood, Mich.
WJTV, Jackson, Miss.
KFVS-TV, Cape Girardeau, Mo.
KODE-TV, Joplin, Mo.
KXLJ-TV, Helena, Mont.
KUON-TV, Lincoln, Neb.
KICA-TV, Clovis, N. M.
WNBF-TV, Binghamton, N. Y.
*WNBE-TV, New Bern, N.C.
WSJS-TV, Winston-Salem, N.C.
KBMB-TV, Bismarck, N. D.
WKRC-TV, Cincinnati
KVSO-TV, Ardmore, Okla.
KPTV, Portland, Ore.
WICU-TV, Erie, Pa.
WPRO-TV, Providence, R. I.
WDEF-TV, Chattanooga, Tenn.
KONO-TV, San Antonio, Tex.
KPAR-TV, Sweetwater, Tex.
WRVA-TV, Richmond, Va.
KVOS-TV, Bellingham, Wash.
WBOY-TV, Clarksburg, W.Va.
WISN-TV, Milwaukee, Wis.
KMVI-TV, Wailuku, Maui, Hawaii

## CHANNEL NO. 13
(210-216 mc)

WABT, Birmingham, Ala.
KOLD-TV, Tucson, Ariz.

*KYAT, Yuma, Ariz.
KCOP, Los Angeles, Cal.
KOVR, Stockton, Cal.
KRDO-TV, Colorado Springs, Colo.
WTVT, Tampa, Fla.
WMAZ-TV, Macon, Ga.
WREX-TV, Rockford, Ill.
WLWI, Indianapolis, Ind.
WHO-TV, Des Moines, Ia.
WIBW-TV, Topeka, Kan.
KLSE, Monroe, La.
WGAN-TV, Portland, Me.
WJZ-TV, Baltimore, Md.
WWTV, Cadillac, Mich.
*WVMI-TV, Biloxi, Miss.
KRCG, Jefferson City, Mo.
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KSHO-TV, Las Vegas, Nev.
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KGGM-TV, Albuquerque, N. M.
*WTRI, Albany, N. Y.
WKTV, Utica, N. Y.
WLOS-TV, Asheville, N. C.
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WSPD-TV, Toledo, O.
KETA, Oklahoma City, Okla.
KVAL-TV, Eugene, Ore.
WQED, Pittsburgh, Pa.
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WHBQ-TV, Memphis, Tenn.
KELP-TV, El Paso, Tex.
KTRK-TV, Houston, Tex.
KDUB-TV, Lubbock, Tex.
WLVA-TV, Lynchburg, Va.
KTVW, Tacoma, Wash.
WHTN-TV, Huntington, W. Va.
WEAU-TV, Eau Claire, Wis.
KHVH-TV, Honolulu, T. H.

## CHANNEL NO. 14
(470-476 mc)

*KTRB-TV, Modesto, Cal.
*WOOK-TV, Washington, D. C.
WFIE-TV, Evansville, Ind.
*WKYT, Owensboro, Ky.
*WWOR-TV, Worcester, Mass.
*WIET, Ithaca, N. Y.
*WMUB-TV, Oxford, O.
*WACA-TV, Camden, S. C.

## CHANNEL NO. 15
(476-482 mc)

WOWL-TV, Florence, Ala.
*WPFA, Pensacola, Fla.
WBLN, Bloomington, Ill.
WANE-TV, Fort Wayne, Ind.
*WFPK-TV, Louisville, Ky.
*WCBF-TV, Rochester, N.Y.
*WICA-TV, Ashtabula, O.
WLBR-TV, Lebanon, Pa.
WVEC-TV, Hampton, Va. (allocated to Norfolk).
WTAP, Parkersburg, W. Va.

## CHANNEL NO. 16
(482-488 mc)

WNDU-TV, South Bend, Ind.
WBOC-TV, Salisbury, Md.
*KOOS-TV, Coos Bay, Ore.
*WENS, Pittsburgh, Pa.
WNEP-TV, Scranton, Pa.
*WNET, Providence, R.I.
*KBAS-TV, Ephrata, Wash.

## CHANNEL NO. 17
(488-494 mc)

WITV, Ft. Lauderdale, Fla.
WTVP, Decatur, Ill.
*KGTV, Des Moines, Ia.
*WKDN-TV, Camden, N. J.
*WTVZ, Albany, N. Y.
WBUF, Buffalo, N. Y.
*KSPG, Tulsa, Okla.

## CHANNEL NO. 18
(494-500 mc)

WGTH-TV, Hartford, Conn.
*WEAL-TV, Orlando, Fla.
*WFAM-TV, Lafayette, Ind.
WLEX-TV, Lexington, Ky.
*WTLF, Baltimore, Md.
WSYE-TV, Elmira, N. Y.
WFLB-TV, Fayetteville, N. C.
WHIZ-TV, Zanesville, O.

## CHANNEL NO. 19
(500-506 mc)

*WTVI, Ft. Pierce, Fla.
WTVH, Peoria, Ill.
WCDC, Adams, Mass.
*WTLV, New Brunswick, N. J.
*WHK-TV, Cleveland, O.
*WARD-TV, Johnstown, Pa.
*KNBT-TV, Brownwood, Tex.
*KTES, Nacogdoches, Tex.
*KMVA-TV, Victoria, Tex.
KEPR-TV, Pasco, Wash.
WXIX, Milwaukee, Wis.

## CHANNEL NO. 20
(506-512 mc)

WCOV-TV, Montgomery, Ala.
*KBAY-TV, San Francisco, Cal.
*WIND-TV, Chicago, Ill.
WICS, Springfield, Ill.
WJMR-TV, New Orleans, La.
*WPAG-TV, Ann Arbor, Mich.
*WHCU-TV, Ithaca, N.Y.
*WARL-TV, Arlington, Va.

## CHANNEL NO. 21
(512-518 mc)

WPTA, Fort Wayne-Roanoke, Ind.
KQTV, Fort Dodge, Ia.
*WKLO-TV, Louisville, Ky.
*WKNY-TV, Kingston, N. Y.
*WROH, Rochester, N. Y.
WFMJ-TV, Youngstown, O.
*WLAN-TV, Lancaster, Pa.
*KVAN-TV, Vancouver, Wash.
WHA-TV, Madison, Wis.

## CHANNEL NO. 22
(518-524 mc)

KFSA-TV, Ft. Smith, Ark.
*KBIC-TV, Los Angeles, Cal.
WSIL-TV, Harrisburg, Ill.
WSBT-TV, South Bend, Ind.
WWLP, Springfield, Mass.
*WIFE, Dayton, O.
WDAU-TV, Scranton, Pa.
*KVDO-TV, Corpus Christi, Tex.

## CHANNEL NO. 23
(524-530 mc)

WMSL-TV, Decatur, Ala.
WGBS-TV, Miami, Fla.
*WMCN, Grand Rapids, Mich.
*WPTR-TV, Albany, N. Y.
*WTVF, Buffalo, N. Y.
*WMAC-TV, Massillon, O.
*KCEB, Tulsa, Okla.
*WPHD, Philadelphia, Pa.
*WGVL, Greenville, S. C.

## CHANNEL NO. 24
(530-536 mc)

KMJ-TV, Fresno, Cal.
*WEDH, Hartford, Conn.
WDAN-TV, Danville, Ill.
*WTVE, Elmira, N. Y.
*WBTM-TV, Danville, Va.

## CHANNEL NO. 25
(536-542 mc)

*WIRL-TV, Peoria, Ill. (litigating to retain Ch. 8)
KTAG-TV, Lake Charles, La.
*WREG, New York, N. Y.
*KTVQ, Oklahoma City, Okla.
*WCAN-TV, Milwaukee, Wis.

## CHANNEL NO. 26
(542-548 mc)

*WNLC-TV, New London, Conn.
*WHFC-TV, Chicago, Ill.
*WCBC-TV, Anderson, Ind.
*WCKG, New Orleans, La.
*WUOM-TV, Ann Arbor, Mich.
*WTOB-TV, Winston-Salem, N. C.
WTVK, Knoxville, Tenn.

## CHANNEL NO. 27
(548-554 mc)

*KVVG, Tulare, Cal.
*WSTF, Stamford-Norwalk, Conn.
WKXP-TV, Lexington, Ky.
WKBN-TV, Youngstown, O.
WTPA, Harrisburg, Pa.
WTOV-TV, Norfolk, Va.
WKOW-TV, Madison, Wis.

## CHANNEL NO. 28
(554-560 mc)

WTVM, Columbus, Ga.
WSJV, South Bend-Elkhart, Ind.
WAFB-TV, Baton Rouge, La.
*WNAO-TV, Raleigh, N. C.
WBRE-TV, Wilkes-Barre, Pa.

## CHANNEL NO. 29
(560-566 mc)

KBAK-TV, Bakersfield, Cal.
*WNYT-TV, Buffalo, N. Y.
*WCDB, Hagaman, N. Y.
*WTLC, Canton, O.
*WSES, Philadelphia, Pa.
*KXYZ-TV, Houston, Tex.
KIMA-TV, Yakima, Wash.

## CHANNEL NO. 30
(566-572 mc)

WNBC, New Britain-Hartford Conn.
*WETV, Atlanta, Ga.
*WCOC-TV, Meridian, Miss.
*WGTE-TV, Toledo, O.

## CHANNEL NO. 31
(572-578 mc)

WMBD-TV, Peoria, Ill.
*WNYC-TV, New York, N. Y.
*WEOL-TV, Elyria, O.
*KBMT, Beaumont, Tex.
KTRX, Kennewick, Wash.
*WFOX-TV, Milwaukee, Wis.

## CHANNEL NO. 32
(578-584 mc)

KSAN-TV, San Francisco, Cal.
*WTLE, Evanston, Ill.
*WWEZ-TV, New Orleans, La.
WRLP, Greenfield, Mass.
*WBPZ-TV, Lock Haven, Pa.

## CHANNEL NO. 33
(584-590 mc)

*WMFL, Miami, Fla.
*WCHU, Champaign, Ill.
WKJG-TV, Fort Wayne, Ind.
*WACH-TV, Newport News, Va.
WMTV, Madison, Wis.

## CHANNEL NO. 34
(590-596 mc)

*WHLS-TV, Port Huron, Mich.
WOSU-TV, Columbus, O.
WILK-TV, Wilkes-Barre, Pa.

## CHANNEL NO. 35
(596-602 mc)

WEEQ-TV, La Salle, Ill.
WTRI, Albany-Schenectady-Troy, N. Y.
WIMA-TV, Lima, O.
WSEE, Erie, Pa.
WHYY-TV, Philadelphia, Pa.
*WJPB-TV, Fairmont, W. Va.

## CHANNEL NO. 36
(602-608 mc)

*WJHP-TV, Jacksonville, Fla.
*WATL-TV, Atlanta, Ga.
*WMAY-TV, Springfield, Ill.
*WUTV, Charlotte, N. C.
*WTVG, Mansfield, O.
*WRAK-TV, Williamsport, Pa.

## CHANNEL NO. 38
(614-620 mc)

WSUN-TV, St. Petersburg, Fla.
*WXEL, Boston, Mass.
*WFTV, Duluth, Minn.
*WKOK-TV, Sunbury, Pa.

### CHANNEL NO. 39
(620-626 mc)

WTVO, Rockford, Ill.
*WQCY, Allentown, Pa.
*KNUZ-TV, Houston, Tex.

### CHANNEL NO. 40
(626-632 mc)

WHYN-TV, Springfield-Holyoke, Mass.
WINR-TV, Binghamton, N. Y.
WAIM-TV, Anderson, S. C.

### CHANNEL NO. 41
(632-638 mc)

*WQXL-TV, Louisville, Ky.
KCOR-TV, San Antonio, Tex.

### CHANNEL NO. 42
(638-644 mc)

*WBMG, Birmingham, Ala.
*KTKA, Topeka, Kan.

### CHANNEL NO. 43
(644-650 mc)

WICC-TV, Bridgeport, Conn.
WEEK-TV, Peoria, Ill.
*WHTV, Syracuse, N.Y.
WSBA-TV, York, Pa.
KBAS-TV, Ephrata, Wash.

### CHANNEL NO. 44
(650-656 mc)

*WOPT, Chicago, Ill.
*WJDW, Boston, Mass.
*WTVU, Scranton, Pa. (granted CP to move from Ch. 73)

### CHANNEL NO. 45
(656-662 mc)

*WKNE-TV, Keene, N. H
WKST-TV, New Castle, Pa.-Youngstown, O.

### CHANNEL NO. 46
(662-668 mc)

*KGMS-TV, Sacramento, Cal.
*WHTO-TV, Atlantic City, N. J.
*WQTV, Binghamton, N.Y.

### CHANNEL NO. 47
(668-674 mc)

KJEO, Fresno, Cal.
*WTVQ, Pittsburgh, Pa.

### CHANNEL NO. 48
(674-680 mc)

*WTVX, Gastonia, N.C.
WCET, Cincinnati, O.

### CHANNEL NO. 49
(680-686 mc)

WLBC-TV, Muncie, Ind.
WAKR-TV, Akron, O.
WNOW-TV, York, Pa
*WKNA-TV, Charleston, W. Va.

### CHANNEL NO. 50
(686-692 mc)

WEHT, Evansville, Ind.
*WBID-TV, Detroit, Mich.

### CHANNEL NO. 51
(692-698 mc)

*WLEV-TV, Bethlehem, Pa.
*WLTV, Wheeling, W. Va.

### CHANNEL NO. 52
(698-704 mc)

*WRAY-TV, Princeton, Ind.
*WOCN, Atlantic City

### CHANNEL NO. 53
(704-710 mc)

*KBID-TV, Fresno, Cal.
WATR-TV, Waterbury, Conn.
*WKJF-TV, Pittsburgh

### CHANNEL NO. 54
(710-716 mc)

*WTOM-TV, Lansing, Mich.
*WQXN-TV, Cincinnati, O.

### CHANNEL NO. 55
(716-722 mc)

WHP-TV, Harrisburg, Pa.

### CHANNEL NO. 56
(722-728 mc)

*WTAO-TV, Cambridge, Mass.
WTVS, Detroit, Mich.
*WSTG, Gulfport, Miss.
WARD-TV, Johnstown, Pa.

### CHANNEL NO. 57
(728-734 mc)

WKNX-TV, Saginaw, Mich.
*WGLV, Easton, Pa.

### CHANNEL NO. 58
(734-740 mc)

*WRTV, Asbury Park, N.J.

### CHANNEL NO. 59
(740-746 mc)

*WELI-TV, New Haven, Conn.
WFAM-TV, Lafayette, Ind.
*WALN-TV, Ashland, Ky.

### CHANNEL NO. 60
(746-752 mc)

WKAR-TV, East Lansing, Mich.

### CHANNEL NO. 61
(752-758 mc)

*WCBC-TV, Anderson, Ind.
*WHUM-TV, Reading, Pa.

### CHANNEL NO. 62
(758-764 mc)

*WHEF-TV, Brockton, Mass.
WISE-TV, Asheville, N.C.

### CHANNEL NO. 63
(764-770 mc)

*WCTN, Norwich, Conn.
*WAZL-TV, Hazleton, Pa.

### CHANNEL NO. 65
(776-782 mc)

*WERE-TV, Cleveland, O.

### CHANNEL NO. 67
(788-794 mc)

*WFMZ-TV, Allentown, Pa.
WNOK-TV, Columbia, S.C.

### CHANNEL NO. 71
(812-818 mc)

*WCTB, Bridgeport, Conn.
*WCMB-TV, Harrisburg, Pa.

### CHANNEL NO. 72
(818-824 mc)

*WITH-TV, Baltimore, Md.

### CHANNEL NO. 73
(824-830 mc)

*WXTV, Youngstown, O.
*WTVU, Scranton, Pa. (granted CP to move to Ch. 44)

### CHANNEL NO. 74
(830-836 mc)

*WNOP-TV, Newport, Ky.

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(860-866 mc)

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*C. C. Colby, Samson Electric Co. ....1927-28
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Morris Metcalf, American Bosch ....1930-31
*J. Clarke Colt, U.S. Radio & TV .....1931-32
*Fred D. Williams, National Carbon ..1932-34
Leslie F. Muter, Muter Co. .....1934-38
*A. S. Wells, Wells-Gardner .....1938-40
J. S. Knowlson, Stewart-Warner ....1940-42
Paul V. Galvin, Motorola .....1942-44
R. C. Cosgrove, Avco (Crosley) .....1944-47
Max F. Balcom, Sylvania .....1947-49
R. C. Cosgrove, Avco (Crosley) .....1949-50
R. C. Sprague .....1950-51
Glen McDaniel .....1951-52
A. D. Plamondon Jr. .....1952-53
Glen McDaniel .....1953-55
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W. R. G. Baker .....1956-57
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* Deceased

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VIDICON FILM EQUIPMENT and 16mm. PROJECTOR

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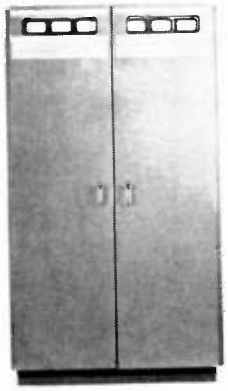
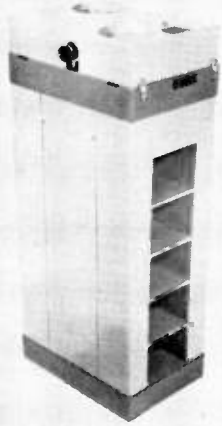
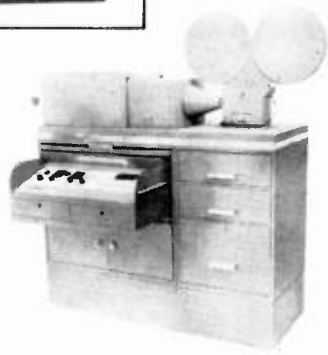
VIDICON CAMERAS



VHF TRANSMITTERS



AUTOMATIC SLIDE PROJECTORS



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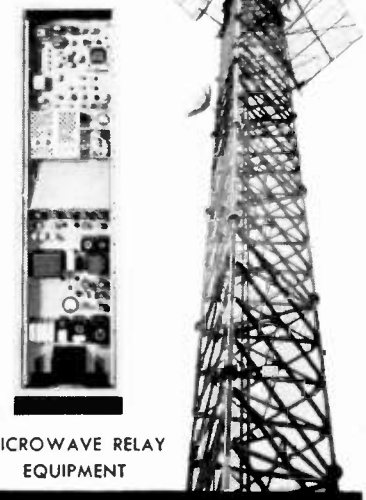

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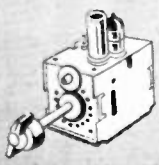
**For detailed information, write or call BROADCAST EQUIPMENT DIVISION**

## SARKES TARZIAN, INC.

Electronic Products and Services
Bloomington, Indiana



TV TUNERS

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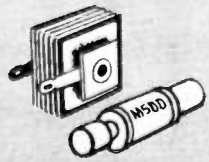

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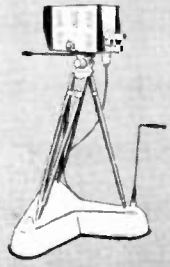

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**WTTV-Channel 4**
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Owned and operated by Sarkes Tarzian, Inc.

# Manufacturers of Telecasting Equipment

*and*

## Special Closed-Circuit Systems

**Transmitters** **Antennas** **Towers** **Studio Equipment**
**Community Antennas** **Industrial TV** **Projection and Theatre TV**

## TV Transmitters

**ADLER ELECTRONICS INC.**—1 LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620. Ben Adler, pres.; Harry Adler, v.p.; Al Strogoff, v.p. (mfg.); Ed Galuska, sales engineer. Low-power TV transmitters, TV translators.

**BENCO TELEVISION ASSOCIATES LTD.**—27 Taber Rd., Rexdale, Ont. Cherry 4-4296. P. Freen, pres. & gen. mgr. Canadian distributor for Adler Electronics Inc., New Rochelle, N. Y.

**CANADIAN GENERAL ELECTRIC CO. LTD.**—Royce Works, 830 Lansdowne Ave., Toronto 4, Ont. Lennox 4-6511. Electronic Equipment & Tube Dept.: R. M. Robinson, v.p.-gen. mgr.; I. A. Mayson, mgr. marketing; H. S. Dawson, mgr., engineering; J. R. Warren, mgr., mfg.; C. H. Hathaway, mgr., finance; C. R. Spicer, acting mgr., employe & plant community relations; R. Story, mgr., tubes.; A. L. Hames, mgr., product service; M. D. Locke, adv. & sales promotion; E. J. Gareau, broadcast specialist.

**CANADIAN MARCONI CO.**—2442 Trenton Ave., Mt. Royal. Montreal 16, Que. Regent 8-9441. S. M. Finlayson, pres.; W. Hopkins, asst. gen. mgr. & secy.; C. P. McNamara, mgr., commercial products div.; J. A. Hammond, gen. sales mgr., commercial products div.; J. G. Kahan, chief engineer, commercial prod. div.

**CONTINENTAL ELECTRONICS MFG. CO.**—4212 S. Buckner Blvd. Dallas 27. Tex. Evergreen 1137. James O. Weldon, pres.; W. M. Witty, gen. mgr.; Thomas B. Moseley, dir. of sales; Mark W. Bullock, engineering mgr. Transmitters, transmitter remote control, antenna phasing & tuning equipment.

**DAGE TELEVISION DIV., Thompson Products Inc.**—W. 10th St., Michigan City, Ind. Triangle 4-3251. J. L. Lahey, gen. mgr.; John R. Howland, gen. sales mgr.; R. E. Green, educational & broadcast equipment mgr.; J. W. Alinsky, chief engineer; G. H. Fathauer, mgr., research & development. Low-power VHF & UHF transmitters.

**ALLEN B. DuMONT LABORATORIES INC., International Div.**—515 Madison Ave., New York, N.Y. Plaza 1-1652. Ernest A. Marx, director; Robert I. Gaines, asst. director. UHF & VHF transmitters, diplexers, notching filters, dummy loads, frequency monitoring & transmitter test equipment, transmitter control equipment, switching equipment, color broadcast & mobile communications equipment.

**GATES RADIO CO.**—123 Hampshire St., Quincy, Ill. Baldwin 2-8202. P. S. Gates, president; L. J. Cervone, sales mgr.; N. L. Jochem, dir. of engineering; Robert Kuhl, sales operations mgr. Regional offices: 51 E. 42nd St., New York, N.Y. Murray Hill 7-7971; Edward J. Wilder. Warner Bldg., Washington, D.C. Metropolitan 8-0522; Thomas O'Hara, 1133 Spring St., NW, Atlanta, Ga. Trinity 6-0369; Richard Spruill. 7501 Sunset Blvd., Los Angeles, Cal.; Hollywood 2-6351; Claude Turner. 2700 Polk Ave., Houston, Tex. Capitol 8-8536; Joe Woods. VHF transmitters.

**GENERAL ELECTRIC CO., Technical Products Dept.**—Electronics Park, Syracuse, N.Y. Telephone: Granite 6-4411. Wm. J. Morlock, gen. mgr.; Paul L. Chamberlain mgr., marketing, broadcast, military & industrial; M. E. Minich, mgr., finance; H. C. Towlson, mgr., engineering; M. Alves, mgr., mfg.; W. R. Chapin, mgr., market research & product planning; M. R. Duncan, mgr., product service; S. J. Eby, mgr., adv. & sales promotion; J. J. Minihan, mgr., marketing administration; John Wall, mgr., sales, broadcast; A. P. Wild, mgr., sales, military & industrial.

**INTERCONTINENTAL ELECTRONICS CORP.**—1551 Franklin Ave., Mineola, N.Y. Pioneer 6-5010. See listing under *Other Station & Studio Equipment.*

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Marconi House, Chelmsford, Essex, England. Telephone: 3221. Sir George H. Nelson, chairman; F. Neil Sutherland, gen. mgr.; B. N. MacLarty, engineer-in-chief; V. J. Cooper, chief TV engineer; D. G. Smee, mgr., broadcasting div. New York Office: 23 Beaver St.; Hanover 2-0199; J. S. V. Walton.

**PHILCO CORP., Govt. & Industrial Div.**—4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Henry F. Argento, v.p.-gen. mgr.; Marshall A. Williams, gen. sales mgr.; Herbert E. Taylor Jr., marketing mgr., industrial products; Kenneth C. Moritz, sales mgr.; Richard M. Fielding, director, public information. Complete low-power station packages.

**RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. T. A. Smith, exec. v.p., Industrial Electronic Products; H. R. Henken, mgr., Industrial Electronic Products adv.; E. C. Tracy, mgr., broadcast & TV equipment dept.; D. Pratt, mgr., broadcast & TV field sales; E. N. Luddy, mgr., transmitter & antenna equipment sales; W. B. Varnum, mgr., studio equipment sales; V. E. Trouant, mgr., broadcast & TV equipment engineering; E. S. Clammer, mgr., closed circuit sales; E. T. Griffith, mgr., customer relations & services; J. E. Hill, mgr., TV field sales; R. House, mgr., closed circuit distributor sales; J. Keachie, mgr., Washington, D. C. broadcast sales; A. Miller, mgr., AM-FM field sales; P. Greenmeyer, mgr., broadcast & TV adv.; D. Bain, mgr., transmitter sales; I. T. Newton Jr., mgr., antenna & tower sales; M. Berry, mgr., closed circuit TV sales; V. Mattison, mgr., TV studio equipment sales; C. Wallack, mgr., broadcast audio sales; A. F. Inglis, mgr., broadcast studio systems engineering; J. E. Young, mgr., broadcast transmitter engineering; J. A. Fries, mgr., contract acceptance. Color TV equipment, UHF & VHF transmitters, AM transmitters, audio equipment, monitor & test equipment for broadcast & TV equipment. Mobile cameras, control room equipment, audio and video amplifiers. AM and TV antenna systems, transmission lines, towers, tower lighting equipment & accessories. Microwave equipment.

**Broadcast Regional Offices: Camden**—Woodlawn 3-8000. G. F. Rester, A. Power, N. VanderDussen. **Atlanta**—134 Peach Tree St., N. W., Jackson 4-7703. J. W. Hillegas, P. G. Walters, J. M. Walters, C. Ogle, W. Darwin. **Boston**—200 Berkeley St., Hubbard 2-1700. J. P. Ulasewicz, J. R. Sims, A. S. Timms. **Chicago**—1186 Merchandise Mart Plaza, Delaware 7-0700. W. G. Eberhart, J. L. Nickels, F. A. Timberlake, M. M. Carpenter, W. K. Frank. **Cleveland**—1600 Keith Bldg., Cherry 1-3450. D. S. Newborg, J. Myers, R. S. Emch, J. E. Landy. **Dallas**—7901 Freeway #183. Fleetwood 2-3911. J. N. Barclay, W. D. Wenger, E. H. Hoff, M. R. Norton, B. Fincher. **Kansas City**—1006 Grand Ave. Harrison 1-6480. G. W. Bricker, C. L. Gardner, H. M. Winters. **New York**—36 W. 49th St., Judson 6-3800. A. Josephsen, A. Power. G. F. Rester, N. VanderDussen. **Hollywood**—1560 N. Vine St., Hollywood 9-2154. E. Frost. **San Francisco**—420 Taylor St., Ordway 3-8027. R. J. Newman, J. F. Palmquist. **Seattle**—2250 First Ave., S. Main 8350. J. A. Renhard, O. E. Wagner. **Washington**—1625 K. St., N. W., District 7-1260, P. Berquist, J. Keachie.

**STANDARD ELECTRONICS Div. of Radio Engineering Labs.** (subsidiary of Dynamics Corp. of America)—29-01 Borden Ave., Long Island City, N. Y. Stillwell 6-2100. Wm. H. Zilliger, v.p.; Harry Smith, mgr., TV engineering; W. H. Rappolt, mgr. customers service dept. **District sales engineering managers: James T.** Campbell, 1026 17th St., NW. Washington 6, D.C.; Republic 7-2246. H. Duncan Peckham, 288 Creekside Drive, Palo Alto, Cal.; Yorkshire 8-1281. Lew E. Pett, 432 S. Curson Ave., Los Angeles, Cal.; Webster 1-4382. Robert C. Hutchins, Preemption, Ill.; Preemption 42. Export TV equipment: CBS International, 485 Madison Ave., New York, N.Y., & Canadian Pye Ltd., Toronto, Ont. (Cable address: "Columbine") Export AM-FM equipment. Westrex Corp., 111 8th Ave., New York, N.Y.; Chelsea 3-2300. Transmitters, VHF-UHF amplifiers, diplexers, dummy loads, harmonic filters, baluns, color filters, station packages, industrial TV systems.

**SARKES TARZIAN INC., Broadcast Equipment Div.**—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Sarkes Tarzian, pres.: Dan Meadows, commercial mgr. **District sales:** West, Fred Steiner, 519 Verdin St., El Cajon, Cal.; Hickory 2-2454. Southwest, Mel Berstler, Dallas, Tex. North central, Dick Swan, 16 W. 781 White Pine Rd., Bensonville, Ill.; Porter 6-1123. East central, Russ Ide, 333 Waverly St., Park Forest, Ill.; Skyline 4-7355. Southwest, Nubar Donoyan, Atlanta, Ga. Northeast, John Mahler, Box 218, Gracie Station, New York 28, N.Y.; Atwater 9-7075. VHF transmitters, image orthicon cameras, vidicon film equipment, studio vidicon cameras, complete closed-circuit TV equipment, slide projectors, 16mm film projectors, microwave relay equipment, complete station equipment.

**TELECHROME MFG. CORP.**—28 Ranick Dr., Amityville, N. Y. Lincoln 1-3600. For personnel, see listing under *Other Station & Studio Equipment.*

## Transmitting Antennas & Accessories

**ADLER ELECTRONICS INC.**—1 LeFevre Lane, New Rochelle, N.Y. New Rochelle 6-1620. UHF antennas. For personnel, see listing under *Transmitters.*

**AIRTRON INC.**—1101 W. Elizabeth Ave., Linden, N.J. Hunter 6-1000. David Ingalls, pres.; J. W. Anderson, T. N. Anderson, Robert Carr, J. W. Hamilton, v.p.'s. Duplexers, mixers, directional couplers, flexible waveguides, precision castings, antenna components, ferrite devices, etc.

**ALFORD MFG. CO. INC.**—299 Atlantic Ave., Boston 10, Mass. Hancock 6-2150. Andrew Alford, pres. Antenna systems, diplexing filters & bridges. vestigial sideband filters, coaxial transmission line switches & components, impedance measuring equipment.

**ALPAR MFG. CORP.**—2910 Spring St., Redwood City, Cal. Emerson 8-4701. R. V. Laustrup, pres. & sales mgr.; C. R. Parmenter, v.p. & chief engineer; Edmund D. Buckley, secy. Custom built antennas & accessories.

**ANDREW CORP.**—363 E. 75th Street, Chicago 19, Ill. Triangle 4-4400. Dr. Victor J. Andrew, chairman; C. Russell Cox, v.p.; R. P. Lamons, director of marketing; Robert C. Bickel, sales mgr.; Charles R. Lane, eastern regional mgr., Westwood office; Harold Detlefs & John M. Lenehan, sales engineers, Ridgewood office; Jeff D. Montgomery, west coast regional mgr.; J. Rilee Lindquist, sales engineer, California office. Coaxial transmission line, coaxial switches, wave-guide, tower lighting equipment, transmission line accessories, telescoping masts, low power TV antennas. **Branches:** P.O. Box 416, Ridgewood, N.J., Gilbert 5-2500. P.O. Box 225, Westwood, Mass. Davis 6-6500. Andrew, Calif. Corp., 941 E. Marylind Ave., Claremont, Cal., National 6-3505. Andrew Antenna Corp. Ltd., 606 Beech St., Whitby, Ont., Mohawk 8-3348.

**(Continued on next page)**

# Antennas & Towers

**TRANSMITTING ANTENNAS—(Continued)**

**CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic equipment & tube dept., 830 Landsdowne Ave., Toronto 4, Ont. Lennox 4-6511. Transmitting antenna & accessories. For personnel, see listing under *Transmitters*.

**CANADIAN MARCONI CO.**—2442 Trenton Ave., Mt. Royal, Montreal 16, Que. Regent 8-9441. For personnel, see listing under *Transmitters*.

**DORNE & MARGOLIN INC.**—29 New York Ave., Westbury, Long Island, N.Y. Edgewood 4-3200. Arthur Dorne, pres.; Joseph Margolin, v.p.; Dr. Eugene W. Denton, v.p., production; Thomas L. Evans, secy.; David L. Ward, sales supervisor. West coast office: 1434 Westwood Blvd., Los Angeles, Cal. Granite 9-6722. Antennas-accessories research, development & manufacture.

**GABRIEL ELECTRONICS DIV., The Gabriel Co.**—135 Crescent Rd., Needham Heights 94, Mass. Hillcrest 4-0005. C. W. Coleman, gen. mgr.; Steven Galagan, director of engineering & sales; B. J. Pawlowski, chief engineer. Microwave relay antennas, passive reflectors, parabolic reflectors, mobile and fixed station communications antennas.

**GATES RADIO CO.**—123 Hampshire St., Quincy, Ill. Ring type transmitting antennas for low power VHF. For personnel, see listing under *Transmitters*.

**GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N.Y. Granite 6-4411. VHF & UHF antennas. For personnel, see listing under *Transmitters*.

**E. F. JOHNSON CO.**—Waseca, Minn. Telephone: 990. E. F. Johnson, gen. mgr.; E. T. Herbig Jr., gen. sales mgr.; M. L. Johnson, purchasing agent; B. M. Hess, works mgr.; R. N. Weise, comptroller; E. R. Johnson, treas.; A. M. Pichitino, chief engineer. Antenna insulators, RF contactors, isolation inductors, inductors, sampling loops, tower static drain chokes, lighting filters, etc.

**JOHN E. LINGO & SON INC.**—2814 Buren Ave., Camden 5, N. J. Woodlawn 4-0487. John E. Lingo, president; A. E. Lingo Jr., v.p.; Joseph J. Taylor, secy.-treas.

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex England. Manufactures antennas. See listing under *Transmitters*.

**MECTRON CO.**—166 Ridge Ave., North Plainfield, N. J. Plainfield 6-6513. James F. Cosgrove, sales mgr.; Saul Escoff, production mgr. Rigid copper coaxial transmission lines. Replacement parts.

**PRODELIN INC.**—307 Bergen Ave., Kearny, N.J. Kearny 2-8600. L. A. Bondon, pres. and gen. mgr.; R. F. Lewis, v.p. engineering; J. W. Kole, plant mgr.; G. D. Higgins, office mgr. Branches: Maydwell & Hartzell Inc., 870 Tennessee St., San Francisco, Cal.; Adams Engineering Ltd., 1500 St. Catherine St., W. Montreal, Quebec, Canada; G. A. Chadwick, c/o Frost & Towers, Southern Bldg., Washington, D.C. Low power TV antennas, microwave antennas, scatter antenna systems, rigid copper coaxial transmission line, waveguide, supporting structures, semi-flexible aluminum sheathed air dielectric coaxial cables.

**RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. VHF superturnstile antennas; UHF pylon antennas; transmission line & accessories; sleet melting equipment; waveguide transmission line, supergain & custom. For personnel, see listing under *Transmitters*.

**STANDARD ELECTRONICS Div. of Radio Engineering Labs** (subsidiary of Dynamics Corp. of America)—29-01 Borden Ave., Long Island City 1, N.Y. See listing under *Transmitters*.

## Tower Manufacturers & Erectors

**AERIAL TOWER MANUFACTURING CO. INC.**—P.O. Box 9142, 8300 S. Sunny Lane, Oklahoma City 15, Okla. Melrose 7-3880. Earl Griffith, pres.; Evelyn Griffith, secy.-treas. Manufactures towers.

**ALLISON STEEL MFG. CO.**—Box 6067, S. 19th Ave., Phoenix, Ariz. Alpine 8-7731. W. L. Allison, pres. & treas.; W. L. Allison Jr., v.p.; J. August Rau, v.p.; Don Leahy, secy.; Dorothy A. Richter, asst. secy. Manufactures towers.

**ALPAR MFG. CORP.**—2910 Spring St., Redwood City, Cal. Emerson 8-4701. R. V. Laustrup, pres. & sales mgr.; C. R. Parmenter, v.p. & chief engineer; Edmund D. Buckley, secy. Manufactures towers.

**ANDREWS TOWER INC.**—1421 Oak Knoll Dr. & 1420 Layton Ave., Fort Worth 11, Tex. Terminal 1-1222. Leo Daniel, shop foreman; George Coupany, shop supt.; M. H. Roberts, erection foreman; Murl Williams, construction foreman. Maufactures and erects towers including lighting, etc.; manufactures and installs reflectors, microwave buildings.

**JOHN F. BEASLEY CONSTRUCTION CO.**—402 South D St., Muskogee, Okla. Murray 7-6381. Mercantile Bank Bldg., Dallas. Riverside 1-3228. 20 N. Wacker Dr., Chicago. State 2-7589. John F. Beasley, pres.; L. E. Berg, v.p.; A. B. Lytle, secy.-treas.; B. V Pruden, v.p. & mgr., tower dept. Erection & maintenance.

**BLAW-KNOX EQUIPMENT DIVISION, Blaw-Knox Co.**—P.O. Box 1198, Pittsburgh 30, Pa. Sterling 1-2700. Tower & antenna dept.: R. A. Troman, mgr.; W. S. Roscoe, asst. mgr.; H. T. Needham, asst. mgr. Manufactures towers and large parabolic antennas.

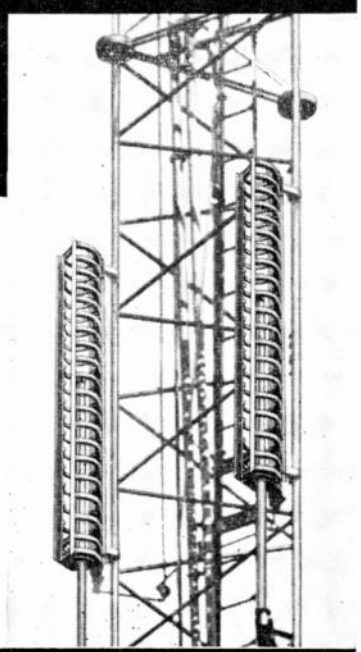
**CONTINENTAL-EMSCO CO., division of Youngstown Sheet and Tube Co.**—Continental Bldg., Dallas, Tex. F. M. Mayer, pres.; Wm. T. Powell, exec. v.p. in charge of manufacturing and engineering.

**JOHN A. COSTELOW CO. INC.**—125 Kansas Ave., Topeka, Kan. Telephone: Central 3-6598. John A. Costelow, president; K. A. Costelow, v.p.-treas. Tower distributors; Andrew Co. antennas, coaxial line, etc., Hughey & Phillips tower lighting equipment.


# STAND-BY ANTENNAS

**for TV TRANSMITTING channels 7-13**

*No Diplexer Needed*



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

*Write for Bulletin B-957*

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS

AMCI **ALFORD** *Manufacturing Co., Inc.*

299 ATLANTIC AVE., BOSTON, MASS.

# Other PRODUCTS

- Standby antennas for TV Channels 5 and 6
- Standby antennas for TV Channels 14 through 83

# And a complete line of

- TV broadcast transmitting antennas
- Diplexing filters
- Diplexers
- High-power coaxial r-f switches
- R-f measuring instruments and components

**THE COSTELOW CO. INC.**—125 Kansas Ave., Topeka, Kan. Telephone: Central 3-6598. John A. Costelow, pres.; K. A. Costelow, v.p.-treas. Suppliers & erectors of towers.

**CROUSE-HINDS CO.**—Wolf & 7th Sts., Syracuse 1, N.Y. Phone: GR 4-1011. John R. Tuttle, chairman-pres.-treas.; Robert J. Sloan, exec. v.p.-secy.; Erle R. Monesmith, v.p. sales; John S. Haney, mgr. illumination sales. Tower lighting equipment.

**DRESSER-IDECO CO.**—875 Michigan Ave., Columbus 8, O. Axminster 9-2123. J. M. Hogan, product mgr., tower div.; J. Roger Hayden, commercial sales mgr., tower div.

**ELECTRICAL TOWER SERVICE INC.**—325 S. Washington St., Peoria, Ill. Telephone: 3-9846. Stanley Bernstein, pres. Tower erection & maintenance.

**ELIZABETH IRON WORKS INC.**—P. O. Box 360, Elizabeth, N.J. Elizabeth 4-2000. Harry Diamond, pres.; Irving Diamond, secy.-treas.; Edward Lewin, gen. sales mgr. Manufactures towers.

**C. H. FISHER & ASSOCIATES**—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher, pres. Tower sales & erection, coaxial lines, lighting, painting & ground systems.

**GRAND IRON WORKS INC.**—525 Tiffany St., New York 59, N.Y. Dayton 8-2600. B. E. Alpern, president; J. J. Alpern, exec. v.p. Manufactures and erects towers.

**J. M. HAMILTON INC.**—Box 2432, Gastonia, N. C. University 4-2115. Tower erection & maintenance.

**HUGHEY & PHILLIPS INC.**—3200 N. San Fernando Blvd., Burbank, Cal. Victoria 9-1104. J. H. Ganzenhuber, v.p.-gen. mgr. 300 mm code beacons, obstruction lights, photo-electric controls, beacon flashers, microwave tower control & alarm units, complete tower lighting kits, sleet melter circuits.

**KLINE IRON & STEEL CO.**—Box 1013, Columbia, S.C. Columbia 4-0301. B. H. Kline, pres. Manufactures towers.

**LEHIGH STRUCTURAL STEEL CO.**—17 Battery Place, New York 4, N.Y. Whitehall 4-1424. Manufactures towers.

**LIBERTY TOWER ERECTION CO. INC.**—P.O. Box 9123, 8300 S. Sunny Lane, Oklahoma City 15, Okla. Melrose 7-3381. Earl Griffith, pres.-gen. mgr.; Evelyn Griffith, secy.-treas.

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. Manufactures & erects towers. See listing under *Transmitters*.

**GUNNAR A. OLSEN CORP.**—225 Broadway, New York 7, N. Y Barclay 7-8390. Gunnar A. Olsen, pres.-treas.; Gunnar Olsen, v.p. Tower erection, antenna installation, lighting, painting, maintenance service, foundation installation & design.

**PARKERSBURG RIG & REEL CO., div. of Parkersburg-Aetna Corp.**—620 Depot St., Parkersburg, W.Va. Parkersburg 7-4521. W. A. Wood, pres.; W. V. Rathbone, J. J. Rozner, v.p.'s; A. G. Evans-Lombe, v.p.-sales mgr. Manufactures & erects towers.

**RADIO CONSTRUCTION CO. INC.**—550 Grant St., Pittsburgh 19, Pa. Court 1-1712. 6601 E. Seven Mile Rd., Detroit 34, Mich. Twinbrook 1-6600. Tower erection.

**RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. For personnel, see listing under *Transmitters*.

**PAUL SHEPARD CO.**—1675 Galvez St., San Francisco 24, Cal. Atwater 8-0482. Paul Shepard, owner-mgr. Tower erection.

**STAINLESS INC.**—Third St., North Wales, Pa. Oxbow 9-4871. Walter L. Guzewicz, pres.; Henry J. Guzewicz, v.p.; Richard J. Eberle, chief engineer; John F. Guzewicz & John S. Fisher, sales. Designers & fabricators of TV-AM-FM microwave & communication towers.

**TOWER CONSTRUCTION CO.**—2700 Hawkeye Dr., Sioux City 2, Ia. Sioux City 5-7653. M. M. Lasensky, owner; Charles Wright, gen. mgr.; L. J. Tokarczyk, asst. to owner; A. C. Tilton, office mgr. Manufactures and erects towers; manufactures & installs passive reflectors & microwave buildings.

**TOWER SALES & ERECTING CO.**—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher, pres. Towers coaxial lines, lighting, painting & ground systems.

**JOHN D. TRILSCH INC.**—Box 14201, Houston 21, Tex. Republic 4-2545. John D. Trilsch, pres.; George M. Patrick, v.p.; R. M. Thornton Jr., secy.; T. Ralph Blose, asst. secy. & treas.

**TRUSCON STEEL DIV., Republic Steel Corp.**—1315 Albert St., Youngstown 1, O. Riverside 6-7211. C. B. McGehee, gen. mgr. of sales; J. D. Kirkwood, mgr. of sales, steel joist & tower products. A. C. Wallen, asst. sales mgr. Manufactures towers, microwave systems.

**UNION SWITCH & SIGNAL DIV., Westinghouse Air Brake Co.**—Pittsburgh 18, Pa. Churchill 2-5000. A. M. Wiggins, v.p.; P. K. Eckhardt, mgr., gen. apparatus sales. Low-frequency control & communications for TV tower elevators; customized remote control systems.

**VULCAN TOWER CO.**—Box 2467, Birmingham, Ala. Telephone: 54-4441. W. J. Brennan Washington office: 3738 Kanawha St. NW. Emerson 2-8071, Woodley 6-1148. W. E. Benns Jr. Manufactures and erects towers.

**WIND TURBINE CO.**—E. Market St. and P.R.R., West Chester, Pa. Owen 6-3110. Robert W. Weeks, pres.; Kenneth B. Havens, v.p.; Davis B. Oat, secy.-sales mgr., Dorothea B. Weeks, treas. Makes & erects towers.

**ZANE CONSTRUCTION CO. INC.**—18 Northfield Ave., West Orange, N.J. Orange 3-2576. H. Bernard Zane, pres.; Archie Carter erection supt. Tower erection & maintenance.


SPECIFY

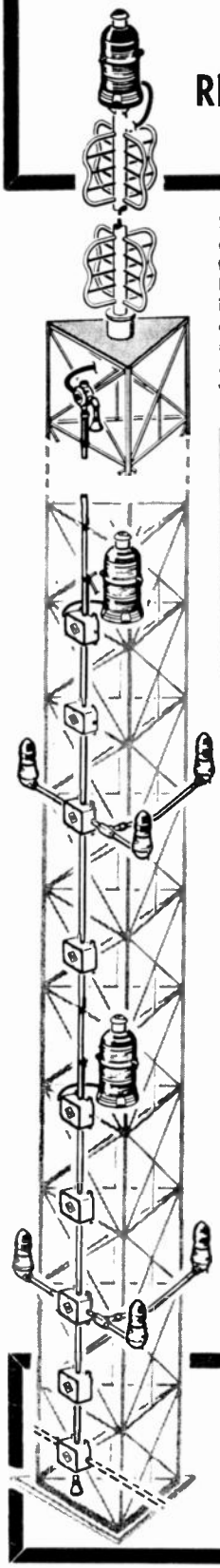
"Hughey & Phillips"

the most advanced and reliable

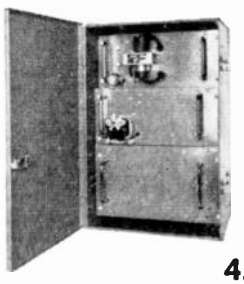
TOWER LIGHTING CONTROLS

with

REMOTE LAMP FAILURE INDICATOR PANEL!



Hughey & Phillips, Inc., pioneers and specialists in the tower lighting field, is in a position to engineer and furnish—through your Equipment or Tower supplier—complete lighting kits which will economically and dependably meet any specialized customer requirements. Kits incorporating facilities for sleet melting circuits, emergency telephone and work circuit outlets can be provided.



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**1. PHOTO-ELECTRIC PANEL.** *Automatically* turns tower lights ON and OFF at predetermined illumination levels as specified by FCC.

**2. BEACON FLASHER PANEL.** *Automatically* flashes beacon lamps . . . at a flashing rate, and ON and OFF intervals in accordance with FCC and CAA requirements.

**3. LAMP MONITOR PANEL.** *Automatically* provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted tower lamp. Failure of any tower lamp will extinguish the corresponding indicator lamp on the panel.

**4. REMOTE LAMP FAILURE INDICATOR PANEL.** Neon indicating lamps on the Panel, located in or near the control desk *automatically* provide continuous, POSITIVE monitoring to tower lamps conditions.

*Write today for descriptive bulletin HPS-134*

**HUGHEY & PHILLIPS, INC.**

TOWER LIGHTING DIVISION

3200 N. San Fernando Blvd., Burbank, Calif.

**Manufacturers of**

300MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control & Alarm Systems, Remote Lamp Failure Indicator Systems, and Complete Kits for: Tower Lighting, Sleet Melter Power & Control.

# A new standard of performance for color television systems...

# The **RCA TM-21** Color Monitor

This new color control monitor is a reference standard for evaluating the quality of color television pictures from any source. Providing the most precise and brilliant color picture available . . . this new monitor accurately reproduces the scene *as the camera sees it.*

**QUALITY CONTROL OF COLOR PROGRAMMING**—The TM-21 is used in Color Camera Chains, Switching Systems, Master Control and Transmitting Control for monitoring color picture quality. It is the basic instrument for checking registration, shading and deflection linearity . . . color fidelity of the entire TV system . . . chroma to monochrome ratio . . . color phase or hue adjustments.

**BEST POSSIBLE COLOR**—When used to display color pictures in clients' rooms and executive offices, the TM-21 lets the station put its "best color foot forward." Clients will be impressed by the bright, high definition picture.

**COLOR ACCURACY AIDS PROGRAM PRODUCTION**—Production departments can use the new monitor for accurate continuity control of color programming. Producers and directors will get a true color picture of what's happening on the set. Costume and background colors can be seen in proper relationship. Lighting can be accurately evaluated, production aided.

**SIMPLIFIED MONITOR ALIGNMENT**—Initial adjustment is extremely simple. Built-in test switch reduces set-up time to minutes. Screen grid selector switch provides quick viewing of primary colors.

**LONG-TIME STABILITY**—Once set up, monitor adjustments "hold." Extra stability has been designed into brightness, contrast, decoder, convergence, and linearity circuits.

Get maximum return from your color TV investment! Ask your RCA Broadcast and Television representative for further information on the new TM-21 Color Monitor. In Canada: Write RCA VICTOR Company Limited, Montreal.

WRH

# Check these additional technical features:

- Feedback techniques and precision components provide long-term stability.
- Automatic brightness tracking for color balance.
- Convergence circuits designed for rapid setup.
- DC restoration at black level, stabilized by feedback.
- Stabilized diode demodulators.
- All components and tubes easily accessible.
- Automatic wide-band operation during monochrome picture intervals.
- Stabilized black level shows effects of pedestal adjustments, aids close control of color in picture low-lights.

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**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

## Other Station & Studio Equipment

**ACME CAMERA CORP.**—2704 W. Olive Ave., Burbank, Cal. Victoria 9-3144. Edward Furer, pres.; John Kiel, v.p.; Frank Shea, secy.-treas.; Christopher Martin, purchasing agent. TV recording cameras, kinephoto monitors, animation art equipment.

**ADLER ELECTRONICS INC.**—1 Lefevre Lane, New Rochelle, N.Y. New Rochelle 6-1620. Video switching & control equipment, regulated power supplies. For personnel, see *Transmitters.*

**AERO ELECTRONICS CO.**—1512 N. Wells St., Chicago 10, Ill. Whitehall 3-0401. B. S. Maximoff, chief engineer; T. A. Beresney, gen. mgr.; A. G. Gumaer, chief design engineer. Custom built equipment, engineering services, research & development.

**AFFILIATED PHOTOGRAPHIC CO.**—21 W. 45th St., New York 36, N.Y. Judson 2-0522. T. Meyer, mgr., TV div. Slides, telops, balops, flipcards.

**ALLIED RAIDO CORP.**—100 N. Western Ave., Chicago 80, Ill. Haymarket 1-6800. National distribution of TV & radio broadcast and industrial equipment.

**ALTEC LANSING CORP.**—1515 S. Manchester Ave., Anaheim, Cal. Prospect 4-2900. G. L. Carrington, chairman; A. A. Ward, pres.; C. R. Renisland, controller; J. K. Hilliard, director of advanced engineering; H. S. Morris, gen. sales mgr., R. J. Carrington, adv. mgr. Audio control consoles, microphones, preamplifiers, amplifiers, accessories, speakers, control systems, monitors, etc.

**AMERICAN ELECTRONICS INC., Audio Div.**—655 W. Washington Blvd., Los Angeles, Cal. Richmond 9-5361. Harold Arlidge, div. mgr.; James Hervey, marketing mgr.; Ronald Houghton, chief engineer. Magnetic recording equipment.

**AMERICAN MICROWAVE CORP., subsidiary of Ling Electronics Inc.**—11754 Vose St., N. Hollywood, Cal. Poplar 5-9041. Fred W. Bailey, pres.; Charles Theodore, v.p.; J. W. Johnstone Jr., secy.-treas.; Philip D. Bayless, chief engineer. Microwave relay systems; microwave accessories & test equipment.

**AMPEX CORP.**—934 Charter St., Redwood City, Cal. Emerson 9-1481. Alexander M. Poniatoff, chairman; George I. Long, Jr., pres.; Robert Sackman, v.p.-gen. mgr.; Neal K. McNaughten, mgr., professional products div.; Robert A. Miner, marketing mgr.; C. Robert Paulson, sales mgr. Video-tape recorder, professional audio recorders, automatic broadcast audio equipment.

**ANIMATION EQUIPMENT CORP.**—38 Hudson St., New Rochelle, N.Y. New Rochelle 6-8138. John W. Oxberry, pres.; A. Kip Livingston, v.p.-gen. mgr.; Paschal Mathison, treas. & plant mgr.; Edward Willette, sales mgr. Animation stands, optical printers, 16 & 35mm cameras, registration devices, etc.

**A. R. F. PRODUCTS INC.**—7627 Lake St., River Forest, Ill. Forest 9-6000. Branch: Raton, N. M. Arthur H. Maciszewski, pres.; John J. Pakan, v.p.; Teresa H. Maciszewski, secy.-treas.; Dr. Julius J. Hupert, research dir.; Milton S. Riddiford, chief mechanical engineer; Stanley Grycko, chief operations engineer; Stanley W. Torode, engineer in charge of general electronics laboratory; M. Stanley Danisch, mgr. of field engineering. FM signal generators, converters & deviation meters, crystal controlled frequency calibrators, audio & video amplifiers.

**AURICON DIVISION, Berndt-Bach Inc.**—6968 Romaine St., Hollywood 38, Cal. Hollywood 2-0931. Walter Bach, exec. v.p. TV transcription and motion picture cameras, 16mm sound-on-film, magnetic & optical; TV newsreel sound-on-film cameras.

**SEMON BACHE & CO.**—636 Greenwich St., New York 14, N. Y. Watkins 4-2120. David Hirsch, pres.; Ben Newton, v.p., sales & advertising; Ernest O. Salman, treas.; R. M. Dreyfuss, secy. Mirrors (1st & 2nd surface), lenses, other glass items.

**BACKGROUND ENGINEERS INC.**—7313 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 5-4161. W. S. Tillisch, pres.; B. M. Bodde, secy. Ivan Kingman, secy.-treas. Leases & sells Bodde rear projection equipment; screens and background slides.

**E. J. BAUGHMAN CO.**—1914 N. Cogswell Rd., El Monte, Cal. Gilbert 4-7586. E. J. Baughman, owner; E. C. Baughman, chief engineer. 1- & 3-chart gyros, mike booms, viewer hoods for TV cameras, monitor carts, remote control pan & tilt mounts, camera weatherproof housings.

**BAUSCH & LOMB OPTICAL CO.**—683 St. Paul St., Rochester 2, N.Y. Locust 2-3000. C. L. Bausch, chairman; C. S. Hallauer, pres.; W. W. McQuilkin, exec. v.p.; H. Coleman, v.p., research & development; C. Day, v.p., mfg.; J. W. Taylor, secy. & treas.; M. C. Williamson, adv. director; Albert H. Blum, adv. mgr., scientific products divs.; Herbert Ashcroft, works mgr.; Clarence Buss, purchasing agent; S. W. Steensma, export mgr. Baloptikon TV slide projector, projection & film camera lenses.

**BELL & HOWELL CO.**—7100 McCormick Rd., Chicago 45, Ill. Ambassador 2-1600. C. H. Percy, pres.; W. E. Roberts, executive v.p.; C. G. Schreyer, marketing v.p.; R. L. Chyrchel, v.p., mfg.; W. L. Johnson, v.p., industrial relations; E. S. Lindfors, v.p., eastern operations; M. G. Townsley, v.p., engineering; H. W. Remerscheid, v. p., western operations; E. L. Schimmel, v.p., international div.; J. D. Kingery, v.p.; J. P. Buchan, treas.; C. K. Preston, secy.; J. N. Latter, controller; G. E. Stryker, asst. v.p.; E. F. Wagner, asst. v.p.; Herman Stein, asst. treas.; G. Lloyd, asst. secy.; J. J. Graven, audio-visual sales. Projectors, recorders.

**CHARLES BESELER CO.**—219 S. 18th St., East Orange, N.J. Orange 6-6500. H. Herbert Myers, partner & gen. mgr. Projectors for transmission & effects.

**BRYG INC.**—324 S. McKean St., Butler, Pa. Butler 72-795. Samuel H. Depew, pres. & gen. mgr.; Dr. Adolph Razdow, v.p., engineering; Ralph A. Nicholas Sr., treas.; Ralph A. Nicholas Jr., secy. & asst. to pres. Three vidicon color equipment which uses panchromatic black-&-white film for color telecasting, including projector, film camera & electronic units. Trinoscope recording unit which records color programs on panchromatic black-&-white film. Equipment available in 16mm or 35mm.

**BURKE & JAMES INC.**—321 S. Wabash Ave., Chicago, Ill. Harrison 7-8393. George Drucker, pres.; S. Drucker, v.p.-sales mgr. Photo equipment, TV camera lenses & mounts.

**CAMERA EQUIPMENT INC.**—315 W 43rd St., New York 36, N.Y. Judson 6-1420. Frank C. Zucker, pres.; Burton H. Zucker, v.p.; Margaret B. Zucker, secy.-treas. Manufactures TV tripod heads, TV camera lens mounts, dollies, special effects, custom design equipment. Rents, sells, services motion picture & lighting equipment. Rents closed circuit TV.

**CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic equipment & tube dept., 830 Lansdowne Ave., Toronto 4, Ont. Lennox 4-6511. Station & studio electronic equipment, microwave equipment. For personnel, see listing under *Transmitters.*

**CANADIAN MARCONI CO.**—2442 Trenton Ave., Montreal 16, Que. Regent 8-9441. Station & mobile equipment. For personnel, see listing under *Transmitters.*

**CANNON ELECTRIC CO.**—3208 Humboldt St., Los Angeles 31, Cal. Capitol 5-1251. Robert J. Cannon, president-gen. mgr.; Floyd M. Cate, gen. sales mgr. Audio & TV camera connectors.

**CATERPILLAR TRACTOR CO.**—Peoria, Ill. Phone 6-3311. H. S. Eberhard, pres.; L. B. Neumiller, chairman; C. A. Woodley, exec. v.p.; W. Blackie, exec. v.p. Diesel sets for stand-by power.

**CENTURY LIGHTING INC.**—521 W. 43rd St., New York 36, N. Y. Chickering 4-7050. 1820 Berkeley St., Santa Monica, Cal. Texas 0-6961. Edward F. Kook, pres.; Saul Levy, chairman & exec. v.p.; Donald Levy, secy.-treas. Southern branch office: 1477 N.E. 129th St., North Miami, Fla. Plaza 4-5836. TV studio lighting layouts & lighting equipment, dimmer switchboards (autotransformer magnetic amplifier & all-electronic C-I switchboards), "C-lector" mike booms, light lifts, etc., special effect projection machines, rear screen projectors, wiring devices.

**CENTURY PROJECTOR CORP.**—729 Seventh Ave., New York 19 N. Y. Circle 5-7048. W. D. Hausler, pres.; L. W. Davee, sales mgr. & engineer. 35mm projectors & sound equipment.

**CINEMA ENGINEERING DIV., Aerovox Corp.**—1100 Chestnut St., Burbank, Cal. Victoria 9-5511. James L. Fouch, gen. mgr. Studio & motion picture sound equipment.

**CINEMATIC DEVELOPMENTS & CINECHROME LABORATORY**—2125 32nd Ave., San Francisco 16, Cal. Montrose 4-2435. Arthur H. Hart, pres.; Florence B. Hart, secy.-treas.; A. Hamlin, operations. Design & development of special motion picture equipment, editing, titling, film laboratory services, etc.

**COLLINS RADIO CO.**—855 35th St., N.E., Cedar Rapids, Ia. Empire 3-0281. J. G. Flynn Jr., v.p., sales; W. H. Bigger, gen. sales mgr.; J. M. Haerle, broadcast sales mgr. TV STL microwave systems, studio speech consoles & associated equipment.

**CONRAC INC.**—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, pres.; J. G. Jones, R. M. Alston, v.p.'s; K. L. Peyton, treas.; P. C. Kemp, secy. Color video monitors, monochrome video monitors, receivers for rebroadcast and off-the-air monitoring.

**CUBIC CORP.**—5575 Kearny Villa Rd., San Diego 11, Cal. Browning 7-6780. Walter J. Zable, pres.; Robert V. Werner, v.p.; Donald E. Root, secy. Precision test instruments.

**DAGE ELECTRONICS DIV., Thompson Products Inc.**—W. 10th St., Michigan City, Ind. Triangle 4-3251. Complete station packages, film & studio cameras, microwave equipment, monitors, switching equipment; color equipment. See *Transmitters.*

**DA-LITE SCREEN CO., INC.**—Warsaw, Ind. Amherst 7-8101. C. C. Cooley, pres.; H. E. Christiansen, v.p.; Wm. Hoffman, asst. to pres.; C. J. Cerny, sales v.p.; E. C. Hamm, adv. mgr. Projection screens, accessories.

**DAVEN CO.**—530 W. Mt. Pleasant Ave., Rt. 10, Livingston, N. J. Livingston 6-4300. Lewis Newman, pres.; E. L. Grayson, sales mgr. Test equipment, audio & RF attenuators, components, switches.

**ALLEN B. DuMONT LABORATORIES INC., International Div.**—515 Madison Ave., New York, N.Y. Plaza 1-1652. I. O. camera chains. Multiscanner equipment, video switching & mixing equipment, special effect, central control, color, monitoring, mirowave relay, audio, film production & test equipment. For personnel, see listing under *Transmitters.*

**EASTMAN KODAK CO.**—343 State St., Rochester 4, N. Y. Locust 2-6000. T. J. Hargrave, chairman; A. K. Chapman, president; Donald McMaster, v.p. & gen. mgr.; Wm. F. Shepard, secy. & asst. gen. counsel; A. H. Robinson, treas.; T. J. McCarrick, gen. comptroller; Cyril J. Staud, research v.p.; James E. McGhee, v.p. sales & adv.; Edward P. Curtis, v.p. professional motion picture film sales & foreign sales & adv.; D. E. Hyndman, mgr. motion picture film dept. Motion picture film and equipment for TV use, recording cameras, camera lenses, TV projectors.

**ELECTRO-VOICE INC.**—Cecil & Carroll Sts., Buchanan, Mich. Oxbow 5-6831. Albert R. Kahn, pres.; Robert Siekman, exec. v.p.; F. Lester, v.p., production; Alpha Wiggins, v.p., engineering; Newton Grieveson, purchasing agent; Richard Colip, treas.; L. LeKashman, v.p., sales; Howard Souther, marketing director; Jay Carver, mgr., adv. & sales promotion; George Riley, mgr., distributor sales div.; Howard Durbin, mgr., industrial sales div. Microphones, sound equipment & accessories.

**FISH-SCHURMAN CORP.**—70 Portman Rd., New Rochelle, N. Y. New Rochelle 6-1300. Murray Yawitz, pres; M. F. Hertel, treas. High vacuum coated dichroic mirrors & beam splitters for color TV, lenses, prisms, glass slides for transparencies, etc.

**FOTO-VIDEO LABORATORIES INC.**—36 Commerce Rd., Cedar Grove, N.J. Pilgrim 4-6000. A. J. Baracket, pres. & chief engineer; A. R. Fiore, v.p.; C. R. Fiore, treas.; C. E. Baracket, secy.; J. M. Osborne, sales. TV test equipment, cameras, vidicon film multiplexers, video amplifiers, sync. generators, keyed video generators, power supplies; TV light boxes, test pattern & special slides & opaques for film & live cameras in monochrome & color.

**JACK A. FROST**—234 Piquette Ave., Detroit 2, Mich. Trinity 3-8030. Jack A. Frost, owner; E. A Taube, asst. gen. mgr.; J. Fuller, branch mgr. Branch: 41 Kipling Ave. S., Toronto, Ont. Bellmont 2-1145. Rental motion picture & studio lighting equipment, grip equipment, power & lighting generators.

**(Continued on page 418)**

## Completed Installations

**WABT** — Birmingham, Ala., 40 KW Transmitter & Standby
**WMAL-TV** — Washington, D. C., 25 KW Transmitter, Standby, Antenna, etc.
**WEAT-TV** — West Palm Beach, Fla. 10 KW Transmitter, Complete Station
**WALB-TV** — Albany, Georgia, 10 KW Transmitter
**WLW-A** — Atlanta, Georgia, 50 KW Transmitter
**WMAZ-TV** — Macon, Georgia, 25 KW Amplifier
**WGEM-TV** — Quincy, Illinois, 50 KW Transmitter & Standby
**WTTV** — Bloomington, Ind., 10 KW Amplifier
**KFVS-TV** — Cape Girardeau, Mo., 50 KW Amplifier & Standby
**KMSO-TV** — Missoula, Mont., 25 KW Amplifier
**KDUH-TV** — Hay Springs, Neb., 25 KW Amplifier
**KSTF** — Scottsbluff, Neb., 25 KW Amplifier & Standby
**KSWS-TV** — Roswell, N. M., 25 KW Transmitter
**WOR-TV** — New York, N. Y., 50 KW Transmitter, Standby —Complete Control equip.
**KCJB-TV** — Minot, N. D., 25 KW Amplifier
**KDLO-TV** — Florence, S. D., 25 KW Amplifier
**KOTA-TV** — Rapid City, S. D., 25 KW Transmitter
**KELP-TV** — El Paso, Texas, 5 KW Transmitter
**KMID-TV** — Midland, Texas, 25KW Amplifier
**KTWO-TV** — Casper, Wyoming, 25 KW Amplifier
**WSPD-TV** — Toledo, Ohio, 40 KW Transmitter
**WWTV** — Cadillac, Michigan, 25 KW Amplifier
**CJLH-TV** — Lethbridge, Alta., 10 KW Complete Station
**CHEK-TV** — Victoria, B. C., 10 KW Complete Station
**CMAB-TV** — Cuba, 5 KW Conversion
**XEX-TV** — Paso de Cortes, Mexico, 25 KW Amplifier
**XEQ-TV** — Conte, Mexico, 25 KW Amplifier
**XEZ-TV** — Queretaro, Mexico, 25 KW Amplifier
**WORA-TV** — Mayaguez, Puerto Rico, 10 KW Amplifier

## Orders on Hand

**KIVA** — Yuma, Arizona, 25 KW Amplifier, Antenna, etc.
**WPTZ** — Plattsburgh, N. Y., 25 KW Amplifier
**KBMB-TV** — Bismarck, N. D., 25 KW Amplifier
**CKCO-TV** — Kitchener, Ont., 25 KW Amplifier
**KWGS-TV** — Goodland, Kansas, 50 KW Station
**CKBI** — Prince Albert, Sask., 10 KW Transmitter

# note this: the industry has accepted

# standard electronics

**Television and Broadcast Transmitters and Auxiliary Equipment**

A Division of Radio Engineering Laboratories, Inc.

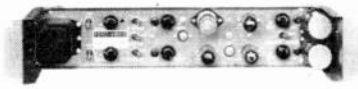
**29-01 BORDEN AVENUE, LONG ISLAND CITY 1, N. Y.**

**STillwell 6-2100 • Teletype NY 4-2816**

# FOTO-VIDEO STUDIO TELECASTING

*Video Equipment Used In Over 100 Stations*

## VIDEO EQUIPMENT



### V-1 VIDEO DISTRIBUTION AMPLIFIER and MIXER

- 2 channels completely independent
- Individual gain adjustment (0.5 to 1.5)
- Sync insertion into each channel
- Excellent characteristics for either color or monochrome TV

### V-14 VIDEO DA & LINE AMPLIFIER

- Regulated power supply
- 4 outputs as DA, 2 as line amplifier
- As much as 6v video into 1 line or 3v into 2 lines
- Less than .25 db and .3 deg. differential gain and phase

### V-15 APERTURE and PHASE CORRECTOR

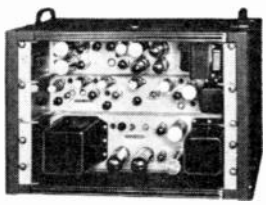
- Independent aperture correction crisps pictures
- Wide range independent phase correction removes transients
- 6-step aperture correction from flat to 8:1 at 8 mc
- Picture level does not shift with correction

### V-24 MONOSCOPE CAMERA

The Monoscope Camera generates a composite TV signal consisting of the standard Indian Head test pattern. This is a high quality video test signal for use in TV receiver engineering development and production line testing, and in TV station mantenance.

### V-26 TV FLYING SPOT SCANNER

- High resolution
- Low geometric distortion
- Stabilized linear sweep circuits
- Superior optical system
- Aperture correction
- Gamma correction
- Excellent signal to noise ratio
- Excellent stability — regulated power supplies
- Exact phosphor decay compensation
- Hi-voltage supply — independently regulated
- Meets RETMA specifications



### V-30 VIDEO EQUALIZER-AMPLIFIER

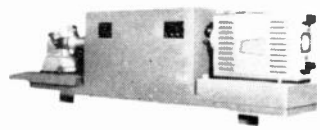
- Hi-definition video over long cable runs (500 feet to several miles)
- Provides high signal-to-noise ratio
- Compensates system for both frequency and phase distortion
- Variable correction for precision

### V-31 MASTER MONITOR

- 14" picture and 5" waveform tubes
- Picture 8 mc. flat response
- Pulse cross (normal and expanded)
- Waveform response flat, and IRE color
- Triggered by Video, Sync, or Drive
- Keyed-clamp picture on "back porch"
- Switchable keyed-clamp waveform
- Push-button calibration

### V-42 4-CHANNEL VIDEO DISTRIBUTION AMPLIFIER

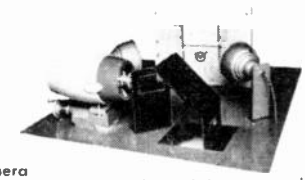
- Designed for NTSC color
- Low differential gain distortion
- Low differential phase distortion
- 10 MC bandwidth
- Excellent low and high frequency transient response
- 75 OHM sending-end impedance
- Individual gain controls of the 4 channels
- Extremely low cross talk between adjacent channels
- Cascode type amplifiers
- Reduction of input capacity loading
- Frequency response independent of gain
- Front panel control to compensate for cable response



### F-102 VIDICON FILM MULTIPLEXER

- Complete facilities for multiplexing 2 film, 1 slide and 1 opaque projector
- Designed to handle opaques with high efficiency light transmission
- Precision optics and front surface mirrors
- Freedom from ghosts

### V-114 AUTOMATIC PROGRAM SYSTEM



- Dual optical system into one camera
- Completely unattended news, weather and t.p. channel interspersed with commercials
- Provided with U-35A Automatic Program Control
- Preset a complete day's program
- Used in Bartlesville Telemovie Project

## POWER SUPPLIES

### V-72 750 MA POWER SUPPLY

- Conservative design
- Low source impedance; less than 0.3 ohms
- 5¼ inch rack height

### V-10 225 MA POWER SUPPLY

- Conservative design
- Low source impedance; less than 0.3 ohms
- 250 v to 350 v req.

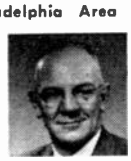
### OTHER EQUIPMENT ALSO AVAILABLE

- V-4A 5-in, 10-out Pulse DA
- V-29 Color Bar Generator
- V-34 Hi Level Video Amplifier
- V-36 14" Utility Monitor
- V-39 Remote-Controlled Sync Change-Over Panel
- V-43A Stabilizing Amplifier
- F-104 Color TV Tester
- F-110 Color Monitor Reference

*COMPLETE LINE OF TEST SLIDES, FILMS and OPAQUES*

### CHECK REPRESENTATIVE IN YOUR AREA

**New York-Philadelphia Area**



Martin Silver — Len Blakely
L & M Associates
22-02 Raphael
Fair Lawn, N.J. Swathmore 7-7050

**Export**

J. W. DeBragga
CBS International, Div. of CBS
46 E. 52nd St.,
N.Y., N.Y.
Plaza 1-2345

**Southeast**

Lewis Radford
4657 Lanier Dr.
Atlanta, Ga.
Cedar 3-4843

**Great Lakes**

Howard Moore
Moore Sales
401
Margaret W.
Tulsa 3-0218

**North Central**

John
Klindworth
K & M
Electronics
10 W 25th St.
Minneapolis,
Minn.
Federal 5-0613

**California Area**

H. A. Kazanjian
Peninsula
Associates
3150 Bayshore
Highway
Redwood City,
Calif.
Emerson 9-1226

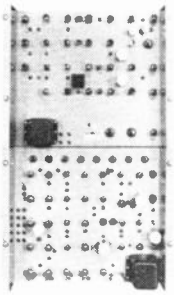
**Southwest**

Wayne Marcy
Marcy's
4007
Bellaire Blvd.
Houston, Tex.
Madison 3-4896

# and ACCESSORY EQUIPMENT

*Foto Products Used in Over 500 Stations*

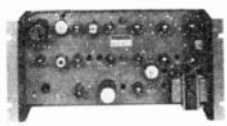
## SYNC EQUIPMENT



### V-7 525 LINE TV SYNC GENERATOR

- Pos. and Neg. signal
- All RETMA signals
- Binary counter
- No tube selection
- Color-converted by V-8
- Built-in dot generator
- Dot output separate
- Computer tubes
- 5 lock-in sources
- Powered by one V-2

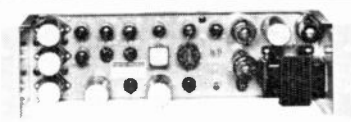
### V-8 COLOR SUBCARRIER GENERATOR



- Instantly converts V-7 to NTSC color
- Binary frequency divider plus stabilized multivibrator
- Low power provided by V-10
- Meets FCC Specs. for color frequency stability and rate of change of frequency
- Extremely stable oven-controlled crystal oscilaltor

### V-17 COLOR BURST KEYING GENERATOR

Provides precisely-positioned 8-cycle keying pulse
Highly stable



### V-20 SYNC SIGNAL SIMULATOR

- Produces sync generator type signals
- Accepts composite video from off-the-air receiver or link
- Built-in regulated power supply
- Stabilized multivibrators as used in the Foto-Video High-Reliability V-7 Sync Generator
- Built-in tapped delay line for precise setting of "front-porch"

### V-22 SYNC SWITCHING UNIT

- Rapid sync generator switchover

### V-27 PORTABLE SYNC GENERATOR

- All the plus features of V-7
- Built-in power supply
- Binary counter and built-in dot generator
- Light weight

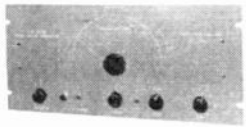
### V-28 SYNC SLAVE

- Solid remote-to-local sync lock
- Completely automatic
- Lock-in reverts to local on removal of remote sync
- Gradual sync-in prevents roll-over

### V-44 4-CHANNEL SYNC DISTRIBUTION AMPLIFIER

- 4 input channels—8 outputs
- Sharpening and squaring of all pulses
- Level control of output pulses
- Only 3½ inches

## TEST EQUIPMENT

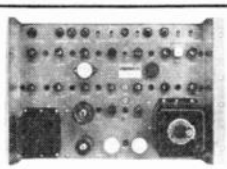


### V-3 KEYED VIDEO SIGNAL GENERATOR

- Response of transmitter, link, and studio
- Full composite signal
- No disabling of clamps
- Direct response of waveform monitors
- Direct resolution test of picture monitors
- Timing and pulse width measurements
- Differential gain and phase throughout color band
- Full-range 90 kc to 10 mc
- Built-in regulated power supply

### V-5 AMPLITUDE LINEARITY TESTER

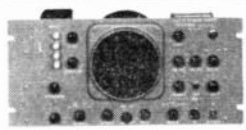
- Phase-locked linear sawtooth signal at horizontal frequency
- Blanking component for use with clamp circuits
- Full composite picture signal with sync component optional (switch)
- Video level adjustable 0 to 1.0 volt
- Built-in regulated power supply



### V-6 LINEARITY AND CONVERGENCE DOT GENERATOR

- Meets RETMA standard for geometric distortion measurements
- Full composite picture signal with sync optional
- Number of dots adjustable, 10 to 20 H; 7-15 V
- Choice of dots or standard blanking
- Selection of white dots (black background) or black dots (white background)
- Phase control in both hozizontal and vertical directions
- Contrast control provided
- Self-contained power supply, regulated

### V-9 5-INCH TV WAVEFORM MONITOR



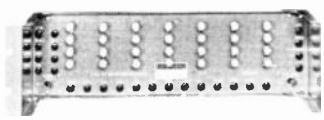
- Wide sweep expansion—for viewing equalizing and vertical pulses
- 4 inputs—with push-button selection
- 1 v video & 4 v sync calibration pulse
- Time markers
- Push-button field shift
- Built-in regulated power supply
- Silicon power rectifier

### V-12 HIGH PASS FILTER

(for differential measurements)

### V-21 DIFFERENTIAL TEST SET

- Differential gain over entire 1 mc to 4.2 mc range
- Differential phase over entire 1 mc to 4.2 mc range
- Extremely accurate yet easy to use



### V-23 MASTER CONTROL PANEL

- 28 input signals. 7 output signals
- Built in UHF coax receptacle for all input and output cables
- Front panel test points for all input and output signals
- Excellent for centralizing maintenance checks
- Excellent as a low cost local switcher

### F-101 TV LIGHT BOX

- Uses Foto-Video high precision 8" x 10" rear-illuminated test tranparencies
- Available in three models — monochrome image orthicon, monochrome vidicon, and color image orthicon and vidicon
- In use by all major TV camera manufacturers for precise alignment of cameras
- Saves time and improves quality of camera performance

*WRITE FOR COMPLETE DETAILS*

**FOTO-VIDEO LABORATORIES, INC.**

**36 COMMERCE ROAD • CEDAR GROVE, NEW JERSEY • PHONE CENTER 9-6100**

# Station Equipment

**GATES RADIO CO.**—123 Hampshire St., Quincy, Ill. Baldwin 2-8202. Monitoring equipment, projectors, video & audio preset master control, custom audio consoles, etc. See *Transmitters.*

**GENERAL COMMUNICATIONS**—Box 169, ½ mi. on Janesville Rd., Fort Atkinson, Wis. Jordan 3-5547. Broadcast div.: E. D. Peterson, pres.; C. O. Bell, secy.-treas. Camera & program switching systems, dial operated monitor switching systems, monitors, power supplies, sync & clamp amplifiers, video distribution & pulse amplifiers, consoles, equipment racks.

**GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N.Y. Granite 6-4411. Studio and microwave equipment, color and monochrome. For personnel, see listing under *Transmitters.*

**GENERAL PRECISION LABORATORY INC.**—63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000. Studio & portable TV equipment. For personnel, see *Closed-Circuit TV Systems.*

**GENERAL RADIO CO.**—275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. C. C. Carey, pres.; Arthur E. Thiessen, sales v.p.; D. B. Sinclair, engineering v.p.; W. R. Thurston, C. A. Cady, engineers. AM, FM & TV frequency & modulation monitors, distortion & noise meters. Test equipment.

**GRAY MANUFACTURING CO.**—16 Arbor St., Hartford 1, Conn. Adams 3-1271. J. W. Wibel, pres.; N. F. Smith, v.p.; N. S. Barnes, plant sales mgr.; C. A. Snow, chief engineer. Transcription pick-up arms, equalizers, amplifiers, preamplifiers, turntable, and custom built audio equipment.

**HALLAMORE ELECTRONICS CO.**—8352 Brookhurst Ave., Anaheim, Cal. Prospect 4-1010. Low-budget studio equipment. For personnel, see listing under *Closed-Circuit TV Systems.*

**HARWALD CO. INC.**—1245 Chicago Ave., Evanston, Ill. Davis 8-7070. Robert Grunwald, pres.; Henry Yankow, treas.; Robert Menary, sales mgr.; Richard Wallace, technical director. Admatic automatic slide projector, Inspect-O-Film automatic film inspecting machine, film projectors.

**HARWOOD MANUFACTURING CO.**—466 W. Superior St., Chicago 10, Ill. Whitehall 3-0465. Photographic & electronic lighting equip., sheet metal fabricating; spun metal reflectors, portable lighting bars.

**HEWLETT-PACKARD CO.**—275 Page Mill Rd., Palo Alto, Cal. Davenport 5-4451. David Packard, president; William R. Hewlett, v.p.; Barney Oliver, v.p., research & development; W. Noel Eldred, v.p., marketing. TV & FM monitors and test equipment.

**HOUSTON-FEARLESS CORP.**—11801 W. Olympic Blvd., Los Angeles 64, Cal. Bradshaw 2-4331. R. C. Wilcox, president; H. W. Houston, engineering v.p.; K. B. Elliott, sales v.p.; A. Donoso, asst. treas. Motion picture processing machines, printers, cranes, dollies and associated TV studio equipment, remote control heads for studio & vidicon cameras.

**HYCON MFG. CO.**—1030 S. Arroyo Parkway, Pasadena, Cal. Ryan 1-9381. Trevor Gardner, pres.; Donald G. Sauernman, exec. v.p.; Gover Judy, v.p.; Robert G. Taylor, secy.; O. H. Mackley, gen. mgr., Hycon Electronics Inc. Oscilloscopes, digital volt meters & ratiometers, vacuum tube volt meters & test equipment. Hycon Eastern Inc., 75 Cambridge Parkway, Cambridge 41, Mass. Scatter communications systems, high selectivity crystal filters, etc.

**INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., president; Louis M. Rehak, v.p.; Robert J. Harrington, secy.-treas. Monochrome & color monitors.

**INTERCONTINENTAL ELECTRONICS CORP.**—1551 Franklin Ave., Mineola, N.Y. Pioneer 6-5010. Harry E. Pinkerton, pres.; Arnold Haase-Dubosc, v.p.; Wm. H. Dobbins, secy.-treas. Transmission systems, high definition studio systems, portable camera-transmitters, microwave systems.

**INTERNATIONAL RESEARCH ASSOCIATES, Div. of Iresco Inc.**—2221 Warwick Ave., Santa Monica, Cal. Texas 0-4415, Exbrook 4-6330. Lewis E. Brown, pres.; J. W. Allison, v.p.; D. N. Brown, secy.-treas. TV monitors, booster transmitters.

**INTER-STATE COMMUNICATIONS CO.**—845 Chicago Ave., Evanston, Ill. Davis 8-4800. Michael J. Cudahy, sales mgr. Microwave relay equipment & systems.

**JENFRED INC.**—36 W. 57th St., New York 19, N.Y. C. M. Frederick, pres.; Grace Frederick, secy.-treas. Slides, stock pictures, transparencies, art & studio service layouts.

**KAY ELECTRIC CO.**—14 Maple Ave., Pine Brook, N.J. Caldwell 6-4000. Harry R. Foster, partner; Elmo E. Crump, partner & chief engineer; John Gilmore, sales mgr.; M. J. Shaw purchasing agent; A. K. Driggs, production mgr.; I. Silberg, production test mgr.; C. L. Janick, export mgr. Broadcast test equipment.

**KIN TEL Div. of Cohu Electronics Inc.**—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. La Motte T. Cohu, pres.; Richard T. Silberman, v.p., sales; W. S. Ivans, v.p., engineering. Camera chains, remote control systems, monitors, switching & distribution equipment for station use.

**KLIEGL BROS. INC.**—321 W. 50th St., New York 19, N. Y. Columbus 5-0130. **Western representatives:** Kliegl Lighting Co. of Calif., C. J. Holzmueller, 1108 Howard St., San Francisco 3; Kliegl Lighting of Calif., 1228 W. 6th St., Los Angeles 17. **Southwest:** W. J. Childers, 6530 Tulip Lane, Dallas 30, Tex.; R. A. Putterman, 713 Camelot Ave., Houston 24, Tex. **Midwest:** Galbraith & Kurtz, 451 Hippodrome Bldg., Cleveland, O. **New England:** Close Electrical Agents Inc., 1310 Tremont St., Boston 20, Mass. **East Central;** Wm. A. MacVoy Jr., 244 N. 10th St., Philadelphia 7, Pa. John Kliegl, pres.; Herbert Kliegl, v.p. Manufactures studio & field lighting fixtures, accessories, switchboards, etc.

**KOLLMORGEN OPTICAL CORP.**—347 King St., Northampton, Mass. Justice 4-0280. E. O. Kollmorgen, pres.; J. C. Milligan, v.p., sales; W. A. Rudd, treas.; W. C. O'Donnell, sales & adv. mgr. Motion picture equipment, TV optical systems.

**LADUE SUPPLY INC.**—8870 Ladue Rd., St. Louis 24, Mo. Parkview 5-6490. Wm. E. Ball, pres; J. C. Coonrod, v.p. Cemsteel package TV & radio stations, including complete building, heating & air conditioning (without electronic equipment).

**LAMBDA-PACIFIC ENGINEERING INC.**—14725 Arminta St., Van Nuys, Cal. Stanley 3-2400. L. W. Mallach, pres.; Challen McCune Jr., v.p.; Dick Green, production mgr.; John Becker, Perry Deaton, Steve Suddjian, Edward Titzel, application engineers. Microwave fixed & portable relay equipment, test equipment, parabolic dishes & feeds, camera cables. Systems engineering for complete turn-key microwave installations.

**LANGEVIN PRODUCTS**—See *Maxson Instruments Corp.*

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. Cameras, links, mobile, master control, telecine and film recording equipment. See listing under *Transmitters.*

**MAXSON INSTRUMENTS Corp.**, subsidiary of W. L. Maxson Corp.—47-37 Austell Pl., Long Island City 1, N.Y. Ravenswood 9-1850. F. H. Rohrig, v.p. & mgr.; W. J. Henderson, sales mgr.; M. Auerbach, audio & video engineer. Langevin audio & electronic equipment, amplifers, specialty transformers.

**METROPOLITAN ELECTRIC MFG. CO., Lumitron Div.**—2250 Steinway St., Long Island City 5, N.Y. Astoria 8-3200. R. Drumheller, sales mgr. Magnetic amplifier lighting control systems for studios with manual or infinite presetting control consoles, electrical distribution systems, panelboards, etc.

**MICROLAB**—71 Okner Pkwy., Livingston, N. J., Livingston 6-0692. Harry A. Augenblick Jr., pres.; Albert Sachs Jr., chief engineer. Coaxial attenuators, filters, multipliers, terminations, other microwave components.

**MICROWAVE ASSOCIATES INC.**—Northwest Industrial Park, Burlington, Mass. Browning 2-3000. Dana W. Atchley Jr., pres.; Vess Chigas, exec. v.p.-gen. mgr.; Richard M. Walker, v.p., research & development; Julian Pathe, v.p.-magnetrons; G. S. Kariotis, v.p.-gen. sales mgr.; Wm. P. Toorks, v.p., general engineering; J. Bothwell, v.p.-comptroller; Wm. D. Tasker, production mgr. Microwave diodes, silicon rectifiers, TR tubes, waveguide components & test equipment.

**MILO ELECTRONICS CORP.**—530 Canal St., New York 13, N. Y. Beekman 3-2980. Milton A. Putterman, pres.; Seymour Meyer, treas.; Jess Rafsky, broadcast sales mgr. National distribution of TV & radio broadcast equipment.

**MITCHELL CAMERA CORP.**—666 W. Harvard St., Glendale 4, Cal. Chapman 5-1086. Mrs. Eva Fox, pres.; Mona Fox, secy.; Belle Fox, J. D. McCall, Joe Leo, v.p.'s. Film cameras & projectors.

**MOLE-RICHARDSON CO.**—937 N. Sycamore Ave., Hollywood 38, Cal. Oldfield 4-3660. Warren K. Parker, v.p.-treas. TV & photographic lighting equipment.

**MOTOROLA INC.**—4545 W. Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Robert W. Galvin, pres.; Daniel E. Noble, exec. v.p., industrial, semiconductor & military electronics divs.; Arthur L. Reese, v.p.-gen. mgr., communications & industrial electronics div. Microwave & 2-way communications.

**MOVIOLA MANUFACTURING CO.**—1451 N. Gordon St. Hollywood 28, Cal. Hollywood 7-3178. Mark Serrurier, pres.; N. Serrurier, v.p.; J. A. Romoli, secy. Film editing equipment.

**NATIONAL CINE EQUIPMENT INC.**—209 W. 48th St., New York 36, N. Y. Circle 6-0348. John A. Clemens, pres.; Erwin G. Harwood, secy.-treas. Sells, rents & services TV dollies, lenses, microphone booms, lighting equipment & motion picture equip.

**NEMS-CLARKE INC., Div. of Vitro Corp. of America.**—919 Jesup-Blair Drive, Silver Spring, Md. Juniper 5-8300. A. S. Clarke, pres.; R. E. Harman, v.p.; J. F. Whitehead, sales director. Telesync units, field intensity meters, jacks and plugs.

**NEUMADE PRODUCTS CORP.**—250 W. 57th St., New York 19, N.Y. Judson 6-5810. Mrs. Oscar F. Neu, pres.; Lee E. Jones, exec v.p.; Helene E. Jones, secy. Film equipment.

**O'BRIEN ELECTRIC CORP.**—6514 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 4-1117. Frank O'Brien, pres.; Leona Smith, v.p.; W. B. Scales, secy.-treas. Mike hoists, custom consoles & control equipment, metal work.

**OLESEN RENTAL CO.**—1535 Ivar Ave., Hollywood 28, Cal. Hollywood 5-5194. Stewart S. Romans, pres. TV lighting equipment, booms, boards sales & rentals.

**PEMBREX THEATRE SUPPLY CORP.**—1969 S. Vermont Ave., Los Angeles 7, Cal. Republic 1-3111. Louis M. Wutke, pres. & gen. mgr.; Edwin C. Wutke, v.p.; "Pemarc" high intensity arc background slide projectors. "Telinc" incandescent background projectors. 16 & 35mm background motion picture projectors, screens, projectors & accessories for film & slide editing.

**PHILCO CORP.**—Govt. & Industrial Div., 4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Color film pickup systems; color video switching equipment; complete low-power station packages. For personnel, see listing under *Transmitters.*

**POLARAD ELECTRONICS CORP.**—43-20 34th St., Long Island City 1, N. Y. Exeter 2-4500. Dr. D. L. Jaffe, pres.; P. H. Odessey, exec. v.p.; C. J. Eisen, treas.; A. A. Goldberg, sales mgr. NTSC color flying spot scanners, cinecon scanners, color synchronizing generators, color bar generators, color video monitors, black-&-white monoscope cameras, sync generators, picture & waveform monitors, distribution amplifiers, power supplies.

**PRECON PROCESS & EQUIPMENT CO.**—National Bank of Commerce Bldg., 210 Baronne St., New Orleans, La. Canal 5455. A. Brown Moore, pres.; Hal C. Becker & Robert E. Corrigan, v.p.'s. Consultation services & apparatus for effecting subliminal communication via motion pictures, TV & radio.

**RADIANT MANUFACTURING CORP.**—8220 N. Austin, Morton Grove, Ill. Irving 8-9000. Harry E. Eller, pres.; Adolph Wertheimer, exec. v.p.; Herschel Feldman, sales v.p.; Grant U. Meyers, v.p.-comptroller; Knute Petersen, production v.p. Projection screens.

**RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. Microwave relay equipment, field & studio cameras, switching equipment, TV audio equipment, custom video equipment, studio lighting equipment, video & audio amplifiers. For personnel, see listing under *Transmitters*.

**RADIO ENGINEERING LABORATORIES INC.**—29-01 Borden Ave., Long Island City, N. Y. Stillwell 6-2100. C. R. Runyon Jr., pres.; Frank A. Gunther, v.p.-sales mgr.; James R. Day, v.p.-research dir.; Joseph Behr, v.p.; C. R. Runyon III, secy. Aural studio-transmitter links

**RAVEN SCREEN CORP.**—124 E. 124th St., New York 35, N. Y. Lehigh 4-8408. Frank A. Raven, v.p.; Fred Rose, mgr.; Ernest D. Reif, secy.-treas. Projection screens.

**RAYTHEON MANUFACTURING CO., Equipment Marketing Dept.**—100 River St., Waltham 54, Mass. Twinbrook 3-5860. Edward Alpert, communications field sales administrator. TV microwave relay systems for portable or fixed applications. Relay accessory & remote alarm equipment, automatic carrier interrupters, remote control heads, diplexers, wave guides, antennas, etc.

**RESDEL ENGINEERING CORP.**—330 S. Fair Oaks Ave., Pasadena 1, Cal. Ryan 1-7689. H. K. Abajian, pres.-gen. mgr.; Alfred J. Siegmeth, chief engineer. Special electronic test equipment; signal generators with high frequency stability up to 20,000 mc; amplifiers for VHF, UHF & SHF; radar systems.

**SHIELDS STUDIO**—5537 Suburban Tracks, St. Louis, Mo. Forest 7-2535. Tom M. Shields, owner. Scenic TV settings, "St. Louis Stagette," painted drops, draperies, rigging, curtain tracks, "TV Green Repp Drapes."

**S.O.S. CINEMA SUPPLY CORP.**—602 W. 52nd St., New York 19, N.Y. Plaza 7-0440; 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-2124. J. A. Tanney, pres.-gen. mgr.; Oscar Lightstone, v.p.; Dom J. Capano, sales v.p.; Alan C. Macauley, western rep.; M. A. Radin, sales promotion mgr. Animation stands, film reviewers, sound readers, film editing machines, hydraulic lifts, camera heads (geared), hot press title machines, film edge numbering machines, microphone booms, tripods, backdrops, background projectors, film processors.

**STANCIL-HOFFMAN CORP.**—921 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7461. Wm. V. Stancil, pres. Magnetic recording & film reproducing equipment.

**STANDARD ELECTRONICS Div. of Radio Engineering Labs** (subsidiary of Dynamics Corp. of America)—29-01 Borden Ave., Long Island City 1, N. Y. See listing under *Transmitters*.

**STEPHENS TRUSONIC INC.**—8538 Warner Dr., Culver City, Cal. Texas 0-6671. Bert Berlant, pres.; Bernard D. Cirlin, v.p. Amplifiers, cabinets, condenser microphones, loudspeakers, multicellular horns, wireless microphones.

**STRONG ELECTRIC CORP.**—87 City Park Ave., Toledo 1, O. Cherry 8-3741. Arthur Hatch, pres.; Harold Brown, v.p.; Lee T. Nelson, asst. secy. & treas. Carbon arc spotlights, background side projectors, projection arc lamps.

**STUDIO TELEVISION PRODUCTS SALES CORP.**—342 W. 40th St., New York 18, N.Y. Oxford 5-2199. John Newton, pres. Camera dollies, bases, tripods, mike booms.

**SUBLIMINAL PROJECTION CORP.**—5 E. 57th St., New York, N.Y. Richard E. Forrest, exec. v.p.; James M. Vicary, v.p.

**TARC ELECTRONICS INC.**—48 Urban Ave., Westbury, N.Y. Edgewood 4-3900. H. Wilson Cain, pres.; M. L. Singer, exec. v.p.; Hazel Cain, secy.-treas. Broadcast equipment, special purpose test instruments, switchers, power supplies, distribution amplifiers, generators, stabilizing amplifiers, automatic gain control.

**SARKES TARZIAN INC., Broadcast Equipment Div.**—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Image orthicon & vidicon cameras, switching systems, TV dollies, microwave relay systems, TV monitors, audio consoles, 16mm film projectors, 35mm slide projectors. For personnel, see *Transmitters*.

**TECHNICRAFT LABORATORIES INC.** — Thomaston-Waterbury Rd., Thomaston, Conn. Atlas 3-4315. F. T. Eddy, pres. & gen. mgr.; H. W. Miller, secy.; E. T. Candee, treas.; E. W. Couch, asst. secy.-asst. treas.; R. F. Carleton, sales mgr. Flexible & rigid waveguide assembly; microwave components.

**TEKTRONIX INC.**—P. O. Box 831, Portland 7, Ore. Cypress 2-2611. Howard Vollum, pres.; Jack Murdock, secy.-treas. & gen. mgr.; Bill Webber, v.p., admin.; Richard L. Ropiequet, v.p., engineering; W. K. Dallas, v.p., marketing; Bob Davis, v.p., production. TV oscilloscopes, wave form monitors, square wave bar generators & other video test equipment.

**TELECHROME MFG. CORP.**—28 Ranick Dr., Amityville, N.Y. Lincoln 1-3600. J. Raymond Popkin-Clurman, pres.; S. Dubin, exec. v.p.; H. Charles Riker, sales v.p. Color transmission equipment, video transmission test equipment, multiburst generators, stairstep generators, window generators, differential phase & gain measuring receivers, Chromascope, envelope delay measuring equipment.

**TELEPROMPTER CORP.**—311 W. 43rd St., New York 36, N. Y. Judson 2-3800. Irving B. Kahn, pres.; Hubert J. Schlafly Jr., v.p. engineering; Herbert W. Hobler, v.p. sales; Wm. P. Rosensohn, v.p. Group Communications Div. (closed-circuit), James Blair, mgr. equipment sales; Don Redell, mgr. TV & film sales; Robert Rosencrans, business mgr.; Alfred N. Greenberg, adv. director; Frank Noble, mgr., Detroit, 720 New Center Bldg., Trinity 1-2900. Ted Boisumeau, mgr., Chicago, 177 N. State St., Franklin 2-8826. Fred Barton, v.p., Los Angeles, 357 N. LaBrea, Webster 6-6195; Bob Doyle, mgr., Washington, 1346 Connecticut Ave., NW, Columbia 5-3161. Teleprompter, Telepro, Tellights, Tellens, Telemation, staging facilities, TV closed circuit. For Teleprompter of Canada, see *Closed-Circuit TV*.

## Station Equipment

**TELESCRIPT-CSP INC.**—263 W. 69th St., New York, N.Y. Trafalgar 4-7272. Robert P. Swanson, pres.; Curtis R. Howard, v.p., sales. TV & film studio prompting equipment.

**TELEVISION ASSOCIATES OF INDIANA INC.**—E. Barker Ave., Lakeland, Michigan City, Ind. Triangle 4-7207. W. C. Eddy, pres.; Kenneth P. Humbert, v.p.; Russell H. Ericson, treas.; Margaret Durnal, secy. Microwave reflectors, camera mountings, dollies & tripods.

**TELEVISION SPECIALTY CO. INC.**—350 W. 31st St., New York 1, N. Y. Longacre 4-2334. K. Alfred Jenkins, pres. Kinescope recording cameras & equipment, rear screen projectors, motion picture cameras & equipment, lighting & studio equipment.

**TELEVISION UTILITIES CORP.**—112-33 Colonial Ave., Corona 68, N.Y. Twining 8-1000. A. E. Siegel, president; Charles H. Odom, v.p. & chief engineer. Designs & manufactures "Private Eye" monitors, pulse cross monitors, video line & distribution amplifiers, industrial sync generators, kine recording monitors, flying spot scanner.

**TELEVISION ZOOMAR CORP.**—500 Fifth Ave., New York 36, N.Y. Bryant 9-5835. Jack A. Pegler, pres.; Frank G. Back, treas.; Bill Pegler, sales mgr. Studio, Universal, Field Zoomar lenses.

**TEL-INSTRUMENT ELECTRONICS CORP.**—728 Garden St., Carlstadt, N.J. Webster 3-1600. J. L. Roemisch, pres.-treas.; E. W. Brinkerhoff, v.p.-sales mgr.; D. L. Schacher, chief engineer. Test equipment, studio equipment for monochrome & color TV.

**TRANS-LUX CORP.**—625 Madison Ave., New York 22, N.Y. Plaza 1-1311. P. E. Furber, pres. & chairman; A. Giles, v.p.; B. W. Roth, sales director. Rear projection screens, slide projectors, etc.

**VISUAL ELECTRONICS CORP.**—342 W. 40th St., New York 18, N.Y. Longacre 4-0518. James B. Tharpe, pres.; John P. Gallagher, v.p.; Herbert Bloomberg, secy.; Morris A. Mayers, mgr., closed circuit operations. National distribution of technical supplies & accessories for TV broadcast equipment; off-air pickup & microwave relay systems; studio equipment.

**WARE COUPLING & NIPPLE CO.**—Electronics div., 5 Milner St., Ware, Mass. Ware 905. Donald W. Howe Sr., pres.; Donald W. Howe Jr., v.p.; Haldimand S. Putnam Jr., treas. Conelrad alarm, remote control equipment, audio automatic gain control.

**WESTBURY ELECTRONICS INC.**—300 Shames Dr., Westbury, N.Y. Edgewood 4-8300. Video switches, fader amplifiers, power supplies. For personnel, see *Closed Circuit TV Systems*.

**WICKES ENGINEERING & CONSTRUCTION CO.**—12th St. & Ferry Ave., Camden 4, N. J. Woodlawn 4-4912. Richard G. Wickes, pres.; Max King, secy.-treas. Color TV studio & test equipment.

**WOLLENSAK OPTICAL CO.**—850 Hudson Ave., Rochester 21, N. Y. Congress 6-1000. E. A. Springer, pres.; A. A. Wollensak, v.p. TV & motion picture camera lenses.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# Closed-Circuit TV System Manufacturers

**Industrial TV, Community Antenna Systems, Theatre & Large-Screen Projection Receivers**

**(For related equipment and system components, see Station Equipment listings)**

**AMERICAN MICROWAVE CORP.**—11754 Vose St., North Hollywood, Cal. Poplar 5-9041. Video pickup and microwave relay equipment including camera chains, video monitors. For personnel, see listing under *Other Station & Studio Equipment.*

**AMPLITEL INC.**—342 W. 40th St., New York 18, N. Y. Bryant 9-0710. Herbert M. Ardston, pres.; Harry Morris Jr., v.p.; Norman Perlman, chief engineer; Jack Saunders, purchasing agent; Henry Berk, sales mgr.; Wm. L. Grassi, installation director, community systems; Joseph Maneri, installation director, master antenna systems; John Rice, chief of service. Manufactures & installs community antenna systems, master amplified antenna systems, complete RF amplifiers, and closed circuit & subscription TV systems.

**A.R.F. PRODUCTS INC.**—7627 Lake St., River Forest, Ill. Forest 9-6000. Community antenna systems and amplifiers; consulting engineering and design of complete systems. For personnel, see *Other Station & Studio Equipment.*

**BENCO TELEVISION ASSOCIATES LTD.**—27 Taber Rd., Rexdale, Ont. Cherry 4-4926. P. Freen, pres. & gen. mgr. Community antenna & distribution systems.

**BLONDER-TONGUE LABORATORIES INC.**—9 Alling St., Newark 2, N.J. Market 2-8151. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr.; Joseph H. Gibbs, asst. sales mgr.; Robert McKiernan, sales engineer; Richard Lontka, sales engineer; T. Shea, systems planning engineer. Master TV systems, community TV systems, closed-circuit TV cameras & systems, video monitors, accessories, field strength meters.

**BURKE & JAMES, INC.**—321 S. Wabash Ave., Chicago, Ill. Harrison 7-8393. For personnel, see listing under *Other Station & Studio Equipment.*

**CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic equipment & tube dept., 830 Lansdown Ave., Toronto 4, Ont. Lennox 4-6511. Closed-circuit TV systems & equipment. For personnel, see listing under *Transmitters.*

**COMMUNITY ENGINEERING CORP.**—Box 824, State College, Pa. Adams 7-7221. John L. McLucas, chairman; James R. Palmer, pres.; Floyd B. Fischer, v.p.; John R. Knapp, secy.; W. F. Christoffers, treas. Community antenna system equipment and system rebuilding & modernizing service.

**CONRAC INC.**—Glendora, Cal. Edgewood 5-1241. For personnel, see listing under *Other Station & Studio Equipment.*

**DAGE TELEVISION DIV., Thompson Products Inc.**—W. 10th St., Michigan City, Ind. Triangle 4-3251. Industrial TV systems, community system studio equipment. For personnel, see listing under *Transmitters.*

**DIAMOND POWER SPECIALTY CORP.**—Lancaster, O. Phone Olive 3-6540. W. J. Fitzburgh, pres.; L. B. Schueler, v.p.; D. Tricebock, gen. mgr.; R. H. Renko, sales mgr. Industrial TV systems & TV pickup tubes.

**ALLEN B. DuMONT LABORATORIES INC., Industrial Television Div.**—760 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. Kenneth F. Petersen, mgr.; Charles Spicer, sales operation mgr.; R. T. Petruzelli, engineering mgr.; Neil Uptegrove, adv. mgr. Industrial TV systems, closed-circuit systems, equipment for industry, business, schools and other applications.

**DYNAIR ELECTRONICS INC.**—P. O. Box 1103, El Caton Cal. (Bldg. 4, Gillespie Field). Hickory 4-7737. E. G. Gramman, pres.; L. G. Schlicht, v. p.; V. R. Woolington, secy.-treas. Accessory equipment for industrial closed-circuit & broadcast systems.

**ENTRON INC.**—4902 Lawrence St., Box 287, Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas. Community systems, Equaline RF systems, closed-circuit industrial systems, consulting engineering & planning services.

**GENERAL ELECTRIC CO., Technical Products Dept.**—Electronics Park, Syracuse, N.Y. Granite 6-4411. F. P. Barnes, mgr., marketing, closed-circuit TV; C. J. Simon, mgr., sales, closed-circuit TV; G. W. Vass, mgr., product service; R. F. Stone, specialist, product planning; C. W. Michaels, specialist, marketing planning; J. L. Wool, specialist, marketing administration; C. J. Ross, specialist, adv. & sales promotion. Black-&-white and color closed-circuit TV. Eidophor bright-screen projection; slow-scan TV; display devices.

**GENERAL PRECISION LABORATORY INC.**—63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000. Hermann G. Place, pres.; Raymond L. Garman, chairman & technical director; James W. Murray, pres.; Ralph N. Harder, v.p.-treas.; Blair Foulds, Richard W. Lee, Wm. J. Tull, v.p.'s; Earle B. Henley Jr., secy.; Raymond G. Johnson, controller & asst. treas.; N. M. Marshall, sales mgr.; J. W. Belcher, sales-service mgr.; Norman Wicks, sales promotion mgr. N.Y. district office: 63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000; S. L. Thomas, mgr. Midwestern office: 23 W. Calendar Ave. Box 307, La Grange, Ill. Fleetwood 2-9330; Robert H. Johnston, mgr. Western office: 21 N. Santa Anita Ave., Pasadena, Cal. Sycamore 5-5869; Robert K. Hunsicker, mgr. Industrial & institutional closed-circuit TV systems (li-TV); large theatre TV projection systems & portable projection systems for small theatres, auditoriums & classrooms.

**HALLAMORE ELECTRONICS CO., div. of The Siegler Corp.**—8352 Brookhurst Ave., Anaheim, Cal. Prospect 4-1010. Lloyd G. Hallamore, pres.; John J. Burke, exec. v.p.; B. N. Stowers, v.p., finance; John R. Frost, v.p., contract administration; W. C. Lent, v.p., research & development; Walter Kruel, v.p. & works mgr.; S. K. Hallamore, closed-circuit TV dept. mgr. Industrial, military and educational closed-circuit TV systems & electronic communication systems.

**HOLT ELECTRONIC RESEARCH LABS.**—105 E. Spruce St., Mahanoy City, Pa. Telephone 1228. Marion Holt, owner; Luther D. Holt, chief engineer; Martin F. Kerrigan, mgr. Antenna site pre-amplifiers, crystal converters, mixers, AGC-controlled single-channel amplifiers, line amplifiers, splitters, distribution units, service taps, traps, pads; community systems, 9-channel equipment using conventional amplifier spacing.

**INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Special industrial TV systems & development. For personnel, see *Other Station & Studio Equipment.*

**INTERCONTINENTAL ELECTRONICS CORP.**—1551 Franklin Ave., Mineola, N. Y. Pioneer 6-5010. See listing under *Other Station & Studio Equipment.*

**INTERNATIONAL TELEMETER CORP.** (subsidiary of Paramount Pictures Corp.)—2000 Stoner Ave., Los Angeles 25, Cal. Granite 8-7752. Louis A. Novins, pres.; Eugene J. Zukor, treas. & asst. secy.; Jacob Karp, secy.; Paul MacNamara, Chester I. Lappen & James Murtagh, v.p.'s; Arthur Israel Jr., Stanley A. Walner, asst. treas. Ampli-Vision community antenna equipment.

**INTERNATIONAL TELEPHONE & TELEGRAPH CORP., Industrial Products Div.**—15191 Bledsoe St., San Fernando, Cal.

**JERROLD ELECTRONICS CORP.**—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon Garfield, asst. to pres.; Henry J. Arbeiter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood C. Cooley, v.p., test instrument div.; Wm. H. Miller, sales mgr.; Bob Vendeland, mgr., closed-circuit industrial TV; Daniel Aaron, public relations director. Design, engineering, installation & manufacture of equipment for community antenna systems, closed-circuit TV, remote control systems, RF test equipment.

**KIN TEL Div. of Cohu Electronics Inc.**—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. Industrial TV systems. For personnel, see *Other Station & Studio Equipment.*

**LYNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, pres.; Samuel Sabaroff, v.p.; Donald R. Trilling, secy.-treas. Community systems.

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. Manufactures light-weight closed-circuit industrial television equipment. See listing under *Transmitters.*

**MEILINK STEEL SAFE CO.**—901 Livernois Ave., Ferndale 20, Mich. Lincoln 7-7441. S. R. Akers, pres. Forward throw large screen projectors. Rear screen self-contained projection units.

**PHILCO CORP.**—Govt. & Industrial Div., 4700 Wissahockin Ave., Philadelphia 44, Pa. Tennessee 9-4000. Closed-circuit industrial TV systems. For personnel, see listing under *Transmitters.*

**RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. E. S. Clammer, mgr., closed-circuit sales. M. J. Yahr, mgr., distributed products; D. R. Berne, mgr., sound & community antenna equipment. Industrial & closed-circuit TV systems, large-screen projection sets; community antenna equipment.

**RADIO RECEPTOR CO. INC.**—240 Wythe Ave., Brooklyn 11, N.Y. Evergreen 8-6000. Hugo Cohn, pres.; Ralph Mendel & Adm. Joseph J. Clark, v.p.'s; Harold Zeamans, secy.-treas. & counsel. Industrial TV systems.

**SPENCER-KENNEDY LABORATORIES INC.**—1320 Soldiers Field Rd., Boston 35, Mass. Algonquin 4-5400. Fitzroy Kennedy, chairman; Donald Spencer, pres. & treas.; George W. W. Brewster, chairman, exec. committee & asst. treas.; W. K. Headley, sales mgr.; A. W. Bridgett, engineering; W. W. Bemis, field engineering. Community antenna, educational, closed-circuit, industrial & theatre TV systems. Electronic instruments.

**STANDARD ELECTRONICS Div. of Radio Engineering Labs** (subsidiary of Dynamics Corp. of America)—29-01 Borden Ave., Long Island City 1, N. Y. See listing under *TV Transmitters.*

**SARKES TARZIAN INC., Broadcast Equipment Div.**—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Closed-circuit TV systems. For personnel, see listing under *Transmitters.*

**TELECHROME MFG. CORP.**—28 Ranick Dr., Amityville, N.Y. Lincoln 1-3600. For personnel, see listing under *Other Station & Studio Equipment.*

**TELEVISION TRANSMISSION CO.**—301 Peru St., Peru, Ill. Telephone: 1106. Earle S. Nelson Sr., v.p.; Earle S. Nelson Jr., v.p.-mgr.; J. A. Biggs, chief engineer. Community antenna systems and industrial TV components.

**TELEVISION UTILITIES CORP.**—112-33 Colonial Ave., Corona 68, N. Y. Twining 8-1000. See listing under *Other Station & Studio Equipment.*

**VISUAL ELECTRONICS CORP.**—342 W. 40th St., New York 18, N.Y. Longacre 4-0518. Morris A. Mayers, mgr., closed-circuit operations. Closed-circuit services for sales meetings, medical conventions, training programs. Designs & equips closed-circuit installations for industrial, educational, medical & commercial use. National manufacturers' representative for industrial, closed-circuit & community distribution equipment. See listing under *Other Station & Studio Equipment.*

**WESTBURY ELECTRONICS INC.**—300 Shames Dr., Westbury, N.Y. Edgewood 4-8300. H. B. Abajian, pres.; H. C. Cochran, production mgr.; Wm. J. McBride, purchasing agent; Harry R. Clark, sales mgr.; E. G. Caldicott, chief engineer. Community & master antenna systems.

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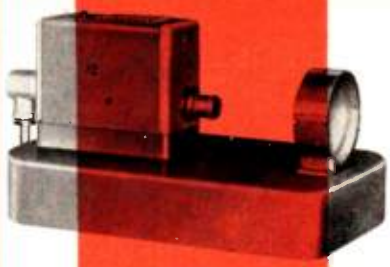

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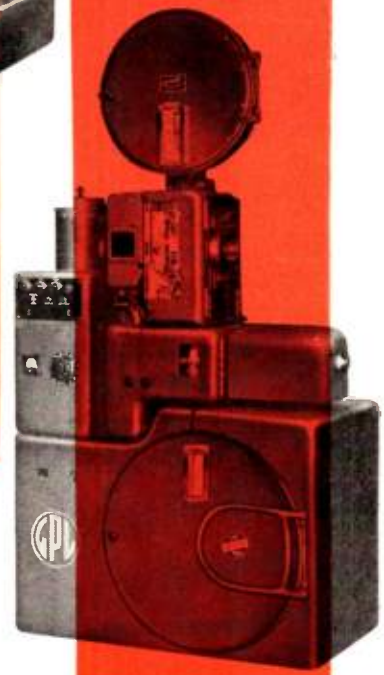

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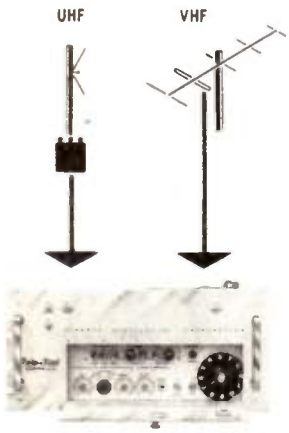


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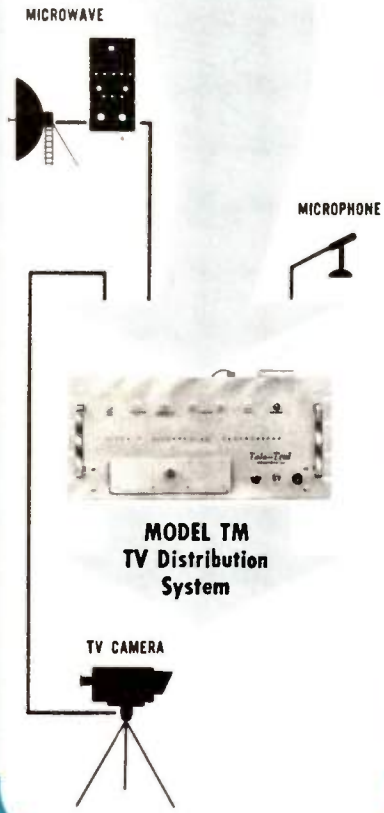


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Directory of

# Community Television Antenna Systems

(as of February 1, 1958)

**Data supplied by system operators, equipment manufacturers and National Community Television Assn.**

**Asterisk (*) indicates project still in planning stage. Date indicates when service started.**

For list of equipment manufacturers, see p. 420

### ALABAMA

**Florence**—Muscle Shoals TV Cable Corp., 121 S. Court St. Phone: AT. 2-7571. No. subscribers, 4000; estimated potential, 9000. Began service March 1954. Equipment, Jerrold. W. R. Tucker, pres.; J. R. Moore, v.p. & gen. mgr. Stations: WBRC-TV & WABT, Birmingham; WSIX-TV, Nashville.

**Fort Payne**—City TV Co., Fort Payne. Began service Aug. 1951. Equipment Entron. James L. Killian, pres.

**Huntsville**—TV Distribution System, Fifth Ave. Phone: JE 2-3521. No. subscribers, 1500; estimated potential, 8000. Began service Sept. 1955. Equipment Entron. W. H. Pollard, mgr. Stations: WBRC-TV & WABT, Birmingham; WSM-TV & WSIX-TV, Nashville.

**Russellville**—Better TV Cable Co., W. Lawrence St. Phone: 885. No. subscribers, 300; estimated potential, 1000. Began service June 18, 1954. Equipment, Jerrold. E. E. Stuart, John McCollum, J. Foy Guin, J. Foy Guin Jr., partners. Stations: WABT & WBRC-TV, Birmingham; WSIX-TV, Nashville.

### ARIZONA

**Ajo**—Ajo TV Service Co. Inc., 250 Pizal St. Phone: DU 7-6012. No. subscribers, 850; estimated potential, 1100. Began service Nov. 1953. Equipment, Blonder-Tongue. V. E. Blow, pres. Stations: KPHO-TV, KTVK & KOOL-TV; Phoenix; KVOA-TV, Tucson.

**Bisbee**—Nichol's Radio & TV Service, 90 Main St. Equipment Jerrold.

**Clifton**—Clifton-Morenci Community TV Inc., Box 1168. Phone: Townsend 5-4133. No. subscribers, 1575; estimated potential, 3000. Began service Dec. 1954. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

**Douglas**—Whitey's TV & Cable Co. Inc., 1121 G Ave. Phone: EM 4-2233. No. subscribers, 1175; estimated potential, 2700. Began service June 1955. Equipment, Jerrold. I. W. Brayer, pres. Stations: KTVK, Phoenix; KVOA-TV, KOLD-TV & KGUN-TV, Tucson.

**Flagstaff**—Flagstaff TV & Cable Co., 121 E. Aspen St. Phone: Prospect 4-4791. No. scribers, 2000; estimated potential, 3200. Began service Aug. 1, 1954. Equipment Jerrold. Milton J. Shapp, pres., Charles Wigutow, mgr. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

**Holbrook**—Winslow-Holbrook Community TV Inc., 450 N. Navajo Blvd. Phone: 235W. No. subscribers, 50; estimated potential, 800. Began service Dec. 1956. Equipment Motorola. Wm. Ross, pres. KOOL-TV, KVAR & KTVK, Phoenix.

**Miami**—Antennavision Inc., 507 Live Oak St. Phone: Granite 3-2161. No. subscribers, 2880; estimate potential, 6400. Began service June 1953. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR, KPHO-TV & KTVK, Phoenix.

**Nogales**—Clear-Vision TV, 324 Morley Ave. Phone: AT 7-2891. No. subscribers, 550; estimated potential, 1200. Began service April 1, 1954. Equipment Jerrold. J. W. Allen, mgr. Stations: KVOA-TV, KGUN-TV & KOLD-TV, Tucson; KOOL-TV, Phoenix.

**Phoenix**—Antennavision Inc., 2949 W. Osborn Rd. Phone: AL 4-5511. No. subscribers, 8000; estimated potential, 18,000. Began service 1953. Equipment Ameco. Bruce Merrill, pres. Stations; KTVK, KOOL-TV, KPHO-TV & KVAR, Phoenix.

**Prescott**—TV Services Inc., 116 N. Montezuma. Phone: 1680. No. subscribers, 1400; estimated potential, 4000. Began service July 1953. Equipment composite. Norman A. Hendry, pres. Stations: KPHO-TV, KOOL-TV, KVAR & KTVK, Phoenix.

**Ray-Sonora**—Arizona Community TV Systems Inc., 120 Sixth Ave., San Manuel. Phone: Dudley 5-2321, San Manuel. No. subscribers, 350; estimated potential, 700. Began service March 1955. Equipment Ameco. Bruce Merrill, pres. Stations KOOL-TV, KVAR & KTVK, Phoenix.

**Safford**—Antennavision Inc., 218 E. Main. St. Phone: 950. No. subscribers, 600; estimated potential, 1400. Began service June 1953. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

**San Manuel**—Arizona Community TV Systems Inc., 120 Sixth Ave. Phone: Dudley 5-2321. No. subscribers, 785; estimated potential, 1000. Began service March 1955. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

**Williams**—Whitey's TV & Cable Co. Inc., 108 S. 3rd St. Phone: 472. No. subscribers, 513; estimated potential, 650. Began service Sept. 28, 1955. Equipment Jerrold. I. W. Brayer, pres.-mgr. KTVK, KPHO-TV, KVAR & KOOL-TV, Phoenix.

**Winslow**—Winslow-Holbrook Community TV Inc., 220 Kinsley Ave. Phone: 1000. No. subscribers, 1200; estimated potential, 3000. Began service May 1956. Equipment Ameco. Wm. Ross, pres. KOOL-TV, KVAR & KTVK, Phoenix.

### ARKANSAS

**Batesville**—Community Antenna Co., Box 861. Phone: 690. No. subscribers, 400; estimated potential, 600. Began service June 1952. Equipment Entron. Jimmy Davidson, owner. Stations: WMCT, WREC-TV & WHBQ-TV, Memphis; KARK-TV & KTHV, Little Rock.

**Fayetteville**—Trans-Video Corp. of Arkansas, 103 West Mountain. Hillcrest 2-7111. No. subscribers, 2450; estimated potential, 4000. Began service March 1, 1953. Equipment RCA, Jerrold. Hal Douglas, pres.; Fred J. Stevenson, v.p.-gen. mgr. Stations: KOTV, KVOO-TV & KTUL-TV, Tulsa.

**Harrison**—Twin Lakes TV Corp., 120 E. Rush. Phone: 490. No. subscribers, 1500; estimated potential, 2200. Began service Sept. 1, 1953. Equipment RCA. Betty Lou Wheeler, pres.; R. S. Wheeler Jr., mgr. Stations: KYTV & KTTS-TV, Springfield; KARK-TV, Little Rock.

**Marshall**—Jack Treece, Marshall. Equipment Jerrold.

**Mena**—TV Signal Service, 515 Mena St. Phone: 252. No. subscribers, 378; estimated potential, 650. Began service Feb. 1954. Equipment, Entron & Ampli-Vision. Stations: KARK-TV & KTVH, Little Rock; KCMC-TV, Texarkana; KATV, Pine Bluff.

**Rogers**—KAMO TV Cable System, 312 W. Walnut St. Phone: 1254. No. subscribers, 400; estimated potential, 1000. Began service Oct. 3, 1956. Equipment Entron. G. Don Thompson, pres.-mgr. Stations: KOTV, KVOO-TV, KTUL-TV, Tulsa; KODE-TV & KOAM-TV, Pittsburg-Joplin.

**Siloam Springs**—Garrett Coaxial TV Towers Inc., 108 S. Broadway. Phone: 67. No. subscribers, 160; estimated potential, 600. Began service 1955. Equipment Entron. Tom H. Garrett, pres. Stations: KOTV, KTUL-TV & KVOO-TV, Tulsa; KOAM-TV, Pittsburg-Joplin; KNAC-TV, Ft. Smith.

### CALIFORNIA

**Auburn**—Master Antenna Systems Inc., 941 Lincoln Way. Phone: TU 5-2137. No. subscribers, 480; estimated potential, 7-800. Began service March 2, 1952. Equipment Jerrold. James D. Owen, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KVOR, Stockton; KBET-TV, Sacramento.

**Banning**—Banning Communications Corp., Box 315. Phone: Victor 9-4503. No. subscribers, 300; estimated potential, 500. Began service March 1, 1954. Equipment Jerrold. E. N. Knox, v.p.-mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV, Los Angeles.

**Barstow**—TV Relay Systems Inc., 222 E. Main St. Phone: 9311 No. subscribers, 2400; estimated potential, 4500. Began service Nov. 1952. Equipment Jerrold. D. M. DeVoe, pres.; Harry A. Ford, mgr. Stations: KNXT, KRCA, KABC-TV, KTLA & KTTV, Los Angeles.

**Beverly Hills**—Community TV Reception Co., 2576 Benedict Canyon. Phone: HO 2-7253. No. subscribers, 300; estimated potential, 700. Began service March 1954. Equipment composite. Allan MacDougall Jr., pres. Stations: KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA & KTTV, Los Angeles.

**Big Bear Lake**—Master TV Distribution System, Box 495. Phone: 5605. No. subscribers, 250; estimated potential, 500. Began service Sept. 1952. Equipment, Jerrold. James E. Peaden, pres. Stations: KNXT, KABC-TV, KRCA, KTLA, KHJ-TV, Los Angeles.

**Burbank**—Community TV Reception Co. Inc., 4219 West Olive. Phone: Victoria 9-2511. No. subscribers, 350; estimated potential, 1000. Began service March 1954. Equipment composite. Allan MacDougall, mgr.

**Carmel**—Alarm Corp., 7th & Lincoln Sts. Phone: Mayfair 4-2012. No. subscribers, 1300; estimated potential, 2500. Began service June 1952. Equipment RCA. G. B. Henderson, chairman; Howard F. Bruggeman, pres.-treas. Stations: KRON-TV, KPIX & KGO-TV, San Francisco; KSBW-TV, Salinas.

**Dunsmuir**—Dunsmuir TV Co., Box 757. Phone: 4873. No. subscribers, 300; estimated potential, 400. Began service Feb. 1954. Equipment Jerrold. John F. Burgess, pres. Stations: KBES-TV, Medford; KHSL-TV, Chico.

**Eagle Mountain Mines**—Kaiser Steel Corp., Box 217, Fontana, Cal. Equipment Jerrold. E. C. Ketally, chief electrician.

**Glendale**—Standard Reception Co., Box 2574, Terminal Annex, Los Angeles, Cal. Citrus 4-4118. Began service Sept. 1953. Equipment, Spencer-Kennedy. E. Spencer, pres.

**Grass Valley**—Community Antenna Co. Inc., 127 Neal St. Phone: 761. No. subscribers, 200; estimated potential, 650. Equipment Jerrold. John Colling, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco.

(Continued on page 425)

# SKL SOLVES ALL TV DISTRIBUTION PROBLEMS

HIGHEST "HEAD END" — Antenna Site for SKL — Climax Molybdenum Community Television System, Climax, Colorado. Location Mt. McNamee. Elevation 13,803 feet above sea level. Constructed 1953. Inaccessible four months per year.

## ECONOMY, QUALITY AND FLEXIBILITY:

SKL all purpose wired television distribution systems provide: maximum transmission fidelity, minimum maintenance time, minimum outage risk and built-in spare capacity to meet growth and change in the television broadcast and closed circuit art.

## FOR COMMUNITY ANTENNA SYSTEMS:

Broadband — 12 VHF Channels and up to 12 additional special channels. Low Band — 5 VHF Channels and up to 7 additional special channels. Typical SKL systems at Elmira, New York, and Buck Hill Falls, Pennsylvania, give their subscribers 8 channels but have plenty of spare capacity to add broadcast and closed circuit channels.

## FOR EDUCATIONAL TELEVISION:

SKL broadband systems are ideal for university, school and school system television teaching, including broadcast, studio and classroom origin. The spare capacity permits a single SKL installation to service an indefinite increase in the number of television taught courses. A present layout for a New England public school system provides for over 75 subject periods per day over a single SKL system, in addition to reception of six off-the-air channels.

## FOR CLOSED CIRCUIT:

First SKL industrial closed circuit installed in Stromberg-Carlson main plant 1951. Subsequent installations in leading manufacturing plants, broadcast facilities, and government installations. SKL high reliability and broad capacity wired television systems are the best available for test, surveillance, and remote viewing of all kinds.

## FOR MASTER ANTENNA:

Hotels, hospitals, apartment houses and housing developments using SKL master antenna wired television systems enjoy: minimum maintenance routine, maximum tenant satisfaction and security for the picture with spare SKL capacity available for later addition of one or several closed circuit operations. SKL installation at National Institute of Health, Bethesda, Maryland provides off-the-air and closed circuit entertainment for patients and a complete medical closed circuit for the professional staff.

SKL

**SPENCER-KENNEDY**
LABORATORIES, INC.
1320 SOLDIERS FIELD ROAD
BOSTON 35, MASS.

FOR FURTHER INFORMATION ON SKL EQUIPMENT, WRITE TO DEPT. A1.

**CALIFORNIA—(Continued)**

**Ione**—Angier Appliance, Box 864. Equipment Jerrold. Lawrence Angier, owner.

**Jackson**—Angier Appliance, Box 864, Ione, Cal. Equipment, Jerrold. Lawrence Angier, owner.

**Laguna Beach**—Tel-I-Clear Systems Inc., 334 Glenneyre St. Hyatt 4-1413. No. subscribers, 800; estimated potential, 2000. Began service June 6, 1953. Equipment Jerrold. Lewis L. Lemieux, pres. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

**Martel**—Angier Electric & TV, Box 13. Equipment Jerrold. Lawrence Angier, pres.

**Martinez**—TV Transmission Inc., 908 Ferry St. Phone: 2505. No. subscribers, 1000; estimated potential, 2000. Began service March 1952. Equipment Telesystems. Wm. A. Gentry, pres. Stations: KGO-TV, KPIX & KRON-TV, San Francisco.

**Monterey**—LaMesa TV Co., 425 Alvarado St. No. subscribers, 225; estimated potential, 515. Began service Jan. 1953. Equipment Blonder-Tongue & Jerrold. Leonard Abinate & Wm. E. Norris, partners. Stations: KRON-TV, KPIX, KGO-TV, San Francisco; KCRA-TV, Sacramento; KNTV, San Jose; KSBW-TV, Salinas; KOVR, Stockton.

**Morro Bay**—Jerry Martin TV Service, 950 E St. Phone: Spruce 2-6781. No. subscribers, 39; estimated potential, 1500. Began service Sept. 1954. Equipment Jerrold. Jerry Martin, owner. Stations: KEYT, Santa Barbara; KVEC-TV, San Luis Obispo.

**Nevada City—Community Antenna Co. Inc.**, 127 Neal St., Grass Valley, Cal. Phone: 761, Grass Valley. Began service Jan. 1954. No. subscribers, 20; estimated potential 500. Equipment Jerrold. John G. Colling, pres. Stations: KRON-TV, KPIX KGO-TV, San Francisco.

**Palm Springs**—Palm Springs Community TV Corp., 192 S. Indian Ave. Phone: 5002. No. subscribers, 2920; estimated potential, 6000. Began service Nov. 4, 1952. Equipment Ampli-Vision. Louis A. Novins, v.p.; Frank L. Allen, mgr. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV & KTTV, Los Angeles.

**Placerville**—El Dorado TV Engineering Corp., 564 Main St. Phone: 140. No. subscribers, 200; estimated potential 500. Began service March 1, 1953. Equipment Jerrold. John S. Hocking, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

**Sacramento**—J. W. Brewer Co., 2800 Stockton Blvd. Phone: Gilbert 1-8455. No. subscribers, 330; estimated potential, 400. Began service Feb. 1954. Equipment, Ampli-Vision, Blonder-Tongue & Transvision. James W. Brewer, owner. Stations: KVOR, Stockton; KBET-TV, KCCC-TV & KCRA-TV, Sacramento.

**San Bernardino**—Community TV, 3315 E St. Phone: Turner 2-2024. No. subscribers, 1350; estimated potential, 2000. Began service Jan. 1953. Equipment Jerrold. Dr. Philip M. Savage Jr., managing director; Samuel P. Boyd, mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

**San Diego**—Video Antenna Systems Inc., 3686 El Cajon Blvd. Atwater 1-8146. No. subscribers, 2568; estimated potential, 5000 plus. Began service May 15, 1953. Equipment Jerrold. Roy P. Cloud, pres. Stations: KNXT, KRCA, KTTV, KCOP, Los Angeles; KFMB-TV & KFSD-TV, San Diego; XETV, Tijuana.

**Santa Cruz**—Pacific Telescription System, 924 Soquel Ave. Phone: Garden 3-6510. No. subscribers, 2079; estimated potential, 4000. Began service Sept. 20, 1954. Equipment composite. David McKay, pres. Stations: KGO-TV, KPIX & KRON-TV, San Francisco.

**Sausalito**—Sausalito Community TV, Box 617. No. subscribers, 32. Robert G. Rose, owner.

**Taft**—Kern Mutual Telephone Co., 309 Main St. Phone: 5-4126. No. subscribers, 210; estimated potential, 1000. Began service July 1955. Equipment Jerrold. J. P. Maguire, pres.; C. E. Kenealey, mgr. Stations: KHJ-TV, KRCA, KTLA, KABC-TV & KNXT, Los Angeles.

**Tujunga**—Seven Hills Antenna Corp., 10030 Commerce Ave. Phone: FL 3-1040. No. subscribers, 125; estimated potential, 4500. Began service March 1, 1957. Equipment Spencer-Kennedy. Dean M. DeVoe, pres.; Harry A. Ford, office mgr. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOP, Los Angeles.

**Ukiah**—Spanish Mountain TV Corp., 175 Seminary Ave. Homestead 2-5472. No. subscribers, 2100; estimated potential, 2900. Began service Dec. 1952. Equipment Jerrold. Owned by Jerrold Electronics Corp. Milton J. Shapp, pres.; John A. Sullivan, gen. mgr. Stations: KRON-TV, KPIX & KGO-TV, San Francisco; KHSL-TV, Chico.

**Ventura**—Avenue TV Coaxial Cable Service, 1963 E. Main St. MI 3-6819. No. subscribers, 435; estimated potential, 800. Began service Jan. 1951. Equipment Ampli-Vision & Jerrold. John G. George, owner. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOP, Los Angeles.

**Victorville**—Clearvision TV Service, 3 Ohio St. Phone: 6-4331. No. subscribers, 450; estimated potential, 650. Began service Oct. 1, 1956. Equipment Jerrold. C. R. Tatum, pres. Stations: KTLA, KCOP, KTTV, KRCA, KNXT, KABC-TV & KHJ-TV, Los Angeles.

**Victorville**—Desert TV & Appliance Co., 16824 C St. Equipment Jerrold.

# Community Antenna Systems

**COLORADO**

**Alamosa**—Community TV Systems of Colorado Inc., 419 State St. Phone: 616W. No. subscribers, 704; estimated potential, 850. Began service July 1, 1955. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

**Antonito**—Community TV Systems of Colorado Inc., 936 Main St. No. subscribers, 65; estimated potential, 75. Began service Jan. 2, 1956. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

* **Canon City**—Community TV Systems of Colorado Inc., 117 W. Second St., Salida, Colo. Phone: 288W, Salida. Larry Peay, pres.; Gilmore Harrison, mgr.

**Climax**—Climax Molybdenum Co., Climax. Phone: 5111. No. subscribers, 500; estimated potential, 550. Began service Oct. 1953. Equipment Spencer-Kennedy. Don Stephens, public relations asst. Stations: KTVR, KOA-TV, KBTV & KLZ-TV, Denver.

**Durango**—Durango TV Network Inc., 105 W. 10th St. Phone: Cherry 7-2681. No. subscribers, 1350; estimated potential, 1500. Began service Dec. 1954. Equipment Jerrold. John J. Morrissey Jr., pres.-mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

**Estes Park**—Estes Park TV Co., 215 E. Riverside. Phone: 322. No. subscribers, 200; estimated potential, 300. Began service Aug. 1953. Equipment Jerrold & Blonder-Tongue. Richard N. Statham, pres. Stations: KTVR, KOA-TV, KLZ-TV & KBTV, Denver.

**Glenwood Springs**—Radio & TV Service, Glenwood Springs. E. J. Pocock.

* **Gunnison**—Community TV Systems of Colorado Inc., Gunnison. Estimated potential, 500. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr.

**La Jara**—Community TV Systems of Colorado Inc., La Jara. No. subscribers, 84; estimated potential, 100. Began service March 15, 1956. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

**Leadville**—Leadville Community TV Co., Leadville. Equipment Jerrold.

**Monte Vista**—Community TV Systems of Colorado Inc., 936 Main St. Phone: 396. No. subscribers, 375; estimated potential, 600. Began service Aug. 1956. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

* **Pueblo**—Community TV Systems of Colorado Inc., 117 W. Second St., Salida, Colo. Phone: 288W, Salida. Larry Peay, pres.; Gilmore Harrison, mgr.

**Salida**—Community TV Systems of Colorado Inc., 117 W. Second St. Phone: 288-W. No. subscribers, 669; estimated potential, 800. Began service Nov. 11, 1954. Equipment Jerrold. L. W. Peay, pres.; Gilmore R. Harrison, mgr. Stations: KLZ-TV, KOA-TV & KBTV, Denver, KCSJ-TV, Pueblo.

**Sterling**—Sterling Community TV Co., 127 S. Second St. Lawrence 2-4593. No. subscribers, 2275; estimated potential, 3300. Began service Sept. 29, 1954. Equipment Ampli-Vision, Jerrold & Blonder-Tongue. J. E. Collier & Karl O. Krummel, partners; Charles H. Pope, mgr. Stations: KTVR, KOA-TV, KLZ-TV, KBTV, Denver; KFBC-TV, Cheyenne.

**Trinidad**—Trinidad Community TV Co., 312 N. Commercial St. Phone: Victor 6-2912. No. subscribers, 1600; estimated potential, 2500. Began service May, 1953. Equipment Jerrold, Donald H. Jacobs, pres.; Pete Ruiz Jr., mgr. Stations: KCSJ-TV, Pueblo; KKTV, Colorado Springs.

**FLORIDA**

**Key West**—Key West Cable-Vision Inc., 824 Duval St. Phone: Cypress 6-6555. No. subscribers, 2500; estimated potential, 10,000. Began service July 1, 1955. Equipment Jerrold. John M. Spottswood, pres.; Milton J. Shapp, v.p.; Zalmon Garfield, secy.; Simon Pomerantz, treas.; C. E. Smith Jr., mgr. Stations: WTVJ & WCKT, Miami; CMQ-TV, Havana.

**Sarasota**—City TV Antenna Network Inc., 415 S. Pineapple Ave. Phone: RI 7-2989. No. subscribers, 300; estimated potential, 6000. Began srevice March, 1954. Equipment Ampli-Vision & Entron. Foscolo C. Hendrick, pres. Stations: WSUN-TV, St. Petersburg; WTVT & WFLA-TV, Tampa. Also closed-circuit originations.

**IDAHO**

**Avery**—Nolan's TV Service, Avery. Equipment Jerrold & Ampli-Vision. Ronald Nolan, owner.

**Bonners Ferry**—TV Sales Inc., Box 839. No. subscribers, 130; estimated potential, 300-400. Began service 1955. Equipment Jerrold & Blonder-Tongue. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Burke**—Burke TV Cable, Burke. Equipment Jerrold & Ampli-Vision.

**Cottonwood**—Master TV Service, Cottonwood. Phone: YO 2-3281. No. subscribers, 110; estimated potential, 200. Began service Dec. 1955. Equipment Jerrold & Blonder-Tongue. Abe Uhlenkott, owner-mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KLEW-TV, Lewiston.

**(Continued on next page)**

# Community Antenna Systems

**IDAHO—(Continued)**

**Craigmont**—Craigmont TV Cable Service, Craigmont. Phone: WA 4-5547. No. subscribers, 240; estimated potential, 325. Began service Jan. 1, 1955. Equipment Entron. Carl L. Blevins, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

**Deary**—Deary TV Co-op, Deary. Equipment Jerrold.

**Elk River**—Elk River TV Co., Elk River. Equipment Jerrold.

**Grangeville**—Grangeville TV Service Inc., 313 W. Main St. Phone: 741. No. subscribers, 282; estimated potential, 450. Began service Sept. 1954. Stanley Wright, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Kamiah**—Fleisher Electric & TV, Kamiah. Phone: 67M. No. subscribers, 62; estimated potential, 245. Began service Nov. 1, 1954. Equipment Entron & Jerrold. J. A. Fleisher, owner. Stations: KHQ-TV & KXLY-TV, Spokane.

**Kellogg**—Kellogg TV System Inc., 102 Sidney Bldg. Phone 2161. No. subscribers, 1600; estimated potential, 2000. Began service June 1, 1953. Equipment Jerrold. J. C. Moore, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Ketchum-Sun Valley**—Wood River TV, Ketchum. Phone: 4141. No. subscribers, 223; estimated potential, 400. Began service Dec. 1, 1954. Equipment Ampli-Vision. C. E. Atkinson, owner. Stations: KBOI, Boise; KID-TV, Idaho Falls; KSL-TV, Salt Lake City; KLIX-TV, Twin Falls.

**Lewiston**—Pacific Northwest TV Inc., 1323 F St. Phone: Sherwood 3-2212. No. subscribers, 2891; estimated potential, 6000. Began service July 13, 1953. Equipment Jerrold. Newell Priess, prs.; Harley E. Steiner, v.p.-mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

**Moscow**—TV Cable Co., 414 S. Main St. Phone: Tucker 2-1166. No. subscribers, 567; estimated potential, 750. Began service May, 1953. Equipment Entron. S. C. Haddock & Kyle Laughlin, partners. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

**Moscow**—University of Idaho. Equipment Jerrold.

**Mullan**—Mullan TV Cable Service, Mullan. Equipment Jerrold & Ampli-Vision. Russell L. Miller, mgr.

**Orofino**—Clearwater Cable TV, Orofino. Equipment Jerrold & Ampli-Vision. Harry Gutemey, mgr.

**Osborn**—Teleview Antenna Systems, Box 500. Equipment Jerrold. Wm. Zanetti, mgr.

**Pierce**—Eldon Hutchins, Pierce. Equipment Jerrold.

**Pinehurst**—Everett's Electric Corner, Pinehurst. Equipment Jerrold & Ampli-Vision. E. Arvidson, mgr.

**Pinehurst**—Pinehurst Co-op TV Inc., Pinehurst. Equipment Jerrold.

**Pocatello**—Bannock TV Inc., Hotel Bannock. Milton J. Shapp, pres.; Howard W. Moffat, mgr.

**Smelterville**—E & F TV System, Smelterville. Equipment Jerrold.

**Troy**—Troy TV Co. Inc., Troy. Phone: 78R. No. subscribers, 92; estimated potential, 100. Began service June 1, 1953. Equipment Blonder-Tongue. Herman Krier, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

**Twin Falls**—Cable-Vision Inc., 420 Main S. Phone: RE 3-2233. No. subscribers, 75. Began service May 1, 1955. Equipment Jerrold. W. L. Reiher, owner. Stations: KID-TV, Idaho Falls; KBOI-TV & KIDO-TV, Boise; KLIX-TV, Twin Falls.

**Weippe**—General Sales & Service, Weippe. Phone: 2721. No. subscribers, 350; estimated potential, 450. Began service Oct. 1954. Equipment Jerrold. Eldon Hutchins, mgr. Stations: KLEW-TV, Lewiston; KHQ-TV, KREM-TV, & KXLY-TV, Spokane.

**ILLINOIS**

**Marengo**—Marengo TV Inc., 306 S. State St. Began service Oct. 1952. Equipment Spencer-Kennedy. Frank Drake, pres.

**Peru**—TV Transmission Co., 301 Peru St. Phone: 1106. No. subscribers, 1500; estimated potential, 5000. Began service Sept. 1951. Equipment composite. Richard Stretch, pres.; Earle S. Nelson Jr., v.p.-mgr. Stations: WBBM-TV, WNBQ, WGN-TV & WBKB, Chicago; WEEQ-TV, La Salle.

**Taylorville**—West End TV Assn. Co-op, Taylorville. Phone: 1718. No. subscribers, 1050. Began service 1950. Equipment Jerrold. Sophronia I. Moss, secy. Stations: KSD-TV, St. Louis; WTVP, Decatur; WCIA, Champaign; WICS, Springfield.

**INDIANA**

**Cannelton**—Channel Towers, Madison St. Phone: 729J. No. subscribers, 100; estimated potential, 175. Began service May 1952. Equipment Jerrold. Edward Northnor, mgr. Stations: WHAS-TV & WAVE-TV, Louisville.

**IOWA**

**Dubuque**—Dubuque Jerrold Division, Bannock TV Inc., 1043 Main St. Phone: 3-9171. No. subscribers, 5200. Began service May 9, 1955. Equipment Jerrold. Milton Shapp, pres.; John Campbell, mgr. Stations: WMT-TV & KCRG-TV, Cedar Rapids; WOC-TV, Davenport; WHBF-TV, Rock Island; WREX-TV, Rockford; KWWL-TV, Waterloo.

**Estherville**—Community TV Co., 6 S. Fifth St. Estimated potential, 1000. Equipment Benco. Stations: KGLO-TV, Mason City; KTIV, Sioux City; KELO-TV, Sioux Falls.

**Ft. Madison**—Iowa Video Inc., 616 18th St. Phone: 1949. No. subscribers, 400; estimated potential, 1000. Began service April 27, 1953. Equipment Jerrold. Sheldon M. Grengs, pres. Stations: WOC-TV, Davenport; WHBF-TV, Rock Island; KHQA-TV, Hannibal.

**KANSAS**

**Centralia**—Johnstone Auto & Electric, Centralia. Equipment Jerrold. Jack Johnstone, mgr.

**Liberal**—TV Cable Inc., 12 W. Third St. Equipment Community Engineering Corp. R. E. Hood, mgr.

* **Longford**—Frank H. Dieter, Box 117. Phone: 63.

**Onaga**—Grim Radio & Electric. Began service Nov. 15, 1950 Equipment Jerrold. E. A. Grim, owner.

**KENTUCKY**

**Alva**—Black Star TV Assn., Alva. Phone: 1. No. subscribers, 142. Began service Nov. 1954. Equipment Jerrold. Raymond Burnette, mgr.; O. L. Julian, secy-treas. Stations: WATE, Knoxville; WJHL-TV, Johnson City; WBTV, Charlotte.

**Barbourville**—Brown Radio & TV Co., Liberty St. Phone: 431. No. subscribers, 200; estimated potential, 300. Began service Nov. 1952. Equipment Jerrold. Dwight L. Brown, owner. Stations: WATE & WBIR-TV, Knoxville.

**Benham**—Benham Community TV Project, Benham. Phone: 51. No. subscribers, 253; estimated potential, 475. Began service March 1953. Equipment Jerrold. A. J. McCarty, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WATE, Knoxville.

**Brookside**—Harlan Colleries Co., Brookside. Harlan 3502. No. subscribers, 79; estimated potential, 300. Began service Feb. 4, 1953. Equipment Jerrold. B. W. Whitfield Jr., pres. Stations: WSAZ-TV, Huntington; WATE, Knoxville.

**Burkesville**—Cumberland TV, Burkesville. Phone: 120. No. subscribers, 120; estimated potential, 200. Began service Sept. 1954. Equipment Entron & Blonder-Tongue. Cecil B. Coffey, owner. Stations: WSM-TV & WLAC-TV, Nashville.

**Frankfort**—Community Service Inc., 317 Ann St. Phone: 7-7513. No. subscribers, 1257; estimated potential, 2500. Began service Oct. 1952. Equipment RCA. John Gerard, pres. Stations: WAVE-TV & WHAS-TV, Louisville; WCPO-TV & WLWT; Cincinnati; WLEX-TV, Lexington.

**Harlan**—Harlan Community TV Inc., 2nd St. Phone: 662. No. subscribers, 1600; estimated potential, 2500. Began service Jan. 1953. Equipment Jerrold. Joe Guthrie, pres. Stations: WATE-TV & WBIR-TV, Knoxville; WJHL-TV, Bristol; WLOS-TV, Asheville.

**Irvine**—Miller's Inc., 157 Broadway. Phone: 131. No. subscribers, 225; estimated potential, 350. Began service Jan. 1, 1953. Equipment Jerrold, RCA & Blonder-Tongue. Frank Miller, pres.; Francis G. Miller, v.p.-mgr.; C. S. Miller, secy. Stations: WAVE-TV, Louisville; WLWT, Cincinnati; WLEX-TV, Lexington.

**Liberty**—Liberty TV Co., Liberty. Phone: 3211. No. subscribers, 200; estimated potential, 300. Began service Aug. 15, 1953. Equipment. RCA, Entron & Blonder-Tongue. George E. Wolford, mgr. Stations: WAVE-TV & WHAS-TV, Louisville; WLEX-TV, Lexington.

**Lynch**—Union Supply Co., Dept. 50, Lynch. Equipment, Jerrold.

**Manchester**—Perfect TV Co., Box 351. Phone: 2292. No. subscribers, 200; estimated potential, 400. Began service Dec. 1955. Equipment, Jerrold. Clyde P. & Laura S. House, owners. Stations: WATE-TV & WBIR-TV, Knoxville; WJHL-TV, Johnson City.

**McDowell**—Paintsville Appliance Co., Virginia Ave., Pineville, Ky. Phone: Edgewood 7-3308. No. subscribers, 71; estimated potential, 75. Began service May 1952. Equipment Jerrold & Taco. C. Trimble, owner. Station: WSAZ-TV, Huntington.

**Paducah**—Midwest Video Corp., 509 Jameswood. Estimated potential, 1000. Equipment RCA.

**Paintsville**—Paintsville TV Cable Corp., College St. Phone: 211. No. subscribers, 700; estimated potential, 900. Began service May 1951. Equipment Jerrold. D. L. Brown, pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

**Pikeville**—Valley TV Service Inc., Pikeville. Phone: 152. No. subscribers, 400; estimated potential, 600. Began service June 1951. Equipment. Jerrold. R. G. Wells Jr., pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

**Pineville**—Paintsville Appliance Co., Virginia Ave. Phone: Edgewood 7-3308. No. subscribers, 210; estimated potential, 350. Began service Oct. 15, 1954. Equipment Jerrold. Chester Trimble, owner. Stations: WATE-TV, Knoxville; WJHL-TV, Johnson City; WLOS-TV, Asheville.

**Pineville**—Pineville TV, Pineville. Began service June 1954. Equipment, Entron. Dr. J. M. Brooks Jr., pres.

**Prestonsburg**—Flanery & Dingus TV Service, Prestonsburg. No. subscribers, 200; estimated potential, 400. Began service 1950. Equipment Jerrold. Wm. J. Dingus & Dave M. Flanery, partners. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

**Wheelwright**—Inland Steel Co., Wheelwright. Began service Nov., 1951. Equipment Jerrold. George Leatherman, mgr. Stations: WCHS-TV, Charleston; WHTN-TV & WSAZ-TV, Huntington.

**Whitesburg**—Salyer Radio & TV Co., Whitesburg. Began service May 1, 1952. Equipment, Jerrold. R. B. Salyer, owner.

**Winchester**—Tele-Ception of Winchester Inc., Winchester. Equipment, Entron & Jerrold. W. Howes Meade, pres.

**Yancey**—Harlan Fuel Co., Harlan. Equipment, Jerrold. Joe Guthrie, mgr.

- No radiation
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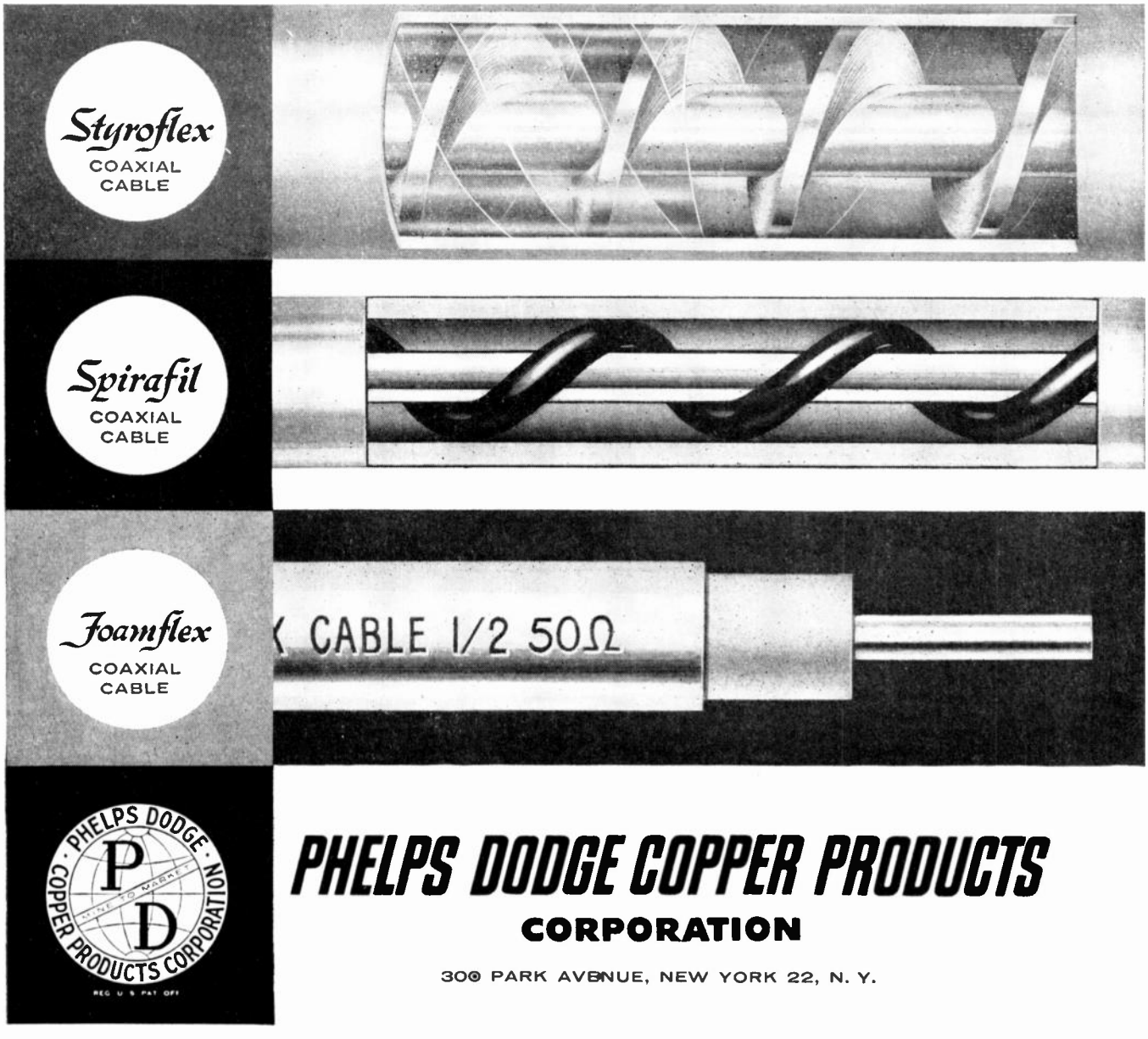


## PHELPS DODGE COPPER PRODUCTS CORPORATION

300 PARK AVENUE, NEW YORK 22, N. Y.

# Community Antenna Systems

### LOUISIANA

**Pineville**—Alpine Community TV, 719 Main St. Estimated potential, 3500. Began service Nov. 15, 1957. Equipment Entron. C. A. Fairbanks, pres.; J. M. Hutchinson, mgr. Stations: WBRZ, Baton Rouge; KLFY-TV, Lafayette; KPLC-TV, Lake Charles; KNOE-TV, Monroe.

* **West Monroe**—Video Inc., 1215 Cypress St. Phone: Fairfax 5-4658. Due to start in early 1958. Equipment Spencer-Kennedy. Max H. Rhulen, pres. Stations: KNOE-TV & KLSE, Monroe; KSLA & KTBS-TV, Shreveport; KRBB-TV, El Dorado; KALB-TV, Alexandria.

### MAINE

**Dixfield**—Rumford TV Services Corp., Dixfield. Joseph Pulia, mgr. Equipment Westbury Electronics.

**Houlton**—Houlton TV Inc., Market Square. Phone: 3697. No. subscribers, 1050; estimated potential, 1100. Began service Jan. 1, 1955. Equipment Jerrold. Malcolm E. York, pres. Stations: WABI-TV & WTWO, Bangor; CHSJ-TV, St. John; WAGM-TV, Presque Isle.

### MARYLAND

**Cumberland**—Potomac Valley TV Co. Inc., 100 S. Liberty St. Phone: Parkview 2-6540. No. subscribers, 10,221; estimated potential, 17,000. Began service Dec. 2, 1951. Equipment Entron. J. Holland Rannells, pres. Stations: WRC-TV, WTTG, WMAL-TV & WTOP-TV, Washington.

**Friendsville**—Yough TV Co. Inc., Friendsville. Phone: Shadyside 6-2526. No. subscribers, 80; estimated potential, 140. Began service Jan. 1, 1951. Equipment, Jerrold. R. Earl Guard, pres. Stations: WJAC-TV, Johnstown; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

**Hancock**—Community TV Inc., Main St. Phone: Orchard 8-6127. No. subscribers, 260; estimated potential, 275. Began service March 24, 1952. Equipment Jerrold. Stanley M. Fulton, pres.; George Sheeder, mgr. Stations: WRC-TV, WMAL-TV & WTOP-TV, Washington.

**Lonaconing**—Jackson TV Co., 22 Main St. Phone: HO 3-5601. No. subscribers, 450; estimated potential, 700. Began service 1953. Equipment Jerrold. Thomas M. Connor & James G. McElvie, partners. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

### MASSACHUSETTS

**Athol**—Mohawk Valley TV Inc., 503 Main St. Phone: 1986. No. subscribers, 2000; estimated potential, 3500. Began service Nov. 8, 1954. Equipment Jerrold. James B. Wright, pres. Douglas N. MacKenzie, v.p.-mgr. Stations: WBZ-TV, WNAC-TV & WGBH-TV, Boston; WTIC-TV, Hartford.

**Millers Falls**—Millers Falls Antenna Corp., 12 Main St. Phone: Oldfield 9-3318. No. subscribers, 185; estimated potential, 275. Began service Oct. 1955. Equipment Jerrold. Ronald M. Zschau, pres. Stations: WNAC-TV & WBZ-TV, Boston; WNHC-TV, New Haven.

**North Adams**—Telecable Inc., 111 Main St. Phone: Mohawk 2-2792. No. subscribers, 370. Equipment Blonder-Tongue & Benco. Robert Bilodeau, mgr.

**Pittsfield**—Pittsfield Community Antenna Inc., 138 South St. Phone: 2-5039. No. subscribers, 200; estimated potential, 12,000. Began service Dec. 1956. Equipment Jerrold. James B. Wright, pres. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV & WPIX, New York.

**Shelburne Falls**—Shelburne Falls Community Antenna Service Inc., 39 Bridge St. Phone: Madison 5-6502. No. subscribers, 480; estimated potential, 600. Began service Oct. 1953. Equipment Jerrold. Phillip Tedesco Jr., pres. Stations: WBZ-TV, WNAC-TV & WHDH-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester.

### MICHIGAN

**Caspian**—Caspian Community TV Corp., Box 338. Phone: 1410. No. subscribers, 300; estimated potential, 350. Began service Sept. 15, 1955. Equipment Jerrold. L. B. Ghiggia, pres. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette.

**Houghton**—Northern Community System Inc., 224 Sheldon. Phone: 1651. No. subscribers, 1000; estimated potential, 2000. Began service Aug. 1, 1955. Equipment Jerrold. Wm. Link, pres.; Richard E. Juntikka, v.p.-mgr. Stations: CFPA-TV, Port Arthur; WDSM-TV & KDAL-TV, Duluth; WDMJ-TV, Marquette; WFRV-TV, Green Bay; WMBV-TV, Marinette.

**Iron Mountain**—Northside TV Corp., 110 Lehman Ave. Equipment Jerrold & Westbury.

**Norway**—City of Norway, Main St. Phone: 3-5601. No. subscribers, 625; estimated potential, 1000. Began service March 15, 1954. Equipment Jerrold. Paul J. Trione, city mgr.; Arthur Marcell, superintendent. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette.

**Petoskey**—Great Lakes Community TV Inc., 413 Waukazoo St. Phone: DI 7-4352. No. subscribers, 881; estimated potential, 1500. Began service Aug. 15, 1954. Equipment, composite. Gilbert R. Clark, pres. Stations: WBAY-TV, Green Bay; WMBV-TV, Marinette; WWTV, Cadillac; WPBN-TV, Traverse City.

### MINNESOTA

**Benson**—Community TV Inc., E. Nevada St. Phone: 3-1000. No. subscribers, 125; estimated potential, 1000. Began service June 1, 1955. Equipment Community Engineering Corp. Victor Hanson, pres. Stations: WCCO-TV, KEYD-TV, KSTP-TV & WTCN-TV, Minneapolis; KDLO-TV, Florence.

**Brainerd**—Brainerd Video Inc., 619 Oak St. Phone: 5176. No. subscribers, 1200; estimated potential, 2500. Began service Nov. 1956. Equipment Spencer-Kennedy. Paul Schmitt, pres.; Frank Thompson, mgr. Stations: WCCO-TV, KSTP-TV, WTCN-TV, KMGM-TV & KTCA-TV, Minneapolis-St. Paul; KDAL-TV & WDSM-TV, Duluth.

**Ely**—Ely TV Cable Co. WELY Building. Phone: 744. No. subscribers, 723; estimated potential, 1900. Equipment Jerrold. Charles B. Persons, owner-mgr. Stations: KDAL-TV & WDSM-TV, Duluth.

**Jackson**—City of Jackson, 606 Third St. Phone: City Hall 785. No. subscribers, 300; estimated potential, 800. Equipment Spencer-Kennedy. Einar Wallin, mayor. Stations: KGLO-TV, Mason City; KTIV, Sioux City; KSTP-TV, St. Paul; KELO-TV, Sioux Falls.

**Mankato**—Minnesota TV Signal Distributing Co., 629 S. Front St. Phone: 5160. No. subscribers, 1900; estimated potential, 5400. Began service Oct. 29, 1956. Equipment Spencer-Kennedy. R. M. Regan, pres.; Robert V. Gronholz, mgr. Stations: WCCO-TV, KSTP-TV, KMGM-TV, WTCN-TV & KTCA-TV, Minneapolis-St. Paul; KROC-TV, Rochester.

**Willmar**—Willmar Video Inc., 516 W. Litchfield St. Phone: BE 5-1530. No. subscribers, 150; estimated potential, 2000. Began service Nov. 23, 1957. Equipment Spencer-Kennedy. Paul J. Schmitt, pres.; John S. Muir Jr., mgr. Stations: KTCA, WCCO-TV, KMGM & KSTP-TV, Minneapolis-St. Paul.

### MISSISSIPPI

**Amory**—Community Antenna Co., N. Main St. Phone: CL 6-5771. Began service Dec. 1955. Equipment Entron. Stations: WMCT, WREC-TV & WHBQ-TV, Memphis; WBRC-TV, Birmingham; WCBI-TV, Columbus.

**Cleveland**—TV Cables Inc., 220 North St. Phone: VI 3-4956. No. subscribers, 425; estimated potential, 1500. Began service Feb. 1, 1957. Equipment Entron. F. C. Odom, pres.; J. R. Odom, mgr. Stations: WMCT, WREC-TV & WHBQ-TV, Memphis; KTHV, Little Rock; KATV, Pine Bluff.

**Columbus**—Columbus TV Cable Corp., 319 Second Ave. S. Phone: Fairfax 8-1781. No. subscribers, 720; estimated potential, 3300. Began service Nov. 2, 1954. Equipment Jerrold. Nelson Myers, pres.; M. M. Dunn, v.p.-mgr. Stations: WBRC-TV & WABT, Birmingham; WTOK-TV, Meridian; WTWV, Tupelo.

**Drew**—Delta Valley Antenna Co. Inc., 114 Shaw St. Phone: RI 5-8706. No. subscribers, 74; estimated potential, 400. Began service March 1, 1956. Equipment Entron. J. E. Oliver, pres.; R. R. Riley, mgr. Stations: WMCT, WHBQ-TV & WREC-TV, Memphis; KATV, Pine Bluff.

**Greenville**—Delta Video Co., Hwy. 82E. Phone: 2-2101. No. subscribers, 3500; estimated potential, 6000. Began service Nov. 11, 1954. Equipment RCA. W. E. McCourt, pres.; W. D. Gardner, secy.-treas. Stations: KNOE-TV, Monroe; WLBT & WJTV, Jackson; KATV, Pine Bluff; KARK-TV, Little Rock.

**Greenwood**—Community TV System Inc., 101½ Howard St. Phone: 4738. No. subscribers, 1450; estimated potential, 3000. Began service Oct. 1955. Equipment Jerrold. E. G. Perkins, pres.; E. H. Willcoxon, mgr. Stations: WLBT & WJTV, Jackson; WMCT, Memphis.

**Grenada**—Grenada Video Inc., Main St. Phone: 1458. No. subscribers, 145; estimated potential, 900. Began service Nov. 5, 1956. Equipment Spencer-Kennedy. Hugh Stanfill, pres. Stations: WMCT, WREC-TV & WHBQ-TV, Memphis; WJTV & WLBT, Jackson.

**Hattiesburg**—Perfect Video Inc., 504 Corrine St. Phone: JU 2-1981. No. subscribers, 1400; estimated potential, 4000. Began service Jan. 1955. Equipment Spencer-Kennedy. Wiley Fairchild, pres.; Robert F. Jernigan, v.p.-gen. mgr. Stations: WLBT & WJTV, Jackson; WKRG-TV, Mobile; WTOK-TV, Meridian; WDAM-TV, Hattiesburg.

**Indianola**—Crosby Home Appliance Co., Front St. Phone: 440. No. subscribers, 425; estimated potential, 600. Began service Nov. 15, 1956. Equipment Entron. I. T. Crosby, owner. Stations: WJTV & WLBT, Jackson; KATV, Pine Bluff; KNOE-TV, Monroe.

**Tupelo**—Tupelo Community Antenna Inc., Armstrong Arcade, Court St. Phone: Vinewood 2-6353. No. subscribers, 1100; estimated potential, 2000. Began service June 17, 1955. Equipment Jerrold. Frank G. Haley, mgr. Stations: WHBQ-TV, WMCT & WREC-TV, Memphis; WTWV, Tupelo.

### MISSOURI

**West Plains**—Community Cable Co., 24 Court Square. Phone: 666. No. subscribers, 325; estimated potential, 600. Began service Oct. 29, 1956. Equipment Entron. Robert Neathery & Paul E. Thompson, partners. Stations: KYTV & KTTS-TV, Springfield; WMCT, Memphis; KTVI, St. Louis.

### MONTANA

**Big Timber**—TV Cable Assn. Inc., Box 815. Phone: 2-2441. No. subscribers, 200; estimated potential, 500. Began service Nov. 17, 1954. Equipment Jerrold. McLean A. Clark, pres. Stations. KOOK-TV & KGHL, Billings; KID-TV, Idaho Falls.

**Bozeman**—Bozeman Community TV Inc., 233 E. Main St. Phone: Juniper 6-2089. No. subscribers, 1114; estimated potential, 5000. Began service June 1954. Equipment Blonder-Tongue & Jerrold. G. Norman Penwell, pres.; Dale G. Moore, secy.-treas.-mgr. Stations: KFBB-TV, Great Falls; KXLF-TV, Butte; KID-TV, Idaho Falls.

**Cut Bank**—Highline Community Antenna Service, Wilkins Bldg. Phone: 789. No. subscribers, 700; estimated potential, 1000. Began service Sept. 1955. Equipment Jerrold. Francis L. Bitney, pres. Stations: KFBB-TV, Great Falls; CJLH-TV, Lethbridge.

**Havre**—Havre Community TV Assn., Havre. Phone: 1096. No. subscribers, 800; estimated potential, 2000. Began service Jan. 1955. Equipment Ampli-Vision. Charlotte H. Brader, pres. Stations: KXLY-TV, Spokane; KFBB-TV, Great Falls; CJLH-TV, Lethbridge, Alta.

**Helena**—Helena TV Inc., 428 N. Main St. Phone: Hickory 2-6790. No. subscribers, 2250; estimated potential, 3600. Began service Feb. 10, 1955. Equipment Ampli-Vision & Jerrold. W. L. Piehl, pres.; Bruce Hamilton, mgr. Stations: KFBB-TV, Great Falls; KMSO-TV, Missoula; KXLF-TV, Butte.

**Kalispell**—Northwest Video Inc., 127 Second St. W. Phone: Skyline 6-5400. No. subscribers, 1900; estimated potential, 2500. Began service May, 1953. Equipment Blonder-Tongue & Jerrold. John R. Penwell, pres. Stations: KXLY-TV, KREM-TV & KHQ-TV, Spokane; KMSO-TV, Missoula; KGEZ-TV, Kalispell.

**Lewistown**—Perfect TV Inc., Masonic Bldg. Phone: KE 8-3818. No. subscribers, 1137; estimated potential, 1600. Began service March 19, 1955. Equipment Jerrold. Paul B. McAdam, pres.; Paul G. O'Neil, mgr. Stations: KOOK-TV & KGHL-TV, Billings; KFBB-TV, Great Falls.

**Libby**—Troy Video, 1109 S. Nevada Route 1. No. subscribers, 102. Howard R. Johnson, mgr.

**Livingston**—Livingston Community Antenna Assn., Box 691. Phone: 1133. No. subscribers, 1800; estimated potential, 2500. Began service May 10, 1954. Equipment Jerrold. P. B. McAdam, pres. Stations: KOOK-TV & KGHL-TV, Billings; KID-TV, Idaho Falls; KXLF-TV, Butte.

**Missoula**—Missoula TV Cable Co. Inc., 924 S. 3rd St. W. Phone: 9-2361. No. subscribers, 2000; estimated potential, 7300. Began service Nov. 15, 1956. Equipment Jerrold. Richard V. Gies, pres. Guy B. Farnsworth, mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KMSO-TV, Missoula.

**Shelby**—Norwest Radio Laboratories, Shelby. No. subscribers, 90. J. R. Stimps, mgr. Station: KFBB-TV, Great Falls.

**Whitefish**—Big Mountain TV Inc., Wisconsin & Edgewood. Phone: University 2-1791. No. subscribers, 829; estimated potential, 900. Began service July 1954. Equipment Jerrold, Ampli-Vision & Blonder-Tongue. Fred A. Plummer, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

### NEBRASKA

**Falls City**—Falls City TV Distribution System, 614 W. 21st St. Phone: 3923. No. subscribers, 550; estimated potential, 1000. Began service Feb. 1, 1952. Equipment Jerrold. Marion L. Boatman, owner. Stations: KFEQ-TV, St. Joseph, Mo.; KMTV & WOW-TV, Omaha; WDAF-TV & KCMO-TV, Kansas City.

* **Kimball**—Kimball Community TV Co., 2128 Illinois St., Sidney, Neb. Phone: 4300, Sidney. Due to start about April, 1958. Estimated potential, 1200. J. E. Collier & K. O. Krummel, partners. Stations: KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

**Scottsbluff**—Pioneer Radio & TV Inc., 1517 Broadway. L. L. Hilliard, pres.

**Sidney**—Sidney Community TV Co., 2128 Illinois St. Phone: 4300. No. subscribers, 1450; estimated potential, 1800. Began service Oct. 28, 1955. Equipment Blonder-Tongue, Jerrold & Ampli-Vision. J. E. Collier & Karl O. Krummel, owners; Charles H. Pope, mgr. Stations: KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

### NEVADA

**Elko**—TV Transmission Inc., 908 Ferry St., Martinez, Cal. Estimated potential, 1750. Began Jan. 15, 1956. Wm. A. Gentry, pres. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

**Reno**—Community Antenna Co. Inc., 300 S. Center St. Phone: Fairview 3-0741. No. subscribers, 2500; estimated potential, 10,000. Began service Jan. 1953. Equipment Entron & Jerrold. Jack Sutherland, pres. Stations: KPIX, San Francisco; KOVR, Stockton; KCRA-TV, Sacramento.

**Sparks**—Community Antenna Co. Inc., 240 W. First St., Reno. Equipment Jerrold. John G. Colling, pres.

**Tonopah**—Tonopah TV Inc., Ellis St. Phone: 582. No. subscribers, 197; estimated potential, 225. Began service Dec. 1955. Equipment RCA. R. S. Downs, pres.; Edward Lee, mgr. Station: KRON-TV, San Francisco.

### NEW HAMPSHIRE

**Berlin**—Paper City TV Cable Corp., 1 Green Square. Phone: 2148. No. subscribers, 1900; estimated potential, 4500. Began service Dec. 4, 1954. Equipment Jerrold. Richard L. Blais, mgr. Stations: WNAC-TV, Boston; WMTW, Mt. Washington; WCAX-TV, Burlington; WCSH-TV & WGAN-TV, Portland; CHLT-TV, Sherbrooke.

**Claremont**—Bellows Falls Cable Corp., 97 Pleasant St. No. subscribers, 1500; estimated potential, 3000. Equipment Westbury Electronics.

**Colebrook**—Colebrook Cable TV Inc., N. Main St. Phone: 173. No. subscribers, 160; estimated potential, 400. Began service Jan. 1956. Equipment Jerrold. Arnold Boucher, pres. Stations: WCSH-TV, WGAN-TV, Portland; WMTW, Mt. Washington.

**Keene**—Better TV Inc., 10 Central Square. Phone: Elmwood 2-9200. No. subscribers, 346; estimated potential, 1500. Began service Dec. 1955. Equipment Spencer-Kennedy. Albert Ricci, pres. Stations: WGBH-TV, WBZ-TV, WNAC-TV & WHDH-TV, Boston; WMTW, Mt. Washington; WMUR-TV, Manchester; WRLP, Greenfield.

**Laconia**—Community TV Corp., 15 Water St. Phone: 25. No. subscribers, 1100; estimated potential, 3500. Began service May 1952. Equipment Jerrold & RCA. Henry M. Walther, mgr. Stations: WGBH-TV, WBZ-TV, WNAC-TV & WHDH-TV, Boston.

**Lebanon**—Twin State TV Inc., 5 Court St. Phone: 601. No. subscribers, 274; estimated potential, 1600. Began service Sept. 15, 1956. Equipment Spencer-Kennedy. Thomas W. Best, Jr., pres.; Paul W. Clark, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WCAX-TV, Burlington; WMUR-TV, Manchester; WMTW, Mt. Washington.

**Newport**—Krans Dept. Store, Newport. Equipment Westbury Electronics.

### NEW JERSEY

**Ventnor**—South Jersey TV Cable Co., 5302 Ventnor Ave. Phone: 2-1173. No. subscribers, 900; estimated potential, 2800. Began service June 11, 1953. Equipment, Jerrold. Milton J. Shapp, pres.; Morton H. Schwartz, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WPIX, New York.

### NEW MEXICO

**Aztec**—Aztec Community TV Inc., 11 E. Chaco St. No. subscribers, 470; estimated potential, 700. Began service Oct. 1955. Equipment Jerrold. F. V. Attwood, pres.; W. J. McConathy, secy.-mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

**Bayard**—Nichols TV Service, 400 Railroad Ave. Phone: Jefferson 7-2543. No. subscribers, 478; estimated potential, 1200. Began service Sept. 1956. Equipment Blonder-Tongue & Jerrold. Harold E. Nichols, owner; Charles M. Nichols, mgr. Stations: KGUN-TV, Tucson; KROD-TV, El Paso.

**Clovis**—Midwest Video Corp., 1427 Main St. Phone: Porter 3-3300. No. subscribers, 2300; estimated potential, 4500. Began service Dec. 1, 1954. Equipment Spencer-Kennedy. H. M. Whitington, mgr. Stations: KFDA-TV & KGNC-TV, Amarillo; KCBD-TV & KDUB-TV, Lubbock; KSWS-TV, Roswell. Also closed-circuit originations.

**Farmington**—Farmington Community TV Inc., 407 W. Broadway. Phone: Davis 5-5511. No. subscribers, 2200; estimated potential, 6000. Began service Jan. 1, 1955. Equipment Jerrold. Bill Daniels, pres.; I. E. Shahan, v.p.-gen. mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

**Grants**—Tele-Grants Inc., Box 158. Phone: AT 7-3311. No. subscribers, 600; estimated potential, 1,000. Began service Sept. 1956. Equipment composite. C. K. Gunderson, pres.; R. N. Barkman, mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

**Hobbs**—Hobbs TV Co., 203 E. Dunham St. Phone: Express 3-8600. No. subscribers, 2825; estimated potential, 4500. Began service June 1, 1955. Equipment Spencer-Kennedy. C. H. Sweet, chairman; Lloyd A. Calhoun, pres.; J. F. Maddox, v.p.; James Murray Jr., v.p. Stations: KCBD-TV & KDUB-TV, Lubbock; KMID-TV, Midland; KSWS-TV, Roswell; KOSA-TV, Odessa.

**Lovington**—Lovington Antenna Co., 715 S. Main St. Phone: 6-2171. No. subscribers, 1074; estimated potential, 1600. Began service Dec. 20, 1954. Equipment Jerrold. D. W. Erwin, mgr. Stations: KDUB-TV & KCBD-TV, Lubbock; KSWS-TV, Roswell; KOSA-TV, Odessa. Also closed-circuit originations.

**Raton**—A.R.F. Products Inc., Gardner Rd. Phone: 995. No. subscribers, 650; estimated potential, 1000. Began service Jan. 1954. Equipment A.R.F. Arthur H. Maciszewski, pres. Station: KKTV, Colorado Springs.

**Ruidoso**—Ruidoso TV Service, Box 185. Phone: 2311. No. subscribers, 135; estimated potential, 450. Equipment Jerrold. A. W. Davis Jr. & Oran A. Mowrey, partners. Stations: KSWS-TV, Roswell; KOAT-TV, Albuquerque; KROD-TV, El Paso.

**Silver City**—Antennavision of Silver City Inc., 1014 Pope St. Phone: 160. No. subscribers, 300; estimated potential, 2500. Began service May 1956. Equipment Ameco. Ed Furman, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

**Tucumcari**—Tucumcari TV Co., 222 S. Second St. Phone: 1076. No. subscribers, 460; estimated potential, 1500. Began service Nov. 1956. Equipment Jerrold. D. W. Erwin, pres.; C. E. Sharp, mgr. Stations: KGNC-TV & KFDA-TV, Amarillo; KICA-TV, Clovis; KOAT-TV, Albuquerque.

### NEW YORK

**Bainbridge**—Bainbridge TV Service, 28 Juliand St. Phone: 3212. No. subscribers, 72; estimated potential, 200. Began service Oct. 1953. Equipment Blonder-Tongue. David H. Coe, engr. Stations: WNBF-TV & WINR-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse; WNEP-TV, Scranton.

**Canisteo**—Canisteo TV Inc., 24 Spruce St.

**Cooperstown**—Cooperstown Video Co., 70 Main St. Phone: 158. No. subscribers, 338; estimated potential, 400. Began service Oct. 1, 1955. Equipment Jerrold. Raymond Kniskern, owner. Stations: WKTV, Utica; WHEN-TV, Syracuse; WRGB, Schenectady.

**Corning**—Corning Community TV Corp., 135 Bridge St. Phone: 6-6931. No. subscribers, 2000; estimated potential, 6000. Began service Sept. 1954. Equipment Entron. Charles W. Fribley Jr., pres. Stations: WSYR-TV, Syracuse; WNBF-TV, Binghamton; WBEN-TV, Buffalo; WROC-TV, Rochester.

**Corning**—Steuben TV Antenna System Inc., 104 Bridge St. Phone: 2-0506. No. subscribers, 531; estimated potential, 12,000. Began service Sept. 1956. Equipment Community Engineering Corp. A. E. Scudder, chairman; W. R. Conlin Sr., pres. Stations: WGR-TV & WBEN-TV, Buffalo; WNBF-TV, Binghamton; WROC-TV, Rochester; WHEN-TV, Syracuse; WSYE-TV, Elmira; WNEP-TV, Scranton.

(Continued on next page)

# Community Antenna Systems

NEW YORK—(Continued)

*Cuba—Cuba Cable Co., 24 W. Main St. Phone: 446. Estimated potential, 700. Equipment, Community Engineering Corp. Loren Chamberlain, owner. Stations: WGR-TV & WBEN-TV, Buffalo; WROC-TV, Rochester; CBLT, Toronto.

Dansville—Community Enterprise Signal System, 1 Exchange St. Phone: 830. No. subscribers, 200; estimated potential, 500. Began service Feb. 1951. Equipment Jerrold. Dr. Calder, pres.; John E. Durkee, mgr. Station: WROC-TV, Rochester.

Delhi—Delhi Video Inc., Main St. Phone: Oneonta 3838. No. subscribers, 500; estimated potential, 600. Began service Oct. 1, 1954. Equipment composite. Wm. J. Calsam, pres.-mgr. Stations: WINR-TV & WNBF-TV, Binghamton; WRGB, Schenectady; WSYR-TV, Syracuse; WNEP-TV, Scranton.

Ellenville—Ulster County Trans-Video, 152 Canal St. Phone: 2345. No. subscribers, 1000; estimated potential, 1600. Began service Dec. 1952. Equipment, Jerrold & Westbury. Norman Tennenbaum, pres. Stations: WABC-TV, WABD, WCBS-TV, WOR-TV, WPIX, WRCA-TV & WATV, New York.

Ellenville—Westwood Video Inc., Ellenville. Phone: 1056. No. subscribers, 400; estimated potential, 400-500. Equipment, Spencer-Kennedy. David E. Winer, mgr. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

Elmira—Elmira Video Inc., 500 N. Main St. Phone: 3-9141. No. subscribers, 1500; estimated potential, 9500. Began service Aug. 1955. Equipment Spencer-Kennedy. Donald Spencer, pres. Stations: WSYR-TV & WHEN-TV, Syracuse; WBEN-TV, Buffalo; WROC-TV, Rochester; WNBF-TV & WINR-TV, Binghamton; WNEP-TV & WDAU-TV, Scranton; WSYE, Elmira.

Gibson—Fribley's Radio Service, 135 Bridge St., Corning. Began service Feb. 26, 1953. Equipment, Jerrold. Charles W. Fribley Jr., mgr.

Hornell—Hornell TV Service Inc., 164 Main St. Phone: 1269. No. subscribers, 2500; estimated potential, 4500. Began service Aug. 1951. Equipment Spencer-Kennedy. Jack E. Pryor, pres. Stations: WROC-TV, WHEC-TV & WVET-TV, Rochester; WBEN-TV & WGR-TV, Buffalo; WNBF-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse.

Hornell—Ford Walton TV Co., 374 Ontario St. Equipment, Entron. Ford Walton, mgr.

Horseheads—Chemung Valley TV, Horseheads. Equipment Jerrold.

Ithaca—Ceracche TV Corp., 518 W. State St. Phone: 49939. No. subscribers, 4012; estimated potential, 5000. Began service May 1954. Equipment Jerrold. Anthony Ceracche, pres. Stations: WNBF-TV, Binghamton; WHEN-TV & WSYR-TV, Syracuse; WHEC-TV, WVET-TV & WROC-TV, Rochester; WNEP-TV, Scranton.

Liberty—Liberty Video Corp., Loomis Rd., Alan Garry, mgr.

Little Falls—John J. McDavitt, Box 711, Utica. Equipment, Jerrold.

Margaretville—Tel-Viz System, Margaretville. No. subscribers, 73; estimated potential, 100. Began service Jan. 21, 1953. Equipment, Taco. Dr. Gilbert Palen, partner. Station: WRGB, Schenectady.

Montour Falls—Montour Falls Master TV Antenna Corp., 234 Main St. Phone: 4071. Began service Aug. 25, 1951. Equipment, Jerrold. Philip Hager, pres.

Napanoch—Napanoch TV Service Club Inc., Napanoch. No. subscribers, 150; estimated potential, 200. Began service June 1953. Equipment, Spencer-Kennedy. W. C. Smith, pres.; D. E. Winer, mgr. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WATV & WPIX, New York.

Norwich—Norwich Video Inc., 24 E. Main St. Phone: 4-3639. No. subscribers, 950; estimated potential, 2000. Began service Feb. 7, 1956. Equipment Jerrold. Leo Gorman, pres.; Wm. J. Calsam, gen. mgr. Stations: WHEN-TV & WSYR-TV, Syracuse; WKTV, Utica; WNBF-TV & WINR-TV, Binghamton; WNEP-TV, Scranton.

Olean—Olean TV Cable Co., 122 W. State St. Phone: 4474. No. subscribers, 1080; estimated potential, 4000. Began service Feb. 1957. Equipment Entron. Joseph Saricks, pres.; Charles Falloure, mgr. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WROC-TV, Rochester; WICU, Erie.

Oneonta—Oneonta Video Inc., 5 Elm St. Phone: 3838. No. subscribers, 2025; estimated potential, 2700. Began service Dec. 1954. Equipment Jerrold & Blonder-Tongue. Wm. J. Calsam, v.p.-mgr. Stations: WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse; WNBF-TV, Binghamton; WKTV, Utica.

Port Jervis—Tel-Co TV Sales & Service, 9 Front St. Equipment Spencer-Kennedy. Thomas Sarro, mgr.

Walton—Walton Community Antenna System Inc., 145 Delware St. Phone: 5-4151. No. subscribers, 400; estimated potential, 750. Began service June 1953. Equipment Jerrold. Edwin W. Miller Jr., pres. Stations: WCBS-TV, New York; WSYR-TV, Syracuse; WNBF-TV, Binghamton.

Watertown—C & H TV Service Inc., 119 Stone St. Phone: 6177. No. subscribers, 2033; estimated potential, 3500. Began service June 19, 1951. Equipment Jerrold. Charles H. Curtis, pres. Stations: WSYR-TV & WHEN-TV, Syracuse.

Watkins Glen—Master TV, 302 N. Franklin St. Began service Dec. 31, 1952. Equipment Jerrold.

Woodridge—Woodridge Wired TV Co., Woodridge. Phone: Ellenville 1056. No. subscribers, 120; estimated potential, 200. D. E. Winer, owner. Began service July 1954. Equipment, Spencer-Kennedy. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

OHIO

Athens—TV Cable Co., 11 W. State St. Phone: 3-1128. No. subscribers, 810; estimated potential, 1400. Began service Nov. 1951. Equipment composite. Andrew H. Kovlan, pres.; Glenn W. Fiscus, v.p.-mgr. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.

Benton—Wired TV Transmission System, Benton. Equipment Jerrold.

Cambridge—TV Cable System Inc., 934 Steubenville Ave. Phone: 2-6771. No. subscribers, 1200; estimated potential, 3000. Began service Nov. 1, 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.

Coshocton—Tower Antennas Inc., 620 Main St. Phone: 696. No. subscribers, 2800; estimated potential, 4000. Began service July 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV & WEWS, Cleveland; WLWC, Columbus.

Newcomerstown—Newcomerstown TV Cable System, 109 W. Canal St. Phone: 8-6121. No. subscribers, 750; estimated potential, 750. Began service Dec. 1, 1952. Equipment Jerrold. Oliver Ortt, mgr. Stations: KYW-TV & WEWS, Cleveland; WBNS-TV, Columbus.

New Philadelphia—TV Antenna System Inc., 617 Tuscarawas Ave. Phone: 4-2794. No. subscribers, 2250; estimated potential, 3000. Began service Dec. 15, 1952. Equipment Jerrold. J. E. Hurst, pres.; K. G. Walker, secy.-treas.-mgr. Stations: WEWS, KYW-TV & WJW-TV, Cleveland. Also serves Uhrichsville.

Sugarcreek—Tower Antennas Inc., 102 Main St. Phone: 2-2333. No. subscribers, 230; estimated potential, 300. Began service May 1952. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV, WEWS & KYW-TV, Cleveland; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Waverly—Pike County Antenna Systems. 231 N. 4th St., Columbus, O. Equipment Jerrold. L. D. Kissinger, pres.

OKLAHOMA

*Altus—Vumore Co., Ardmore, Okla.

Ardmore—Vumore Co., 4th & Commerce Sts. Phone: 3660. No. subscribers, 3000; estimated potential, 5000. Began service Sept. 1952. Equipment Jerrold. Larry Boggs, pres. Stations: KWTV, Oklahoma City; WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls, Tex.; KTEN, Ada, Okla.

Elk City—Community TV, 1215 W. 3rd St. Phone: 244. No. subscribers, 1339; estimated potential, 1500. Began service March 1954. Equipment composite. I. A. Patterson, G. M. Patterson & R. H. Potter, partners. Stations: WKY-TV & KWTV, Oklahoma City; KGEO-TV, Enid.

Erick—Cecil Crawford, c/o Crawford's Furniture Co., Erick. Equipment Jerrold.

Guymon—Guymon TV, 215 West 5th St. Phone: 166. No. subscribers, 750; estimated potential, 1000. Began service July 15, 1955. Equipment Community Engineering Corp. Curtis M. Faris & James B. Langston Jr., partners. Stations: KFDA-TV & KGNC-TV, Amarillo.

Hobart—Vumore Co., Ardmore, Okla. No. subscribers, 750; estimated potential, 900. Stations: WKY-TV & KWTV, Oklahoma City; KFDX-TV, & KSYD-TV, Wichita Falls; KSWO-TV, Lawton.

*Hugo—Vumore Co., Ardmore, Okla.

OREGON

Albany—Albany TV Distributing Corp., Hotel Albany. Phone: 1961. Began service April 1, 1953. Equipment, Jerrold. Chet Wheeler, pres.

Arlington—Arlington T-V Co-op, Arlington. Phone: 163. No. subscribers, 100; estimated potential, 130. Began service April 14, 1955. Equipment Ampli-Vision & Blonder-Tongue. Wayland Birrer, pres. Stations: KEPR-TV, Pascop; KOIN-TV, Portland.

Astoria—Clatsop TV Co., 1036 Duane St. Phone: Fairfax 5-6114. No. subscribers, 1500; estimated potential, 3000. Began service Feb. 1955. Equipment Ampli-Vision & Blonder-Tongue. T. R. Williams, pres.; G. M. Sampson, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTVW, Tacoma; KOIN-TV & KGW-TV, Portland.

Baker—Eastern Oregon TV Inc., 1900 Resort St. No. subscribers, 1850; estimated potential, 3000. Began service Dec. 10, 1954. Equipment Ampli-Vision & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Bates—Scott's Furniture, Main St. John Day, Ore. Phone: 791. No. subscribers, 20; estimated potential, 45. Began service April 1955. Equipment, Blonder-Tongue. Kenneth & Haskell Scott, partners. Station: KBOI-TV, Boise.

Bend—Bend TV Cable Inc., 734 Franklin St. Phone: Evergreen 2-5551. No. subscribers, 2500; estimated potential, 3500. Began service Sept. 15, 1955. Equipment Jerrold. Everett Rambo, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

Burns—Burns-Hines TV Inc., 63 East B St.

Condon—Condon TV Co-op, Condon, Equipment Jerrold.

Coos Bay-North Bend-Empire—Bay TV Inc., 250 S. 2nd St. Phone: Congress 7-7791. No. subscribers, 4127; estimated potential, 5500. Began service Sept. 1, 1954. Equipment composite. D. W. Heckathorn, pres.; J. H. Lenahan, mgr. Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

Coquille—Community Cable TV, Hwy. 101 N. Phone: 692. No. subscribers, 973; estimated potential, 1500. Began service Oct. 1, 1954. Equipment Ampli-Vision. C. M. Hooker, owner. Stations: KVAL-TV, Eugene; KBES-TV, Medford; KOIN-TV & KGW-TV, Portland.

(Continued on page 432)

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# Community Antenna Systems

OREGON—(Continued)

* **Cottage Grove**—TV Cable Systems Inc, 119 S. 6th St. Phone: 1285. Equipment Entron, Blonder-Tongue & Ampli-Vision. Howard L. Langston, pres. Stations: KVAL-TV, Eugene; KOIN-TV, KPTV & KGW-TV, Portland.

**DeLake**—Lincoln TV System Inc., Box 481. Phone: 3781. No. subscribers, 586; estimated potential, 850. Began service Oct. 22, 1954. Equipment Ampli-Vision & Jerrold. Charles M. Trimble, pres. Stations: KOIN-TV, KGW-TV & KPTV, Portland. Same system also serves towns of Taft, Cutler City, Nelscott, Oceanlake, Wecoma Beach, Cloverdale, Pacific City, Woods, Neskowin.

**Elgin**—Elgin Electric, Elgin. Equipment Jerrold.

**Enterprise**—Enterprise Television Service Co. Inc., 106 S. River St. Phone: 91. No. subscribers, 385; estimated potential, 750. Began service Sept. 10, 1955. Equipment Entron & Blonder-Tongue. Harold Haller, pres. E. C. Storm, treas.-mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Eugene**—Abar TV Cable Co., 298 W. Broadway. Phone: Diamond 3-2143. No. subscribers, 1500; estimated potential, 8000. Began service: Oct. 1955. Equipment Jerrold. Ray F. Siegenthaler & Wm. D. Elkins, partners. Stations: KVAL-TV, Eugene; KOIN-TV, KPTV & KGW-TV, Portland.

**Eugene**—Carlson, Hatton & Hay Inc., Box 712. Owen Carman, mgr. Equipment Ampli-Vision.

**Fossil**—Fossil Community TV Inc., Fossil. No. subscribers, 88; estimated potential, 125. Equipment Ampli-Vision. Robert Misener, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

**Heppner**—Heppner TV Inc., 113 N. Main St. Phone: 6-9205. No. subscribers, 273; estimated potential, 300. Began service June 1, 1955. Equipment Jerrold. W. C. Rosewall, pres. Station: KEPR-TV, Pasco.

**Hood River**—Hood River Cable TV System, Hood River. Equipment Jerrold.

**Imbler**—Imbler TV Assn., Imbler. Equipment Jerrold.

**Ione**—Ione-Banana Valley TV System, Ione. Equipment Jerrold.

**Ione**—Ione City TV Co-op, Ione. Phone: 8-7169. No. subscribers, 84; estimated potential, 100. Began service March 1955. Equipment composite. Garland Swanson, pres. Stations: KOIN-TV & KGW-TV, Portland; KEPR-TV, Pasco.

**John Day**—John Day Canyon City Cable Co., John Day. Phone: 791. No. subscribers, 188; estimated potential, 300. Began service April, 1954. Equipment composite. Haskell & Kenneth Scott, partners. Stations: KBOI-TV & KIDO-TV, Boise.

**John Day**—Scott's Furniture, Main St. Equipment Jerrold.

**Kinzua**—Kinzua Pine Mills System, Kinzua. Equipment Jerrold.

**Klamath Falls**—City TV Inc., 126 N. 7th St. Phone: TU 4-5121 No. subscribers, 210. Began service Aug., 1954. Equipment Jerrold & Entron. Lloyd H. Derby, pres. Stations: KBES-TV, Medford, KVIP, Redding.

**La Grande**—Eastern Oregon TV Inc., 1310 Jefferson St. No. subscribers, 1900; estimated potential, 3000. Began service Sept. 29, 1954. Equipment: Ampli-Vision & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations: KREM-TV, KXLY-TV & KHG-TV, Spokane.

**Lebanon**—Lebanon Community TV Co-op, Lebanon. Equipment Jerrold.

**Lebanon**—Lebanon TV Distributing Co., Hotel Albany, Albany, Ore. Equipment, Jerrold. Chet Wheeler, pres.

**Lexington**—Lexington TV Corp., Lexington. Equipment Jerrold.

**Madras**—Rowan's TV-Radio Service, 205 N. 5th St. Phone: 2969. No. subscribers, 200; estimated potential, 350. Began service June 1955. Equipment Jerrold. James P. Rowan, owner-mgr. Stations: KOIN-TV, KGW-TV & KPTV, Portland.

**Mill City**—Santiam TV Cable, Box 377. Phone: 1234. No. subscribers, 100; estimated potential, 150. Began service Nov. 1, 1956. Equipment Entron. Robert P. Veness, owner. Stations: KOIN-TV, KGW-TV & KPTV, Portland.

**Mitchell**—Mitchell Community TV, Mitchell. Equipment Jerrold.

**Myrtle Point**—TV Systems Inc., Box 117. No. subscribers, 400. J. F. Dunn, secy. Stations: KOIN-TV, Portland; KBES-TV, Medford; KVAL-TV, Eugene.

**Newport**—Magee TV Co., 1032 Eads St. Phone: 1032. No. subscribers, 800; estimated potential, 1500. Began service Aug. 1955. Equipment Jerrold. Ernest Magee, pres.-treas.-owner. Stations: KOIN-TV, KPTV & KGW, Portland; KVAL-TV, Eugene.

**Oakridge**—Northwest Antenna Cable, Box 434. Phone: 2-2101. No. subscribers, 220; estimated potential, 500. Began service July 1954. Equipment Jerrold & Entron. Quenten Norquist, owner. Stations: KVAL-TV, Eugene; KOIN-TV, Portland.

**Pendleton**—Pendleton Community TV System Inc., 287 SE First St. Phone: CR 6-2821. No. subscribers, 2600; estimated potential, 4800. Began service Nov. 3, 1954. Equipment Jerrold. Morris Temple, pres.; Carroll Courtnier, mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Pilot Rock**—Pilot Rock TV Corp., Box 676. Phone: 2661. No. subscribers, 110; estimated potential, 250. Began service Feb. 1, 1956. Equipment Blonder-Tongue. J. E. Sutherland, pres. Stations: KEPR-TV, Pasco; KXLY-TV, Spokane.

**Portland**—Trans-Video Co. of Oregon, 1220 SW Stark St. CA 3-2443. No. subscribers, 240; estimated potential, 400. Began service Feb. 28, 1953. Equipment, RCA. Wally Matson, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

**Prineville**—Prineville Community TV Inc., 369 W. Park St. Phone: HI 7-6339. No. subscribers, 300; estimated potential, 1000. Began service May 1955. Equipment Jerrold & Blonder-Tongue. Edwin Campbell, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

**Reedsport**—Cable TV Corp., Box 186. Phone: Crestview 1-2233. No. subscribers, 600; estimated potential, 700. Began service Nov. 1954. Equipment composite. Wm. Esselstrom, pres.; Stanley D. Esselstrom, v.p.-mgr. Stations: KOIN-TV & KGW-TV, Portland; KPIC, Roseburg.

**Roseburg**—Umpqua Radio & TV Inc., 1500 Harvard Ave. Phone: 3-6290. No. subscribers, 500; estimated potential, 1500. Began service March 1954. Equipment, RCA & Jerrold. Brig. Gen. J. T. Pierce, pres. Stations: KBES-TV, Medford; KVAL-TV, Eugene; KOIN-TV, Portland.

**Seaside**—Dynamic TV, 604 Broadway. Equipment Jerrold.

**Seaside**—Seaside TV Service Co. Inc., 304 Ave. A. Equipment Jerrold & Ampli-Vision.

**Sheridan**—Stuck Electric Co., 409 NW Gardner. Phone: TH 3-4422. Began service June 1955. No. subscribers, 217; estimated potential, 650. Equipment Ampli-Vision & Blonder-Tongue. Frank & Sarah Stuck, partners. Stations: KPTV, KOIN-TV & KGW-TV, Portland.

**The Dalles**—The Dalles TV Co., 409 Union St. Phone: CY 6-2060. No. subscribers, 3100; estimated potential, 3500. Began service June 24, 1954. Equipment, Entron. Charles A. Phipps, pres.; G. L. Davenport, mgr. Stations: KOMO-TV, Seattle; KOIN-TV & KGW-TV, Portland.

**Tillamook**—Radio Sound Service, 1915 First St. Equipment Jerrold.

**Toledo**—Mac's TV & Electronics, 195 N. Main St. Phone: 3-2152. No. subscribers, 460; estimated potential, 600. Began service Aug. 1, 1955. Equipment Blonder-Tongue & Jerrold. Howard W. McClure, owner. Stations: KOIN-TV, KGW-TV & KPTV, Portland; KVAL-TV, Eugene.

**Union**—Eastern Oregon TV Inc., Union. No. subscribers, 180; estimated potential, 300. Began service, Nov. 15, 1956. Equipment Ampli-Vision & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Warm Springs**—Warm Springs Cable System, Warm Springs. Phone: Madras 2612. No. subscribers, 133; estimated potential, 150. Began service June, 1955. Equipment Jerrold. Dan Macy, owner. Stations: KOIN-TV, KGW-TV & KPTV, Portland.

**Wheeler**—Pricketts Radio & TV, Wheeler. Phone: Emerson 8-3449. No. subscribers, 284; estimated potential, 450. Began service Dec. 1954. Equipment composite. H. E. Prickett & Jessie P. Prickett, owners. Stations: KOIN-TV & KOMO-TV, Portland; KING-TV, Seattle. Also serves Rockaway.

**Yachats**—Yachats Community TV System, Box 123K. Phone: Lincoln 7-3700. No. subscribers, 120; estimated potential, 200. Began service Sept. 1, 1954. Equipment Ampli-Vision. Homer C. Stokes, owner. Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

PENNSYLVANIA

**Ashland**—Ashland Video Co., Box 146. Phone: 84. No. subscribers, 400. Began service June 1, 1951. Equipment, Jerrold & Entron. Robert N. Kyler, pres.; Harry Sharp, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster.

**Avis**—Charles TV Cable System, Prospect Ave. Phone: PL 3-3031. No. subscribers, 265; estimated potential, 300. Began service Dec. 1954. Equipment Entron. Wm. T. Charles, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WDAU-TV Scranton.

**Bangor**—Clar-O-View Community TV Inc., 34 Market St. Phone: 111-L. No. subscribers, 350; estimated potential, 1000. Began service April 1952. Equipment, Jerrold. J. Brymer Roberts, pres.; John W. Arnts, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.

**Bellefonte**—Central Pennsylvania Corp., 136 W. High St. Elgin 5-2970. No. subscribers, 1100; estimated potential, 1800. Began service 1952. Equipment Community Engineering Corp. James M. Lawther, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster; WBRE-TV, Wilkes-Barre; WBPZ-TV, Lock Haven.

**Berwick**—Cable TV Co., 116 E. Front St. Phone: 9625. No. subscribers, 500. Began service 1954. Equipment Jerrold. Joseph S. Gans, owner. Stations: WCAU-TV, WRCV-TV & WFIL-TV, Phila.; WPIX, New York; WNBF-TV, Binghamton.

**Bethlehem**—Service Electric TV Cable Co., 302 Broadway. UN 8-5301. No. subscribers, 1560; estimated potential, 20,000. Began service Mar. 1951. Equipment Jerrold. John Walsonavich, pres.-secy.-treas. Stations: WFIL-TV, WCAU-TV & WRCV-TV, Philadelphia; WPIX, WOR-TV & WABC-TV, New York; WVUE, Wilmington.

**Blairs Mills**—E. B. Kling & Co., Blairs Mills. Equipment Jerrold.

**Bloomsburg-Selinsgrove**—Municipal TV Corp., 239 Iron St. Phone: 4-5979. No. subscribers, 1800; estimated potential, 3500. Began service Sept. 26, 1953. Equipment Jerrold. W. M. Kearney, pres.; George Miller, mgr. Stations: WRCV-TV, WCAU-TV & WFIL-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Blossburg**—Williamson Road TV Co., Blossburg. Phone: 94J. No. subscribers, 400; estimated potential, 450. Began service Aug. 1953. Equipment Jerrold. Raymond Brague, pres. Stations: WNBF-TV, Binghamton; WBEN-TV, Buffalo; WSYE-TV, Elmira.

**Bradford**—Bradford TV Cable Co., 129 Main St. Phone: 6991. No. subscribers, 2975; estimated potential, 4500. Began service May 1954. Equipment Entron. Joseph Saricks, pres. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WJAC-TV, Johnstown; WICU-TV, Erie.

**Bradford**—Parkway Antenna Co., Terminal Bldg. Equipment Jerrold. John DePetro, pres.

**Brandonville**—Community TV Assn., Brandonville. Equipment Jerrold. Samuel Unvscovage, secy.

**Brockton**—Schuylkill Valley Trans Video Corp., Brockton. Phone: Tamaqua 2356. No. subscribers, 643. Began service April 1952. Equipment Jerrold. D. A. Vitelli, pres. Stations: WRCV-TV, WCAU-TV & WFIL-TV, Philadelphia; WPFH, Wilmington.

**Brockway**—Brockway TV Inc., 957 Fifth Ave. Phone: 5075. No. subscribers 420; estimated potential, 500. Began serv. April 1, 1952. Equipment RCA. Fred Edwards Sr., chairman. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.

**Buck Hill Falls**—Buck Hill Falls TV Co., Buck Hill Falls. Equipment Spencer-Kennedy.

**Carlisle**—Mathew's Inc., Box 436.

**Clarendon**—Clarendon TV Assoc., 40 Anchor St. Phone: 5873-J-11. No. subscribers, 190; estimated potential, 250. Began service July 1955. Equipment Blonder-Tongue & Entron. George Lobdell, pres. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WEWS, Cleveland; WICU-TV, Erie.

**Clearfield**—Clearfield TV Inc., 32 North Second St. Phone: 5-5617. No. subscribers, 1938; estimated potential, 2500. Began service Jan. 1952. Equipment Ampli-Vision & Entron. Charles Saricks, pres.-mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

**Conemaugh**—Apex TV & Radio Service Inc., 29 Main St. Phone: 60-295. No. subscribers, 210; estimated potential, 1400. Began service 1952. Equipment Entron. John Chiodo, pres. Stations: WJAC-TV & WARD-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

**Coudersport**—Coudersport TV Cable Co., 7 Cartee St. Phone: 650. No. subscribers, 650; estimated potential, 750. Began service March 1953. Equipment Jerrold. Joseph A. English, pres. Stations: WGR-TV & WBEN-TV, Buffalo; WJAC-TV, Johnstown; WFBG-TV, Altoona.

**Danville**—Service Electric Co., 30 Mill St. Phone: Browning 5-3101. Estimated potential, 9500. Began service Dec. 1953. Equipment Jerrold. Peter Walsonavich, owner. Stations: WFIL-TV, Philadelphia; WDAU-TV, Scranton; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WPIX & WABD, New York.

**Easton**—Clear-Pic Electronics Inc., 612½ Northampton St. Phone: 3-3452. No. subscribers 750; estimated potential, 9000. Began service Sept. 1956. Equipment Spencer-Kennedy. S. M. Flitter, pres. Stations: WRCV-TV & WFIL-TV, Philadelphia; WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV & WPIX, New York.

**Elizabethville**—Elizabethville TV Corp., 582 Main St., Lykens. Phone: GL 3-7309 (Lykens). No. subscribers, 195; estimated potential, 350. Began service Oct. 1, 1955. Equipment Holt. Max E. Miller, pres.; Mark K. Shadle, mgr. Stations: WGAL-TV, Lancaster; WFBG-TV, Altoona; WTPA & WCMB-TV, Harrisburg; WFIL-TV, Philadelphia.

**Elkland**—Elkland Electric Co. Inc., W. Main St. Phone: 2821. No. subscribers, 438; estimated potential, 650. Equipment Entron. Began service Dec. 18, 1952. Lewis W. Thomas, v.p.-mgr. Stations: WBEN-TV, Buffalo; WSYE-TV, Elmira; WNBF-TV, Binghamton.

**Everett**—Everett TV Corp., 7 E. Main St. Phone: 61. No. subscribers, 225; estimated potential, 300. Began service June 1, 1952. Equipment Entron. Wm. E. Coote, pres. Stations: KDKA-TV, Pittsburgh; WTTG, Washington; WJAC-TV, Johnstown; WFBG-TV, Altoona; WSVA-TV, Harrisonburg.

**Franklin**—Coaxial Cable Co., Franklin. Equipment Jerrold. Station: WICU-TV, Erie.

**Galeton**—Galeton TV Antenna Inc., Mill St. Phone: 192. No. subscribers, 390; estimated potential, 600. Began service Jan. 15, 1953. Equipment Jerrold. Beno Kramer, pres. Stations: WBEN-TV, Buffalo; WNBF-TV, Binghamton; WSYE, Elmira.

**Hamburg**—Hamburg Tire Co., Box 49. Phone: JO 2-2451. No. subscribers, 550; estimated potential, 700. Began service Jan. 1952. Equipment Jerrold. D. H. Schoener, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WLBR-TV, Lebanon.

**Harrisburg**—Perfect TV Inc., 2015 N. 6th St. Phone: CE 4-3367. No. subscribers, 1300; estimated potential, 5000. Began service Sept. 1951. Equipment Jerrold. J. Calvin Frank, pres. Stations: WMAR-TV & WBAL-TV, Baltimore; WFIL-TV, Philadelphia; WGAL-TV, Lancaster; WHP-TV, Harrisburg.

**Hazleton**—Mountain City TV Co., 86 N. Wyoming St. Gladstone 4-3841. No. subscribers, 3900; estimated potential, 5000. Began service March 1952. Equipment Jerrold. Fred Correalle, pres.; Vincent Stantopoli, mgr. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV & WOR-TV, New York; WFIL-TV, Philadelphia.

(Continued on next page)


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# CECOPRINT

(printed-circuit amplifier)

*for*

## Lowest First Cost --

Advanced printed wiring techniques plus quantity production now bring you a top quality amplifier at a savings of ½ to ⅔ usual equipment cost.

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Wide band distributed type circuit usually found only in expensive amplifiers — no tuning adjustments necessary — continuous operation in spite of tube failure — long tube life.

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**Model 10-90:**
**10 to 90 mc, 40 db.**

**Model 216:**
**54 to 216 mc. 20 db.**

The CECOPRINT is a sensational new printed-circuit wide band distributed amplifier. Provides 12 channels. Low noise, rugged, reliable unit for use in any community system, hotel, motel, cable theatre, educational or other closed circuit TV system.

**PRICE**
**$139.50**

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# Community Antenna Systems

PENNSYLVANIA—(Continued)

**Herndon**—Pike's Peak TV Assn., Box 1043. Equipment Jerrold.

**Honesdale**—Honesdale TV Service, 1133 Main St. Phone: 1282. No. subscribers, 750; estimated potential, 1200. Began service Jan. 1, 1954. Equipment Jerrold & Spencer-Kennedy. Henry Kalinowski, owner. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York; WNBF-TV, Binghamton.

**Howard**—Mill Hall Cable Co. Inc., Howard. Phone: 944. No. subscribers, 165; estimated potential, 1200. Began service July 1, 1956. Equipment Entron. Wm. M. Thompson, pres.; Balser Weber, mgr. Stations: WFBG-TV, Altoona; WJAC-TV, Johnstown; WGAL-TV, Lancaster; WBRE-TV & WILK-TV, Wilkes-Barre; WNBF-TV, Binghamton.

**Isabella**—Community Antenna Co., Box 121. Began service June 1951. Equipment Jerrold. Frank J. Beachley, mgr.

**Jersey Shore**—Hardt's Video Service, 1312 Allegheny St. Phone: Express 8-2151. No. subscribers, 1283; estimated potential 1800. Began service April 26, 1953. Equipment Holt & Entron. Ann K. Hardt, owner; Fred W. Hardt, chief engr. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGAL-TV, Lancaster; WDAU-TV & WNEP-TV, Scranton.

**Johnsonburg**—Johnsonburg Community TV Inc., Market St. Phone: 52-332. No. subscribers, 1064; estimated potential, 1200. Began service Oct. 1953. Equipment Jerrold. Roy Nelson, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBEN-TV, Buffalo; KDKA-TV, Pittsburgh; WEWS, Cleveland.

**Kingston**—Teleservice Co., 337 Wright Ave. Phone: BU 8-4328. Began service Oct. 31, 1951. Equipment Community Engineering Corp. James V. Coffey, mgr. Stations: WRCV-TV & WFIL-TV, Phila.; WCBS-TV, WABD & WPIX, New York; WDAU-TV, Scranton.

**Lansford**—Panther Valley TV Co. Inc., 23-25 W. Ridge St. Phone: 1427. No. subscribers, 2650; estimated potential, 3000. Began service May 1950. Equipment Jerrold. Robert J. Tarlton, pres. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia; WPIX & WOR-TV, New York; WDAU-TV, Scranton. Also serves Coaldale.

**Lehighton**—Lehigh Trans-Video Corp., 237 N. First St. Phone: 708. No. subscribers, 1950; estimated potential, 2500. Began service April 1953. Equipment, Jerrold. Joseph J. Humphries, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WVUE, Wilmington.

**Lewiston**—Pennwire TV Co., 16 S. Dorcas St. Phone: 8-4075. No. subscribers, 3366. Began service Jan. 1, 1952. Equipment composite. G. F. Gardner Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster; WRCV-TV, Philadelphia; WTPA, Harrisburg.

**Lock Haven**—Susquehanna Valley TV Corp., 106 Bellefonte Ave. Phone: 2003. No. subscribers, 2300; estimated potential, 3000. Began service Oct. 1951. Equipment Jerrold. Dale W. Allen, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre.

**Lykens**—Lykens TV Extension Co., Inc., 582 Main St. Phone: GL 3-7309. No. subscribers, 1375; estimated potential, 1500. Began service May 1952. Equipment Holt. Max E. Miller, pres.; Mark Shadle, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WVUE, Wilmington.

**Mahanoy City**—Service Electric Co., Main & Pine Sts. Phone: 890. No. subscribers, 14,325; estimated potential, 15,000. Began service Dec. 1950. Equipment, Holt & Jerrold. John Walsonavich, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York; WBRE-TV & WILK-TV, Wilkes-Barre; WVUE, Wilmington; WDAU-TV & WNEP-TV, Scranton.

**Mahanoy City**—City TV Corp., 100 W. Pine St. Phone: 1583. No. subscribers, 800; estimated potential, 1000. Began service Dec. 1950. Equipment Jerrold. A. P. McLaughlin, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster.

**Mansfield**—Tyco TV Co., 50 W. Wellsboro St. Phone: 79. No. subscribers, 425; estimated potential, 500. Began service May 1953. Equipment Holt. Byron A. Neal & Homer F. Neal, partners. Stations: WNBF-TV, Binghamton; WBEN-TV, Buffalo; WSYE-TV, Elmira.

**Meadville**—Meadville Master Antenna Inc., 870 Market St. Phone: 54-973. No. subscribers, 3700; estimated potential, 6000. Began service July 11, 1953. Equipment Jerrold. George J. Barco, pres.; Yolanda G. Barco, v.p.-mgr. Stations; WEWS, Cleveland; WICU-TV, & WSEE, Erie; KDKA-TV, Pittsburgh; WFMJ-TV, Youngstown.

**Meyersdale**—Kirchner TV Co., 111 Keystone St. Phone: ME 4-3551. No. subscribers, 307; estimated potential, 400. Began service May, 1951. Equipment Jerrold. Robert Kirchner, pres. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WSTV-TV, Steubenville.

**Millersburg**—Millersburg TV Co., Green & Pine Sts. Phone: 94. No. subscribers, 526; estimated potential, 850. Began service Oct. 1953. Equipment Jerrold. Fred R. Helwig, pres. Stations: WMAR-TV, Baltimore; WGAL-TV, Lancaster; WFIL-TV & WRCV-TV, Philadelphia; WHP-TV, Harrisburg.

**Minersville**—Minersville Trans-Video Corp., 305 Sunbury St. Phone: LI 4-2714. No. subscribers, 1250; estimated potential, 1600. Began service April 1952. Equipment RCA, Jerrold & Entron. F. E. Moser, pres.; Frank K. Waters, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WVUE, Wilmington.

**Montgomery**—Montgomery Video Corp., 6 N. Main St. Phone: 2881. No. subscribers, 460; estimated potential, 500. Began service April 1, 1954. Equipment Entron. Francis Heinbach, pres. Stations: WHP-TV, Harrisburg; WNBF-TV, Binghamton; WGAL-TV, Lancaster; WBRE-TV & WILK-TV, Wilkes-Barre.

**Mt. Union**—Mt. Union Antenna Co. Inc., 11 S. Division St. Phone: 569. No. subscribers, 640; estimated potential, 650. Began service Sept. 1952. Equipment Jerrold. John H. Kinsloe Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WTTG, Washington.

**Muncy**—Muncy TV Corp., 582 Main St., Lykens. No. subscribers, 510; estimated potential, 650. Began service May 1954. Equipment Holt. Max E. Miller, pres. Mark K. Shadle, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WNBF-TV, Binghamton; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Nesquehoning**—Nesquehoning Electronics Inc., 102 E. Catawissa St. Phone: 4262. No. subscribers, 660; estimated potential, 750. Began service Nov. 1950. Equipment Jerrold. Frank Mitchell, pres. Stations: WPIX & WOR-TV, New York; WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WDAU-TV, Scranton.

**Newport**—Newport TV Co., 26 N. 2nd St. Phone: 181. No. subscribers, 212; estimated potential, 400. Began service May 1, 1952. Equipment Jerrold. Glenn S. Laverty Sr., pres. Stations: WMAR-TV, Baltimore; WTPA, Harrisburg; WGAL-TV, Lancaster; WFBG-TV, Altoona.

**Oil City**—TV Cable Co., 4 State St. Phone: 5-3701. No. subscribers, 5000; estimated potential, 5000. Began service Dec. 1951. Equipment Jerrold. B. A. Drelick, pres. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WKBN-TV, Youngstown; WICU-TV, Erie.

**Palmerton**—Palmerton TV Signal Corp., 465 Delaware Ave. Phone: 2551. No. subscribers, 1175; estimated potential, 1400. Began service, Sept. 1951. Equipment Community Engineering Corp. C. E. Reinhard, pres.; Wm. E. Stone, mgr. Stations: WABC-TV, WATV, WPIX & WOR-TV, New York; WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington.

**Pine Grove**—Pine Grove TV Cable Service, 19 W. Pottsville St. Phone FI 5-2631. No. subscribers, 470; estimated potential, 750. Began service, 1951. Equipment, Jerrold. Dr. Sidney Melnicove, pres.; Theodore Gibson, mgr. Stations: WRCV-TV, WFIL-TV, WCAU-TV & WHYY-TV, Philadelphia; WGAL-TV, Lancaster; WSBA-TV, York; WVUE, Wilmington; WHP-TV, Harrisburg.

**Plymouth**—Hawley TV Service Co., 74 E. Main St. Phone: PR 9-1228. No. subscribers, 225; estimated potential, 600. Began service Jan. 1, 1957. Equipment Jerrold. R. R. Hosey & Henry Turchank, partners. Stations: WBRE-TV, Wilkes-Barre; WNEP-TV & WDAU-TV, Scranton.

**Port Allegany**—Dealers Repair Service, 18 Main St. Phone: 2-2662. No. subscribers, 400; estimated potential, 600. Began service 1953. Equipment Jerrold. Donald D. Crawford & Corwin R. Meacham, partners. Stations: WJAC-TV, Johnstown; WGR-TV & WBEN-TV, Buffalo.

**Pottsville**—Pottsville Trans-Video Corp., Second & Laurel Sts. Phone MA 2-2161. No. subscribers, 5100; estimated potential, 6700. Began service Feb. 1951. Equipment RCA, Jerrold. M. F. Malarkey Jr., pres.; Frank K. Waters, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WPIX, New York.

**Pottsville**—Wire Tele-View Corp., 428 E. Norwegian St. Phone: 6381. No. subscribers, 1100; estimated potential, 1500. Began service May 1951. Equipment, Jerrold. Clarence F. Schoffstall, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WVUE, Wilmington.

**Renovo**—Greater Renovo TV Corp., 704 Erie Ave. Phone: 787. No. subscribers, 800; estimated potential, 850. Began service July 1953. Equipment Jerrold. Raymond A. Werts, pres.; Ray Rathmell, treas.-mgr. Stations: WNBF-TV, Binghamton; WFBG-TV, Altoona; WBRE-TV, Wilkes-Barre.

**Ridgway**—Ridgway TV Co., 119 N. Broad St. No. subscribers, 1078; estimated potential, 1500. Began service Feb. 8, 1952. Equipment Jerrold. Ralph C. Possinger, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh; WICU-TV, Erie.

**Salona**—Salona Mutual TV Cable Assn., Salona. Equipment Jerrold.

**Schuylkill Haven**—Schuylkill Haven Trans-Video Corp., 101 E. Main St. Phone: FU 5-1750. No. subscribers, 1950; estimated potential, 2500. Began service 1954. Equipment Jerrold. A. M. Strause, pres. Frank K. Waters, treas.-mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster.

**Schuylkill Haven**—S. L. TV Corp., 48 Blossom Lane. Phone: Fulton 5-1381. No. subscribers, 140; estimated potential, 500. Began service Nov. 1952. Equipment Jerrold. G. James A. Seitz, pres. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia.

**Selinsgrove**—River TV Co., 19 S. Market St. Phone: 6921. Began service Oct. 1, 1953. Equipment Jerrold. W. M. Kearney pres.-mgr. Stations: WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Shamokin**—Eastern Pennsylvania Relay Station Inc., 313 N. Shamokin St. Phone: 8-7131. No. subscribers, 4200, estimated potential, 7000. Began service Sept. 1951. Equipment Jerrold. John J. Barni, Sr., pres.; Frank R. Lario, secy.-mgr. Stations: WRCV-TV & WFIL-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Shamokin**—TV Extension Corp., 715 W. Walnut St. Phone: 8-4861. No. subscribers, 2500; estimated potential, 5000. Began service Nov. 1951. Equipment Jerrold. Fred Bower, pres. Stations: WRCV-TV & WFIL-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Sheffield**—South Side TV Assn., 218 Church St. Phone: 3111. No. subscribers, 252; estimated potential, 275. Began service May 1953. Equipment Blonder-Tongue. F. F. Feidler Jr., pres. Stations: KDKA-TV, Pittsburgh; WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WFBG-TV, Altoona; WICU-TV, Erie.

**Shenandoah**—Shen-Heights TV Assoc. Inc., 9 W. Coal St. Phone: 2-2198. No. subscribers, 2229; estimated potential, 2300. Began service Oct. 1951. Equipment Jerrold. Frank T. Brophy, pres.; J. M. Uritis, secy.-treas. Stations: WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WILK-TV, Wilkes-Barre; WNEP-TV, Scranton.

**Shickshinny**—Shickshinny TV Corp., Shickshinny. Began service Nov. 28, 1952. Equipment Jerrold. Noel B. Caverly, pres.

**Slatington**—Kerns' Electric & TV Antenna Inc., 619 Main St. Phone: Porter 7-2256. No. subscribers, 680; estimated potential, 1100. Began service March 1953. Equipment Jerrold. Lawrence J. Kern, pres. Stations: WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WVUE, Wilmington.

**Smethport**—Palmer Electric Co., 215 W. Main St. Phone: 433. No. subscribers, 225; estimated potential, 425. Began service Oct. 1, 1953. Equipment, Jerrold. R. K. Palmer, owner. Stations: WBEN-TV & WGR-TV, Buffalo; WROC-TV, Rochester; WJAC-TV, Johnstown.

**Snowshoe**—Snowshoe TV Co., Snowshoe. Phone: EV 7-6833. No. subscribers, 105; estimated potential, 150. Began service Jan. 1, 1957. Equipment Community Engineering Corp. Norman S. Harris, pres. Stations: WFBG-TV, Altoona; WJAC-TV, Johnstown.

**South Renovo**—South Renovo TV Assn., South Renovo. No. subscribers, 210; estimated potential, 300. Began service Jan. 1954. Equipment Jerrold & Entron. Charles Simerson, pres. Stations: WFBG-TV, Altoona; WJAC-TV, Johnstown; WNBF-TV, Binghamton.

**St. Clair**—St. Clair TV Corp., 15 S. Second St. Phone: 1344. No. subscribers, 620; estimated potential, 1200. Began service Sept. 1951. Equipment Jerrold. Bertram Silver, secy.-treas.; John S. Warner, mgr. Stations: WFIL-TV, WCAU-TV & WRCV-TV, Philadelphia; WPIX, New York; WVUE, Wilmington.

**St. Mary's**—St. Mary's TV Co., St. Mary's. Equipment, Entron. Frank Vitarelli, mgr.

**State College**—State College TV Cable Co., Box 824. Phone: AD 8-6655. No. subscribers, 326; estimated potential, 2000. Began service 1952. Equipment Community Engineering Corp. James R. Palmer, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBPZ-TV, Lock Haven.

**Steelton**—Better TV Co., 249 Swatara St. Phone: 9-2725. Began service March 1952. Equipment Philco. M. L. Houtz, owner.

**Stroudsburg**—Pocono TV Relay Inc., 155 Broad St. Phone: 3950. No. subscribers, 600; estimated potential, 2000. Began service March 31, 1952. Equipment Spencer-Kennedy & Jerrold. John M. Price, pres.; George J. Bush, mgr. Stations: WCBS-TV, WRCA-TV, WABD & WPIX, New York; WFIL-TV, Philadelphia.

**Sunbury**—B.K.P. TV Systems Inc., 108 S. 10th St. Phone: Sunbury 6-5951. No. subscribers, 4007; estimated potential, 5000. Began service March 14, 1953. Equipment Jerrold. John J. Barni Jr., pres. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WFBG-TV, Altoona; WDAU-TV & WNEP-TV, Scranton.

**Tamaqua**—Tamaqua TV Inc., 121 W. Broad St. Phone: 1673. No. subscribers, 2397; estimated potential, 3300. Began service June 1951. Equipment Jerrold. Ben P. Houser, pres.; Melvin L. Boyer, treas.-mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster.

**Titusville**—Titusville Cable Co., 332 E. Main St. Phone: 5-0752. No. subscribers, 855; estimated potential, 1500. Began service Jan. 1, 1953. Equipment Entron. A. D. Carlson, pres.-mgr. Stations: WJAC-TV, Johnstown; WICU-TV & WSEE, Erie; WBEN-TV, Buffalo; KDKA-TV, Pittsburgh; WFMJ-TV, Youngstown; WEWS, Cleveland.

**Warren**—Warren TV Corp., 207 E. 5th Ave. Phone: 3479. No. subscribers, 2788; estimated potential, 3000. Began service March 26, 1953. Equipment Westbury & Jerrold. Robert E. Dunham, pres; William T. Loucks, v.p.-gen. mgr. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WSEE & WICU-TV, Erie.

**Warren**—Warren County TV Assn., 503 Conewango St. Phone: 3204. No. subscribers, 2200; estimated potential, 3500. Began service Jan. 1956. An organization of 18 non-profit community systems in Warren County. Kenneth Knight, pres.; Joseph, Littlefield, v.p.; Donald Andersen, secy.-treas.

**Warren**—West Side TV Corp., 1405 Pennsylvania Ave. Phone: 4724. No. subscribers, 250; estimated potential, 300. Began service Dec. 1, 1954. Equipment Jerrold. Mel C. Adolphson, mgr. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WICU-TV, Erie.

**Wellsboro**—West End TV Cable System, 11 Central Ave. Phone: 7121. No. subscribers, 825; estimated potential, 1000. Began service Dec. 1952. Equipment Entron. Chester Pierce, owner-mgr. Stations: WNBF-TV, Binghamton; WSYR-TV, Syracuse; WBEN-TV, Buffalo.

**Westfield**—Westfield Community Antenna Assn. Inc. c/o Eberle Tanning Co. Phone: 53. No. subscribers, 310; estimated potential, 400. Began service Aug. 1952. Equipment Jerrold. J. F. Eberle, pres. Stations: WNBF-TV, Binghamton; WBEN-TV, Buffalo; WSYE, Elmira.

(Continued on next page)

A DIVISION OF ANTENNAVISION INCORPORATED

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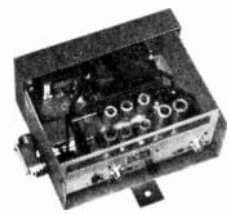
*RIGHT...*

*down the line*

**With community and closed circuit television system equipment assuring you the best in signal transportation from signal site to customer.**

Used with the modified CONRAC AV-12B crystal controlled tuner, the AMECO-TRAN provides head end gear of proven excellence. The units can serve as complete terminal equipment for microwave installations. Here's part of the AMECO-TRAN story: Crystal controlled frequencies, independent control of picture and sound carriers, high output RF level for line feed, exceedingly low amplitude modulation of FM sound carrier, unaltered Hi Fi sound quality AND simplicity and ease of operation.



Designed for rugged outdoor use and accurate signal rejuvination, the AV-5 Broadband Amplifier is furnished with constant voltage transformer and built-in power supply. Unitized construction provides maximum flexibility in system construction and expansion. AGC units can be added simply.

Four matched customer taps are provided in the AMECO LT series boxes —allowing four taps at a cost less than the usual three. Versatility in drops ranges from 15 to 40 db. The units also give positive line connection with a "no friction" contact, extremely low insertion loss and 40 db isolation between sets.

**AMECO products are "RIGHT" down the line, whatever your specific or particular requirements. Available are antenna site equipment, distribution amplifiers, fixed pads, line splitters, customer outlet and tap boxes, terminating resistors and cable lashers.**

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EXECUTIVE DIRECTOR,
EDWARD P. WHITNEY

**PENNSYLVANIA—(Continued)**

**Wilkes-Barre**—Teleservice Co., 337 Wright Ave, Kingston, Pa. BU 8-4328. Began service Oct. 31, 1951. Equipment Community Engineering Corp. James V. Coffey, mgr. Stations: WRCV-TV & WFIL-TV, Philadelphia; WCBS-TV, WPIX & WABD, New York.

**Williamsport**—Cole TV, 88 Cottage Ave. Phone: 9559. No. subscribers, 100; estimated potential, 2500. Began service Feb. 1954. Equipment Jerrold. H. L. Cole, owner. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGAL-TV, Lancaster; WNBF-TV, Binghamton; WDAU-TV, Scranton.

**Williamsport**—Lycoming TV Cable Corp., 1428 W. Southern Ave. Phone: 3-4677. No. subscribers, 3000; estimated potential, 6000. Began service 1952. Equipment Entron. Francis Heinbach, pres.; Vern L. Coolidge, mgr. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WNBF-TV, Binghamton; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Williamsport**—West Branch TV Services Inc., 439 William St. Phone: 3-3701. No. subscribers, 2500; estimated potential, 4000. Began service March 27, 1952. Equipment Ampli-Vision. Otto L. Stradley, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WFBG-TV, Altoona; WNBF-TV, Binghamton; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Williamsport**—Williamsport TV Cable Corp., 450 William St. Phone: 2-9869. No. subscribers, 7650; estimated potential, 8500. Began service Nov. 1952. Equipment Jerrold. Clive Runnels Jr., pres.; Ray Schneider, v.p.-mgr. Stations: WNBF-TV, Binghamton; WFBG-TV, Altoona; WILK-TV & WBRE-TV, Wilkes-Barre; WGAL-TV, Lancaster; WDAU-TV, Scranton.

**Youngsville**—Youngsville TV Corp., 216 W. Main St. Phone: 22704. No. subscribers, 380; estimated potential, 500. Began service June 1, 1954. Equipment, Jerrold. Rex E. Young, pres. Stations: WBEN-TV & WGR-TV, Buffalo. WJAC-TV, Johnstown; WICU-TV, Erie.

**SOUTH DAKOTA**

**Chamberlain**—Missouri Valley TV Co. Inc., Chamberlain. Phone: 82J. No. subscribers, 111; estimated potential, 600. Equipment Jerrold. Began service Nov. 20, 1955. T. H. Steen, pres. Stations: KTIV & KVTV, Sioux City; KELO-TV, Sioux Falls; KDLO-TV, Florence; KPLO-TV, Reliance.

**Deadwood**—Western TV Inc., 33 Lincoln St. Phone: 549. No. subscribers, 190; estimated potential, 3400. Began service Jan. 1955. Equipment Blonder-Tongue & Benco. Harland L. Jacobsen, pres. Stations: KDLO-TV, Garden City; KPLO-TV, Reliance; KDIX-TV, Dickinson; KFYR-TV, Bismarck; KTWO-TV, Casper; KRDS-TV & KOTA-TV, Rapid City.

**Lead**—Western TV System Inc., 721 W. Main St. No. subscribers, 150. Harlan S. Jacobson, mgr. Stations: KOTA-TV, Rapid City; KDIX-TV, Dickinson; KFYR-TV, Bismarck; KDLO-TV, Florence. Also closed-circuit originations.

**Mitchell**—Palace Trans-Video Co., 109 E. 2nd Ave. Phone: WY 6-3057. Estimated potential, 3400. Began service 1954. Equipment, Jerrold & Westbury, Allen C. Harmes, owner. Stations: KELO-TV, Sioux Falls; KTIV & KVTV, Sioux City. Also closed-circuit originations.

**TENNESSEE**

**Blountville**—J. W. Adams Co., Box 128. Phone: 4811. No. subscribers, 25; estimated potential, 100. Began service Feb. 1953. Equipment, Blonder-Tongue & RCA. J. W. Adams, owner; George R. Cowan, mgr. Stations: WBTV, Charlotte; WJHL-TV, Johnson City; WATE, Knoxville.

**Copperhill**—E. R. Lewis TV System, Copperhill. Phone: 485. No. subscribers, 200; estimated potential, 300. Began service Jan. 1, 1954. Equipment Blonder-Tongue & Jerrold. E. R. Lewis, owner. Stations: WSB-TV, WAGA-TV & WLWA, Atlanta.

**Erwin**—C & M TV Cable Co., 217 S. Main St. Phone: 38851. No. subscribers, 400; estimated potential, 1000. Began service, 1954. Equipment, Blonder-Tongue. Chester A. Hale mgr. Stations: WBTV, Charlotte; WATE-TV, Knoxville; WJHL-TV, Johnson City; WCYB-TV, Bristol; WLOS-TV, Asheville.

**Johnson City**—Huntsman TV Cable Co., 407 W. Walnut, Johnson City. Phone: 3769. No. subscribers, 800. Began service 1953. Equipment RCA. R. M. & Clara M. Huntsman, partners. Stations: WBTV, Charlotte; WLOS-TV, Asheville; WATE, Knoxville.

**Kingsport**—TV Cable Corp., 137 E. New St. CI 6-8851. No. subscribers, 1700; estimated potential, 2500. Began service Dec. 1951. Equipment Jerrold. W. Kyle Huddle, pres. Stations: WBTV, Charlotte; WLOS-TV, Asheville; WATE, Knoxville; WCYB-TV, Bristol; WJHL-TV, Johnston City.

**TEXAS**

**Albany**—King Appliance Co., Albany. Equipment Jerrold.

**Brady**—TV Enterprises Ltd., 115 N. Church St. Phone: 2180. No. subscribers, 700; estimated potential, 800. Began service Dec. 1, 1954. Equipment Jerrold. John P. Threadgill, gen. partner. Stations: KTBC-TV, Austin; KRBC-TV, Abilene; KCTV, San Angelo; KRLD-TV, Dallas; WBAP-TV, Ft. Worth.

**Breckenridge**—Breckenridge TV Distributing Co., 331 Walker St. Phone: Hickman 9-2861. No. subscribers, 450; estimated potential, 900. Began service 1953. Equipment Jerrold. Don B. Crenshaw, pres. Stations: WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KFDX-TV & KSYD-TV, Wichita Falls; KRBC-TV, Abilene.

**Brownwood**—Brownwood TV Cable Service Inc., 91 Bluff View Dr. Phone: 2325. Estimated potential subscribers 4000. Began service July 1957. Equipment composite. Johnnie Andrews, pres.; Gilbert Keith, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KRBC-TV, Abilene. Also closed-cicuit originations.

# Community Antenna Systems

**Bryan**—Midwest Video Inc., 500 Texas Ave. Phone: 6-9797. Equipment Spencer-Kennedy.

**Canadian**—TV Cable Service, 211 Main St. Phone: 35. No. subscribers, 325; estimated potential, 400. Began service Oct. 15, 1956. Equipment Jerrold. Wm. J. Jackson & John P. Wilkinson, partners. Stations: KWTV, Oklahoma City; KGEO-TV, Enid; KGNC-TV, Amarillo.

**Childress**—Vumore Coe, Ardmore, Okla. Stations: KFDX-TV & KSYD-TV, Wichita Falls; KDUB-TV, Lubbock.

**Del Rio**—Del Rio TV Cable Corp., 115 W. Losoya St. Phone: 5-2666. No. subscribers, 1200; estimated potential, 2000. Began service Sept. 24, 1955. Equipment Jerrold. Robert Cauthorn, pres. Jack R. Crosby, secy.-mgr. Stations: KONO-TV, WOAI-TV & KENS-TV, San Antonio.

**Denison**—Better TV Inc., 409 S. Mirick St. Phone: HO 5-1471. No. subscribers, 1400; estimated potential, 2500. Began service 1952. Equipment, Jerrold & Blonder-Tongue. Charles F. Johnson, pres. Stations: WBAP-TV & KFJZ-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTEN, Ada.

**Gatesville**—Cable-Vision, 507 S. 6th. Phone: 1032. No. subscribers, 200; estimated potential, 500. Began service 1954. Evell Swift & Louis Bone, partners. Stations: WBAP-TV, Ft. Worth; KTBC-TV, Austin; WFAA-TV, Dallas; KWTX-TV, Waco; KCEN, Temple.

**Graham**—TV Distributing Co., 610 Oak St. Phone: Lincoln 9-3737. No. subscribers, 1650; estimated potential, 2000. Began service Aug. 1951. Equipment Jerrold. Brown Walker, owner. Stations: WBAP-TV & KFJZ-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KFDX-TV & KSYD-TV, Wichita Falls.

**Jacksonville**—TV Cable Service Inc., 549 E. Rusk. Phone: 8122. No. subscribers, 600; estimated potential, 1000. Began service July 1953. Equipment composite. C. B. Owen, pres. Stations: WFAA-TV & KRLD-TV, Dallas; KTRE-TV, Lufkin.

**Madisonville**—Madisonville Cable Corp., Madisonville. Equipment, Jerrold. Lee Green, mgr.

**Marfa**—Marfa TV Cable Inc., 112 E. El Paso St. Phone: PA 9-4141. No. subscribers, 138; estimated potential, 350. Began service March 10, 1956. Equipment, Jerrold. A. Forrest Hope, pres.; E. K. Beanland, v.p. Stations: KROD-TV, El Paso; KOSA-TV, Odessa.

**Matador**—T. V. Signal Service Co., Matador. Phone: 234. No. subscribers, 50; estimated potential, 200. Equipment Jerrold. Stations; KFDX-TV, Wichita Falls; KDUB-TV & KCBD-TV, Lubbock.

**Memphis**—Master Antenna Service, 611 Noel St. Phone: 670. No. subscribers, 537; estimated potential, 700. Began service Aug. 1956. Robert Magness & W. A. Simmons, co-owners. Stations: KGNC-TV & KFDA-TV, Amarillo; KDUB-TV, Lubbock; KFDX-TV, Wichita Falls.

**Mineral Wells**—Community Aerial System, 413 E. Hubbard St. Phone: FA 5-5101. No. subscribers, 1400; estimated potential, 2000. Began service, 1951. John Campbell, owner. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV & KFJZ-TV, Ft. Worth; KFDX-TV, Wichita Falls; closed circuit FM music.

**Ozona**—Ozona TV System, Ozona. Phone: 2. No. subscribers, 350; estimated potential, 500. Began service Feb. 9, 1955. Equipment, Jerrold. W. E. White, pres.; Oscar Kost, mgr. Stations: KCTV, San Angelo; WOAI-TV, San Antonio; KMID-TV, Midland.

**Paducah**—TV Signal Service Co., 9th & Garrett Sts. Phone: 54. No. subscribers, 252; estimated potential, 300. Began service Sept. 1, 1954. Equipment, Jerrold. V. L. Hutchinson, pres. Stations: KFDX-TV, Wichita Falls; KDUB-TV & KCBD-TV, Lubbock.

**Palestine**—Clearview Cable Corp., 300 Avenue A. Phone: 3-8159. No. subscribers, 625; estimated potential, 1200. Began service April, 1955. Equipment Entron. Ray Bamer, pres. Stations: KLTV, Tyler; WBAP-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTRE-TV, Lufkin.

**Paris**—Mid-West Video Corp., 128 S. Main St. Equipment RCA.

**Sherman**—Tele-Vue Products Co., 503 N. Travis. Phone: TW 2-6161. No. subscribers, 1200; estimated potential, 3000. Began service, Dec. 1951. Equipment, composite. O. P. Leonard Jr., pres.; Raymond Tucker Jr., mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

**Sonora**—Sonora TV Service Inc., Main St. Phone: 2-7951. No. subscribers, 325; estimated potential, 500. Began service April 1955. Equipment Jerrold. Edwin E. Sawyer, pres. Stations: KCTV, San Angelo; KENS-TV & WOAI-TV, San Antonio; KMID-TV, Midland.

**Sulphur Springs**—TV Cable System, Glover St. Phone: TU 5-3757. No. subscribers, 700; estimated potential, 1200. Began service Jan. 1, 1954. Equipment Entron. Robert M. Rogers, pres.; Charles Reynolds, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KLTV, Tyler.

**Tyler**—Television Co., 317 N. Broadway. Phone: 2-8251. No. subscribers, 7100; estimated potential 9000. Began service March 1952. Equipment Jerrold. G. H. Flinn, pres.; Raymond Hedge, v.p.; J. E. Mankin, gen. mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KTBS-TV, Shreveport; KLTV, Tyler.

**Uvalde**—Uvalde TV Cable Corp., 222 N. Getty St. Phone: BR 8-4525. No. subscribers, 1000; estimated potential, 1500. Began service June 24, 1955. Equipment Jerrold. Benjamin J. Conroy Jr., pres.-mgr. Stations: KENS-TV, KONO-TV & WOAI-TV, San Antonio.

**Van Horn**—Van Horn Cable Co., Main St. Phone: 121. No. subscribers, 302; estimated potential, 400. Began service Sept. 15, 1955. Equipment Blonder-Tongue. J. H. Benton, owner. Station: KROD-TV, El Paso.

**Victoria**—Tele-Tenna Corp. of Victoria, 2000 E. Rio Grande St. Eqiupment RCA. A. B. Alkek, pres.

**Wellington**—Vumore Co., 1410 Dallas St. Phone: 85. No. subscribers, 385; estimated potential, 500. Began service Aug. 11, 1955. Equipment Entron. Larry Boggs, pres. Stations: KGNC-TV & KFDA-TV, Amarillo; KFDX-TV & KSYD-TV, Wichita Falls.

## UTAH

**Helper**—Helper Community TV Inc., Helper. Frank A. Dalpiaz, secy.-treas.

**Price**—Vetere Perfect TV Inc., Price. No. subscribers, 800; estimated potential, 2500. Began service Oct., 1954. Equipment Jerrold. Louis Vetere, owner. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

**Richfield**—Sevier TV Cable, 145 N. Main St. Phone: TW 6-4741. No. subscribers, 625; estimated potential, 1800. Began service Dec. 1, 1954. Equipment composite. T. Collins Jackson, owner. Stations: KUTV, KTVT & KSL-TV, Salt Lake City.

**Salt Lake City**—Sevier TV Signal Distribution Co., 2183 Berkeley.

**Sunnyside**—Price Trading Co., Sunnyside. Phone: TU 8-5532. No. subscribers, 1000; estimated potential, 1320. Began service Oct. 12, 1955. Equipment Jerrold. Oscar Carlson Jr., mgr. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

**Vernal**—Basin TV Inc., Vernal. C. R. Henderson, mgr.

## VERMONT

**Barre**—Vermont TV Inc., 61 No. Main St. Phone: GR 6-4901. No. subscribers, 1150; estimated potential, 2200. Began service May 1, 1952. Equipment, Spencer-Kennedy. Leo Sanguinetti, pres.; E. Nicholas Sanguinetti, mgr. Stations: WRGB, Schenectady; WPTZ, Plattsburgh; WMTW, Mt. Washington; WCAX-TV, Burlington; CBMT, Montreal.

**Bellows Falls**—Bellows Falls Cable Corp., 105 Rockingham St. Phone: 136. No. subscribers, 1050; estimated potential, 1100. Began service Oct. 1953. Equipment Westbury Electronics Inc. George R. Story, pres. Stations: WBZ-TV, WNAC-TV & WHDH-TV, Boston.

**Brattleboro**—Brattleboro TV Inc., 49 Elliot St. Alpine 4-4000. No. subscribers, 1600; estimated potential, 2000. Began service Oct. 16, 1953. Equipment, Spencer-Kennedy. F. Elliot Barber Jr., pres. Stations: WBZ-TV, WGBH-TV, WHDH-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WTIC-TV, Hartford; WMTW, Mt. Washington; WRLP, Greenfield.

**Burlington**—Green Mt. TV Corp., 187 Church St. Phone: University 4-5749. No. subscribers, 2900; estimated potential, 6000. Began service June 1952. Equipment Jerrold. Richard A. Snelling, pres. Stations: WRGB, Schenectady; WMTW, Mt. Washington; WCAX-TV, Burlington; CBMT & CBFT, Montreal.

**Ludlow**—Okemo Vue Inc., 41 Depot St. Phone: 82381. No. subscribers, 175; estimated potential, 200. Began service May 1953. Equipment, Jerrold. V. W. Jarvi, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

**Montpelier**—Montpelier Community TV Inc., 23 Langdon St. Phone: Capitol 3-2852. No. subscribers, 1100; estimated potential, 1500. Began service Nov. 15, 1953. Equipment, Jerrold. Fred Leiberman, pres.; Phillips Lothrop, v.p.-mgr. Stations: WMTW, Mt. Washington; WRGB, Schenectady; WCAX-TV, Burlington

**Northfield**—Trans-Video, 37 Park Sq. Phone: 4112. No. subscribers, 435; estimated potential, 600. Began service Dec. 24, 1951. Equipment, Westbury Electronics. George L. Goodrich, owner; Henry Beaudette, technical mgr.; C. Arthur Goodrich, sales mgr. Stations: WRGB, Schenectady; WCAX-TV, Burlington; WMTW, Mt. Washington.

**Springfield**—Young's Community TV Corp., 201 Union St. Phone: TU 5-4552. No. subscribers, 1400; estimated potential, 2000. Began service May 1953. Equipment Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester; WCAX-TV, Burlington.

**Springfield**—Windsor Community Antenna Corp., 201 Union St. Phone: TU 5-4552. No. subscribers, 620; estimated potential, 1000. Began service July 1954. Equipment Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WCAX-TV, Burlington; WMTW, Mt. Washington.

**Springfield**—John T. Thurber Inc., Springfield. Began service Nov. 3, 1952. Equipment, Spencer-Kennedy.

**St. Johnsbury**—St. Johnsbury Community TV Corp., 45 Main St. Phone: 8-2870. No. subscribers, 500; estimated potential, 750. Began service March 1, 1954. Equipment, Jerrold. Eugene F. Ellingwood Jr., pres. Stations: WCSH-TV & WGAN-TV, Portland; WMTW, Mt. Washington.

**Windsor**—Windsor Community Antenna Corp., 113 Main St. Phone: 740. No. subscribers, 530; estimated potential, 900. Began service, July 1954. Equipment, Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WCAX-TV, Burlington; WMTW, Mt. Washington.

**Woodstock**—Woodstock TV Inc., Central St. Phone: 115-M. No. subscribers, 94; estimated potential, 250. Began service Dec. 8, 1953. Equipment, Westbury Electronics. Reno Caselini, pres. Stations: WBZ-TV, Boston; WRGB, Schenectady; WMTW, Mt. Washington.

# Community Antenna Systems

### VIRGINIA

**Appalachia**—Paintsville Appliance Co., Appalachia. Phone: 633. No. subscribers, 206; estimated potential, 300. Began service Nov. 20, 1955. Equipment Jerrold. Chester Trimble, owner. Stations: WJHL-TV, Johnson City; WLOS-TV, Asheville; WCYB-TV, Bristol.

**Grundy**—Grundy TV Co., Box 1045. Phone: Webster 5-2621. No. subscribers, 588; estimated potential, 850. Began service Jan. 1, 1952. Equipment Community Engineering Co. Barnes B. Rife, owner. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WOAY-TV, Oak Hill.

**Harrisonburg**—Harrisonburg Trans-Video Corp., 14 Graham St. Phone: 4-6030. No. subscribers, 1500; estimated potential, 3800. Began service Aug. 29, 1952. Equipment Jerrold & RCA. Martin F. Malarkey, pres.; Frank K. Waters, mgr. Stations: WTTG, WMAL-TV & WTOP-TV, Washington; WXEX-TV, Petersburg; WSVA-TV, Harrisonburg; WTVR, Richmond.

**Marion**—Home & Auto Supply Co. Inc., 209 E. Main St. Phone: 3-5321. No. subscribers, 155; estimated potential, 500. Began service Dec. 1953. Equipment composite. C. E. Coulthard, pres. Stations: WSLS-TV, Roanoke; WHIS-TV, Bluefield; WJHL-TV, Johnson City.

**Staunton**—Staunton Video Corp., 27 Middlebrook Ave. Phone: Tuxedo 5-7493. No. subscribers, 700; estimated potential, 3000. Began service April 1952. Equipment Community Engineering Corp. R. W. Tucker, pres. Stations: WTVR, Richmond; WTTG & WTOP-TV, Washington; WSVA-TV, Harrisonburg; WXEX-TV, Petersburg.

### WASHINGTON

**Aberdeen**—Harbor TV Corp., 208 South H St. Phone AB 1986. No. subscribers, 7000; estimated potential, 8000. Began service March 28, 1953. Equipment Ampli-Vision & Blonder-Tongue. Homer A. Bergren, chairman; Fred G. Goddard, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma.

**Bellingham**—Telecable Inc., 1059 State St. Phone: 438. No. subscribers, 600; estimated potential, 1000. Began service July 1952. Equipment Blonder-Tongue. A. J. Barrett, owner. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

**Chehalis**—KELA-TV Inc., Box 827. Phone: Sherwood 8-3321. No. subscribers, 235; estimated potential, 1000. Began service July 1952. Equipment Blonder-Tongue. Joe Chytil, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

**Chelan**—Chelan Antenna Service, Chelan. No. subscribers, 275; estimated potential, 300. Began service May 1954. Equipment Ampli-Vision. Emory Weimer, mgr. Stations: KXLY-TV, KREM-TV & KHQ-TV, Spokane.

**Cle Elum**—Cassassa Bros., 216 Penn Ave. No. subscribers, 330. Don Cassassa, owner.

**Colville**—Colville Video Inc., 151 N. Main St. Phone: 104. No. subscribers, 318; estimated potential, 500. Began service Aug. 14, 1953. Equipment, Jerrold. August Schwartz, pres. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.

**Connell**—Connell TV Co., Box 478. Phone: Bel 4-3481. No. subscribers, 54; estimated potential, 85. Began service Dec. 23, 1955. Equipment Blonder-Tongue. James O. Heitzman & Texas H. German, partners. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KEPR-TV, Pasco.

**Coulee Dam**—TV Assoc. of Coulee Dam, Box 367. No. subscribers, 190; estimated potential, 300. Equipment, Ampli-Vision. George Curtiss, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Dayton**—Touchet Valley TV Inc., Dayton. Phone: 10. No. subscribers, 410; estimated potential, 500. Began service Nov. 10, 1953. Equipment, Jerrold. Ben H. Klingenstein, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Ellensburg**—Ellensburg Jerrold TV Cable Corp., 505 N. Pearl St. Phone: Walnut 5-2557. No. subscribers, 1700; estimated potential 2800. Began service Aug. 1, 1954. Equipment Jerrold. Milton J. Shapp, pres.; John C. Sorenson, mgr. KING-TV & KOMO-TV, Seattle; KXLY-TV, Spokane; KIMA-TV, Yakima. Also closed circuit originations.

**Ephrata**—Empire TV Inc., 101 B St. NW. No. subscribers, 1000; estimated potential, 2000. Began service Dec. 1953. Equipment Ampli-Vision & Blonder-Tongue. Harold Catlow, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane; KBAS-TV, Ephrata.

**Everett**—TV Cable Inc., 2507 Broadway. Phone: Cedar 3171. No. subscribers, 1350; estimated potential, 3000. Began service July 15, 1953. Equipment, Blonder-Tongue & Jerrold. Eldon A. Root, pres. Stations: KOMO-TV, KIRO-TV & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma; KVOS-TV, Bellingham.

**Goldendale**—Goldendale TV Cable Inc., 431 E. Broadway. Phone: 3183. No. subscribers, 275; estimated potential, 400. Began service Jan. 1, 1956. Equipment Blonder-Tongue. C. J. Morlan, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

**Kennewick**—Columbia TV Service Co., 205 W. Kennewick Ave. Justice 2-8600. No. subscribers, 925; estimated potential, 5000. Began service Oct. 1, 1956. Homer A. Bergren, pres. C. M. Kirkeeng, mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KEPR-TV, Pasco; KTRX, Kennewick.

**Lind**—Lind TV Service, Inc., Lind. No. subscribers, 147; estimated potential, 190. Equipment, Jerrold. J. D. Urquhart, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane

**Moses Lake**—Moses Lake TV Inc., 205 W. Ash St. Phone: Rockwell 5-6151. No. subscribers, 1000; estimated potential, 3000. Began service June 1954. Equipment composite. Pat Hughes, pres. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane; KBAS-TV, Ephrata.

**Omak-Okanogan-Tonasket**—Okanogan Valley TV Cable Co., Tonasket, Wash. Phone: 2370. No. subscribers, 850. Began service April 1954. Equipment composite. Melvin Rothrock, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Pomeroy**—Christensen-Rauch Co., Main St. Phone: 327. No. subscribers, 330; estimated potential, 400. Began service Aug. 1, 1953. Equipment Jerrold. Wm. E. Rauch, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Pullman**—Williams TV, 301 Paradise St. Phone: Logan 8-2621. No. subscribers, 560; estimated potential, 1000. Began service May 1954. Equipment composite. R. V. Williams, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

**Quincy**—Quincy Valley TV Assn., Quincy. No. subscribers, 1000; estimated potential, 6000. Began service Feb. 1954. Equipment composite. Wm. Turnbull, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Raymond**—Powell's Radio & TV, 301 Duryea St. Phone: 95. No. subscribers, 1050; estimated potential, 1500. Began service Feb. 1, 1951. Equipment Jerrold. Merle C. Smith, owner. Stations: KING-TV, KIRO-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

**Republic**—The Television Assoc. of Republic, Noel Bldg. Phone: SP 5-3475. No. subscribers, 165; estimated potential, 250. Equipment Jerrold. Began service Dec. 1954. Burl Fowler, pres. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

**Richland**—Richland TV Cable Corp., 503 Lee Blvd. Phone 4-9110. No. subscribers, 1700; estimated potential, 7000. Began service April 26, 1954. Equipment Jerrold. Owned by Jerrold Electronics Corp. Milton J. Shapp, pres.; Henry R. Enders, mgr. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.

**Seattle**—Holert Electronic Inc., 2300 W. Spokane St. Began service June 20, 1952. Equipment, Jerrold. Frank T. Holert Jr., pres.

**Seattle**—Master TV Antenna Systems, 4020 49th St. S. Equipment, Jerrold. Fred Nelson, v.p.

**Sedro-Wooley**—Malone Music Co., 118 Ferry St. Phone: WL-5-5592. No. subscribers, 870. Began service 1953. Equipment Blonder-Tongue. Patrick V. Malone, pres. Stations: KING-TV, KOMO-TV, KTNT-TV & KTVW, Seattle-Tacoma.

**Soap Lake**—Soap Lake TV Inc., 404 Main Ave. E. Phone: Chestnut 6-3256. No. subscribers, 185; estimated potential, 400. Began service June 15, 1954. Equipment Ampli-Vision & Blonder-Tongue. Leonard McNamara, pres.; Clifton W. Collins, secy.-treas.-mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane, KBAS-TV, Ephrata.

**Starbuck**—Starbuck Community Antenna System, Starbuck. Equipment Jerrold.

**Sunnyside**—Harrie's TV, 6th & Edison Sts. Phone: TE 7-3583. No. subscribers, 51; estimated potential, 100. Began service 1954. Equipment Blonder-Tongue. Harrie Whatley, owner. Station: KIMA-TV, Yakima.

**Walla Walla**—Blue Mts. TV Cable Corp., 34 S. Colville St. Phone: Jackson 5-4962, No. subscribers, 3500; estimated potential, 7000. Began service Oct. 15, 1953. Equipment: Jerrold. Owned by Jerrold Electronics Corp. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Washtucna**—Snyder Electric Co., Washtucna. Equipment Jerrold.

**Waterville**—Clements TV, Waterville. Phone: RI 5-2802. No. subscribers, 275; estimated potential, 325. Began service Jan. 1, 1953. Equipment Ampli-Vision & RCA. Charles E. Clements, pres. & mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Wenatchee**—Consolidated TV Cable Corp., 739 S. Mission St. Phone: Normandy 3-4608. No. subscribers, 3800; estimated potential, 7000. Began service Nov. 1, 1953. Equipment, Jerrold. Owned by Jerrold Electronics Corp. Leland B. Hallett, mgr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

**Wilsoncreek**—S & S Electronics, Wilsoncreek. Equipment Jerrold.

**Wishram**—Wishram TV, Wishram. Phone: 19. No. subscribers, 185; estimated potential, 200. Began service Sept. 1, 1954. Equipment Ampli-Vision. Raymond Coffield, mgr. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

### WEST VIRGINIA

**Amherstdale**—Durfee's Inc., Man, W.Va. Began service Jan. 1952. Equipment, Jerrold.

**Bluefield**—Bluefield TV Cable Corp., 616 Federal St. Phone: DAV 7-7805. No. subscribers, 1500; estimated potential, 4000. Began service April 15, 1954. Equipment Jerrold. W. R. Tucker, pres.; F. Gordon Fuqua, mgr. Stations: WCHS-TV, Charleston; WSLS-TV, Roanoke; WJHL-TV, Johnson City.

**Burnsville**—Marlindon Cable Co., Burnsville. Phone: 3271. No. subscribers, 250; estimated potential, 400. Began service May 15, 1954. Equipment Jerrold. J. L. Stalnaker, pres. Stations: WDBJ-TV & WSLS-TV, Roanoke; WOAY-TV, Oak Hill.

**Charlton Heights**—Jack Knight. Equipment, Jerrold.

**Chesapeake**—Chesapeake Water & Light Co., Chesapeake. Equipment, Jerrold.

**Clarksburg**—Clarksburg TV Cable Corp., 233 S. Third St. Phone: Main 4-7464. No. subscribers, 7800; estimated potential, 12,000. Began service July 15, 1953. Equipment Jerrold. W. R. Tucker, pres.; Sandford F. Randolph, v.p.-mgr. Stations: WTRF-TV, Wheeling; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

**Coalwood**—Olga Coal Co., Coalwood. Phone: Welch 4200. No. subscribers, 465; estimated potential, 1000. Began service July 1952. Equipment, Jerrold. W. D. Dantzler, mgr. Stations: WSAZ-TV, Huntington; WSLS-TV, Roanoke; WCHS-TV, Charleston.

**East Gulf**—C. H. Mead Coal Co., East Gulf. Began service May 15, 1952. Equipment, Jerrold. H. G. Schmidt, pres.

**Elkins**—Tygart Valley Cable Corp., 200 Davis Ave. Phone: 30. Began service Nov. 13, 1953. Equipment: Jerrold. Ralph S. Shepler, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Fairmont**—Fairmont TV Cable Co., 217 Fairmont Ave. Phone: 1020. No. subscribers, 4500; estimated potential, 7500. Began service May 21, 1953. Equipment Jerrold. W. Randolph Tucker, pres.; Bertram Cousins Jr., mgr. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Follansbee**—Alco Radio & Supply, Follansbee. Equipment Jerrold. Leo Cocco, mgr.

**Glendale**—Glen-Tenna, c/o Daily Echo, Moundsville. Phone: Tilden 5-2660. No. subscribers, 40; estimated potential, 120. Began service 1952. Equipment: Blonder-Tongue. Sam Shaw, owner. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Grafton**—Bennett Refrigerator Co., Main St. Equipment, Entron.

**Hinton**—Hinton TV Corp, Hinton. Phone: 466. No. subscribers, 625; estimated potential, 1000. Began service Oct. 1, 1953. Equipment Jerrold. J. V. Coste, pres. Stations: WDBJ-TV & WSLS-TV, Roanoke; WOAY-TV, Oak Hill; WHIS-TV, Bluefield.

**Keyser**—Keyser TV Co. Inc., 51 N. Main St. Phone: 6426. No. subscribers, 1035; estimated potential, 1500. Began service Oct. 1952. Equipment Jerrold. Dr. Harry F. Coffman, pres.; A. T. Patrick, v.p.-mgr. Stations: WTOP-TV & WMAL-TV, Washington; WJAC-TV, Johnstown.

**Logan**—Durfee's Inc., Logan. Phone: 278. No. subscribers, 1200; estimated potential, 2000. Began service March 1952. Equipment Entron. C. O. Erickson, pres.-mgr. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

**Lost Creek**—Lost Creek TV Co., Lost Creek. Equipment Jerrold. D. B. Randolph, pres.

**Man**—Durfee's Inc., Man. Phone: 5581. No. subscribers, 1100; estimated potential, 1500. Began service March 1952. C. O. Erickson. pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

**Morgantown**—Community Cable Co. Inc., 260 Wartman St. Phone: 5766. No. subscribers, 400; estimated potential, 2000. Began service Nov. 1957. Equipment Benco. S. A. Phillips, pres. Stations: WDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Moundsville**—Clear TV Inc., Moundsville. Box 337. Phone: Tilden 5-2660. No. subscribers, 693; estimated potential, 3000. Began service July 1952. Equipment composite. Z. A. Zainoon, pres.; Sam Shaw, secy.-treas.-engr. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Mullens**—Mullens TV Cable Service. 317 Moran Ave. Phone: 32. No. subscribers, 650; estimated potential, 800. Began service March 1952. Equipment Jerrold. H. E. & DeForrest Lilly, partners. Stations: WHIS-TV, Bluefield; WCHS-TV, Charleston; WOAY-TV, Oak Hill; WSAZ-TV, Huntington.

**New Martinsville**—TV Cable Inc., New Martinsville. Phone: 789. No. subscribers, 100; estimated potential, 400. Began service Sept. 1953. Equipment Jerrold. P. P. McCray, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

* **Petersburg**—Oates TV Inc., 207 N. Main St. Phone: Circle 3-3691. Estimated potential, 400. Equipment Jerrold & Entron. O. R. Oates Sr., pres.

**Phillippi**—Phillippi Community TV, Phillippi. Began service June 1954. Equipment Entron.

**Piedmont**—Upper Potomac TV Co. Inc., 77 Ashfield St. Phone: 6121. No. subscribers, 1850; estimated potential, 2000. Began service March 1952. Equipment Jerrold. I. H. Ferrell, pres. Stations: WRC-TV, WTTG, WTOP-TV & WMAL-TV, Washington; WJAC-TV, Johnstown.

**Prenter**—Red Parrot Coal Co., Prenter. Began service Dec. 12, 1951. Equipment Jerrold. J. A. Gothot, supt.

**Rainelle**—Rainelle TV Corp., Rainelle. Phone HE 8-8503. No. subscribers, 303; estimated potential, 600. Began service 1951. Equipment Jerrold. J. E. Decker, pres. Stations: WSLS-TV, Roanoke; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

**Richwood**—Richwood TV Co. Inc., Oakford & Main Sts. Phone VI 6-6391. No. subscribers, 900; estimated potential, 1000. Began service May 1, 1952. Equipment Jerrold. Carl E. Gainer, pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

**Ronceverte**—Ronceverte TV Corp., Ronceverte. Phone: 537. No. subcribers, 147; estimated potential, 175. Began service Feb. 1954. Equipment Jerrold. Dr. P. E. Prillaman, pres. Stations: WSLS-TV & WDBJ-TV, Roanoke; WOAY-TV, Oak Hill; WHIS-TV, Bluefield.

**Rowlesburg**—Community Cable Co. Inc., Diamond St. Phone: 4371. No. subscribers, 40; estimated potential, 100. Began service Oct. 1953. Equipment, Blonder-Tongue. S. A. Phillips Jr., pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

**Spencer**—T. J: Arnold Appliance Co., 329 Market St. Phone: 893. No. subscribers, 200; estimated potential, 450. Began service 1950. Equipment Jerrold. Thomas J. Arnold, owner. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.

# Community Antenna Systems

**War**—TV Antenna Service Inc., Box 386. Phone: 9. No. subscribers, 560; estimated potential, 1400. Began service March 1952. Equipment Jerrold. L. W. Coffey, pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WHIS-TV, Bluefield; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

**Webster Springs**—Webster TV, Webster Springs. Phone: 44. No. subscribers, 500; estimated potential, 600. Began service Jan. 1, 1953. Equipment Jerrold. Harry Harkins, owner. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

**Weirton**—Weirton TV Cable Corp., 3225 Main St. Phone: 1603. Began service April 1952. Equipment Jerrold. Victor A. Greco, pres.

**Welch**—Welch Antenna Co., 330 Virginia Ave. Phone: 1431. No. subscribers, 1100; estimated potential, 1500. Began service June 1951. Equipment Jerrold. Edmund O. Gates & Wm. Turner, partners. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston; WHIS-TV, Bluefield; WOAY-TV, Oak Hill.

**Weston**—Weston TV Cable Corp., 241 Main Ave. Phone: 607. No. subscribers, 1635; estimated potential, 2250. Began service Jan. 1, 1954. Equipment Jerrold. M. Wm. Adler, pres. Stations: WTRF-TV, Wheeling; WCHS-TV, Charleston; WHTN-TV, Huntington.

**Wheeling**—Wheeling Antenna Co., 1116 Water St. Phone: CE 3-0919. Began service May 5, 1952. Donald W. Levenson, pres. Stations: KDKA-TV, Pittsburgh; WSTV-TV, Steubenville; WTRF-TV, Wheeling.

**Whitesville**—Whitesville Radio & Refrigeration Service, Whitesville. Phone: 4221. No. subscribers, 100; estimated potential, 250. Began service July 1951. Equipment Jerrold. Wm. D. Peters & James Williams, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

**Williamson**—Williamson TV Corp., Williamson. Began service June 1952. Equipment Jerrold. R. D. Van Meter, mgr.

### WISCONSIN

**Niagara**—Niagara Community TV Co-op, 100 Clark St. Phone: 69. No. subcribers, 460; estimated potential, 500. Began service Nov. 1, 1954. Equipment, Jerrold. Edward Gaber, pres. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette.

**Rhinelander**—Rhinelander TV Cable Corp., Box 179. Forest 2-4942. Began service Oct. 1954. Equipment Jerrold. D. H. Goodearle, pres.; C. W. Gilley, mgr. Stations: WBAY-TV & WFRV-TV, Green Bay; WSAU-TV, Wausau; WMBV-TV, Marinette.

**Rice Lake**—Rice Lake Radio Co., 15 W. Knapp St. Phone: 452-W. No. subscribers, 640; estimated potential, 800. Began service 1951. Equipment, composite. Earl Cleaveland, owner. Stations: WTCN-TV, KTCA & WCCO-TV, Minneapolis; KSTP-TV, St. Paul.

**Wausau**—Wisconsin Community Antenna Inc., 512 Fulton St. Phone: 4169. No. subscribers, 250; estimated potential, 3000. Began service July 1955. Equipment Jerrold. M. C. Bimer, pres.-mgr. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette; WSAU-TV, Wausau.

### WYOMING

**Basin**—Western TV Corp., 416 West B St. Phone: 256. No. subscribers, 220; estimated potential, 300. Equipment Ampli-Vision. Began service Nov. 1955. Thomas W. Mitchell Jr., pres. Stations: KOOK-TV & KGHL-TV, Billings; KID-TV, Idaho Falls; KWRB-TV, Riverton.

**Casper**—Community TV Systems of Wyoming, 451 S. Durbin St. Phone: 2-7171. No. subscribers, 5300; estimated potential, 10,000. Began service Dec. 24, 1953. Equipment Jerrold. Bill Daniels, pres.; G. W. Schneider, secy.-treas.-mgr. Stations: KLZ-TV, KOA-TV, KBTV & KTVR, Denver; KFBC-TV, Cheyenne.

**Cody**—Cody Community TV Corp., 1149 Sheridan St. Phone: 1147. No. subscribers, 700; estimated potential, 1200. Began service Oct. 1, 1954. Equipment Ampli-Vision & Jerrold. H. M. Moore, pres.; E. T. Melbraaten, secy.-treas. Stations: KOOK-TV, Billings; KID-TV, Idaho Falls.

**Cokesville**—Cokesville Radio & Electric Co., Box 68. BR 9-5490. No. subscribers, 75; estimated potential, 100. Began service Oct. 1, 1954. Equipment Jerrold. H. L. Carraway & R. L. Langford, partners. Stations: KUTV, KTVT & KSL-TV, Salt Lake City.

**Greybull**—Western TV Corp., 420 Greybull Ave. Phone: Porter 5-4410. No. subscribers, 230; estimated potential, 450. Began service March 1956. Equipment Ampli-Vision. Thomas W. Mitchell Jr., pres. Stations: KOOK-TV & KGHL-TV, Billings; KID-TV, Idaho Falls; KWRB-TV, Riverton.

**Jackson**—Jackson Community TV System, Jackson. Phone: 188. No. subscribers, 82; estimated potential, 100. Began service July 14, 1955. Equipment Jerrold. Everett L. Mains. Station: KID-TV, Idaho Falls.

**Kemmerer**—Kem-Tev Corp., 717 Pine Ave. Phone: 54. No. subscribers, 435; estimated potential, 450. Began service Aug. 16, 1955. Equipment Ampli-Vision P. C. Steinhour, pres. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

**Laramie**—Laramie Community TV Co., 409 S. 4th St. Phone: FR 5-7333. No. subscribers, 2600; estimated potential, 4500. Began service March 10, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel partners; C. O. Hammond, mgr. Stations: KTVR, KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

(Continued on next page)

# Community Antenna Systems

**WYOMING—(Continued)**

**Mountain View**—Uinta Signal Co., Box 102. Phone: 505. No. subscribers, 138; estimated potential, 200. Began service Jan. 1955. Equipment Blonder-Tongue. E. A. Dahlquist, mgr. Stations: KUTV, KTVT & KSL-TV, Salt Lake City. scribers, 435; estimated potential, 450. Began service Aug.

**Pine Bluffs**—Pine Bluffs Community TV System, Pine Bluffs. Phone: Cherry 5-3392. No. subscribers, 108; estimated potential, 190. Equipment Blonder-Tongue. Wm. H. Harrison, owner; John C. Harrison, mgr. Stations: KTVR, KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

**Rawlins**—Rawlins Community TV Co., 211 Fourth St. Phone: EA 4-3011. No. subscribers, 1000; estimated potential, 2500. Began service Sept. 27, 1955. Equipment Jerrold. Bill Daniels, pres.; Fred R. Kelly, mgr. Stations: KTVR, KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

**Rock Springs**—Sweetwater TV Co., 730 Pilot Butte Ave. Phone: Empire 2-3773. No. subscribers, 1400; estimated potential, 2800. Began service Dec. 1, 1956. Equipment Jerrold. A. M. Carollo Sr., pres. Stations: KSL-TV, KTVT KUTV, Salt Lake City.

**Sheridan**—Clouds Peak Radio & TV Corp., 21 N. Main St. Phone: OR 4-4251. No. subscribers, 700; estimated potential, 2300. Began service Sept. 1, 1954. Equipment Jerrold. Don Tannehill, pres.; C. L. McHolland, v.p.-mgr. Station: KOOK-TV, Billings.

**Tensleep**—Bighorn Radio & TV, Tensleep. Phone: Worland 1242. No. subscribers, 18; estimated potential, 60. Began service, Sept. 1955. Equipment Blonder-Tongue. J. C. Cosley, owner. Stations: KOOK-TV, Billings; KWRB-TV, Riverton.

**Thermopolis**—Thermopolis Bcstg. Co. Inc. 320 N. Railroad. Phone: 915. No. subscribers, 200; estimated potential, 700. Began service May 1, 1955. Equipment Ampli-Vision. Joe C. Henry, pres. & gen. mgr. Station: KOOK-TV, Billings.

**Thermopolis**—Thermopolis TV Co. 111 S. Fifth St. Phone: 940. No. subscribers, 500; estimated potential, 675. Began service May 1955. Equipment Ampli-Vision. Thomas W. Mitchell Jr., pres. Stations: KOOK-TV & KGHL-TV, Billings; KWRB-TV, Riverton.

**Worland**—Western TV Corp., 122 S. Eighth St. Phone: 834. No. subscribers, 1100; estimated potential, 1500. Began service May 5, 1954. Equipment, Ampli-Vision. Thomas Mitchell Jr., pres. Stations: KOOK-TV & KGHL-TV, Billings; KID-TV, Idaho Falls; KTWO-TV & KSPR-TV, Casper; KWRB-TV, Riverton.

**ALASKA**

**Ketchikan**—Ketchikan Alaska TV Inc., 416 Water St. Phone: 3875. No. subscribers, 900; estimated potential, 1500. Began service Nov. 17, 1953. Equipment Jerrold. R. D. Jensen, pres.; E. W. Christiansen, v.p. Originates own signals.

# Canadian Community Antenna Systems

**ALBERTA**

**East Coulee**—Joe Gerlinger, East Coulee. No. subscribers, 20; estimated potential, 100. Began service Dec. 1956. Equipment Benco. Station: CHCT-TV, Calgary.

**BRITISH COLUMBIA**

**Beaverdell**—O. G. Perry. Estimated potential, 25. Equipment Benco. Station: CHBC-TV, Kelowna.

**Britannia Beach-Mt. Sheer**—West Coast Television Ltd., Vancouver. Estimated potential, 400. Equipment Benco. Stations: KVOS-TV, Bellingham; KOMO-TV, Seattle.

**Campbell River**—Campbell River TV Assn. Estimated potential, 200. Equipment Benco. Stations: KVOS-TV, Bellingham; KOMO-TV & KING-TV, Seattle.

**Castlegar-Kinnard**—Kingar Video Ltd. No. subscribers, 15; estimated potential, 800. Equipment Benco. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Comox**—Courtney-Comox TV Co. Ltd., Box 130. Phone: 810. No. subscribers, 60; estimated potential, 1000. Began service Dec. 1957. Equipment Jerrold. V. E. Sharar, supervisor; R. Ellis, managing director.

**Comox**—R.C.A.F. Air Base. Estimated potential, 225. Equipment Benco. Began service Nov. 1957. Stations: KOMO-TV & KING-TV, Seattle; KVOS-TV, Bellingham.

**Cranbrook**—Cranbrook Television Ltd., Box 1509. No. subscribers, 500; estimated potential, 1000. Equipment, Jerrold. Ross Leyden, pres. Station: KXLY-TV, Spokane.

**Creston**—Creston Cabled Video Ltd., Box 1170. Phone: 449. No. subscribers, 359; estimated potential, 550. Equipment Benco, Entron & Jerrold. Tak Toyota, pres.; Harold L. Leadbetter, mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Duncan**—Benard TV Ltd., 121 Jubilee St. Phone: 1047. No. subscribers, 50; estimated potential, 75. Began service June 1955. Equipment Benco. L. J. Benard, mgr. Stations: CBUT, Vancouver; KVOS-TV, Bellingham.

**Fernie**—Fernie TV Ltd., c/o Kootenay Enterprises, Box 940, Kimberley. Estimated potential, 500. Began service Sept. 1957. Equipment Jerrold. Station: CHCT-TV, Calgary.

**Horseshoe Bay**—Northwest Television Systems Ltd., 6535 Royal Ave. Phone: WE. 3-3333. No. subscribers, 50; estimated potential, 600. Began service Jan. 1, 1956. Equipment Benco & Jerrold. W. S. Thomas, pres.-mgr. Stations: KOMO-TV & KING-TV, Seattle; KVOS-TV, Bellingham; CBUT, Vancouver.

**Kamloops**—Home-Vue Theatre of Kamloops Ltd., Kamloops. B. M. Greer, secy.

**Kelowna**—Black Knight TV Co. Ltd., Kelowna. Phone: 4433. No. subscribers, 50; estimated potential, 2000. Began service April 1957. Equipment Benco. Station: KXLY-TV, Spokane.

**Kimberley**—Kootenay Enterprises Ltd., 115 Wallinger St. Phone: Ludlow 2-2062. No. subscribers, 1050; estimated potential, 2700. Began service Jan. 1955. Equipment Jerrold. Ben Redisky, mgr. Station: KXLY-TV, Spokane.

**Montrose-Fruitvale**—Montrose Audio-Video Co. Ltd. Box 219. Phone: 450. No. subscribers, 57; estimated potential, 450. Began service Aug. 1957. Equipment Benco. C. S. Crosby, director. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Nelson**—McLennan, McFeely & Prior Ltd., Baker St. Phone: 2050. No. subscribers, 1400; estimated potential, 2000. Began service Dec. 1954. Equipment Benco. Nick Huysman, engr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

**New Denver-Silverton**—New Denver-Silverton T. V. Society. Estimated potential, 200. Began service Sept. 1957. Equipment Benco. Station: KXLY-TV, Spokane.

**Penticton**—South Okanagan TV Distributors Ltd., 441 Main St. Phone: 5832. No. subscribers, 400; estimated potential, 3200. Began service Dec. 17, 1956. Equipment Jerrold. A. H. Bent, pres.; L. Gartrell, mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

**Port Alberni**—Alberni Video Services Ltd., 118 Third Ave. South. Phone: 833. No. subscribers, 560; estimated potential, 1500. Began service Jan. 2, 1956. Equipment Benco. Ivan Hollway, pres. Stations: CBUT, Vancouver; KVOS-TV, Bellingham.

**Powell River**—Powell River Television Co. Ltd., Second St. Phone: 6681. No. subscribers, 640; estimated potential, 2700. Began service July 1955. Equipment Spencer-Kennedy. Gordon H. Turner, pres. Stations: KING-TV & KOMO-TV, Seattle; KVOS-TV, Bellingham; CBUT, Vancouver.

**Quatiaski Cove**—Quatiaski TV Assn. Estimated potential, 40. Equipment Benco. Stations: KVOS-TV, Bellingham; KOMO-TV, Seattle.

**Revelstoke**—Central TV System. Estimated potential, 800. Equipment Benco. Station: CHBC-TV, Kelowna.

**Robson**—Transvideo Ltd. Equipment Benco. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Salmo**—Wells Appliances, Salmo. Estimated potential, 250. Began service Oct. 1957. Equipment Benco. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Sarita River**—Severson Sales and Service, Sarita River. No. subscribers 30; estimated potential, 40. Equipment Jerrold. C. Severson, mgr. Station: CBUT, Vancouver.

**South Slocan**—South Slocan TV Society, South Slocan. Estimated potential, 100. Equipment Benco. Station: KXLY-TV, Spokane.

**Squamish**—Reliance Distributors Ltd., c/o Howe Sound Electric, Box 369. No. subscribers, 75; estimated potential, 300. Equipment Jerrold. Lloyd Ingraham, mgr.

**Trail**—Kootenay Video Programs Ltd., 815 Victoria St. Phone: 2588. No. subscribers, 2500; estimated potential, 3700. Began service Oct. 1, 1954. Equipment Jerrold. J. W. Loader, mgr. KREM-TV, KXLY-TV & KHQ-TV, Spokane.

**Van Anda, Texada Islands**—Texada Video Ltd., Van Anda. No. subscribers, 15; estimated potential, 100. Equipment Benco. Stations: KVOS-TV, Bellingham; KOMO-TV & KING-TV, Seattle.

**Vancouver**—TruVu Television., 846 Howe St. Marine 6464. Began service Sept. 1, 1953. Equipment, Spencer-Kennedy. G. C. Chandler, pres. Stations: CBUT, Vancouver: KOMO-TV & KING-TV, Seattle; KVOS-TV, Bellingham, Wash.

**Youbou**—Youbou TV Ltd., Youbou. No. subscribers, 75; estimated potential, 250. Equipment Jerrold. C. Severson, mgr.

**NEW BRUNSWICK**

**Campbellton**—North Shore Community TV, 137 Water St. Phone 3-4411. No. subscribers, 250; estimated potential, 2000. Began service 1955. Equipment Benco. J. E. Dube, pres. Stations: CHSJ-TV, St. John; CJBR-TV, Rimouski.

**Edmundston**—Madawaska Community Television Ltd., 77 St. Francis St. Phone: RE. 5-3613. No. subscribers, 202; estimated potential 1500. Began service Aug. 1956. Equipment Entron. J. A. Pichette, pres. Stations: CJBR-TV, Rimouski; CHSJ-TV, St. John; WAGM-TV, Presque Isle.

**Grand Falls**—Grand Falls Transvision Inc., Grand Falls. Phone: 572. Estimated potential, 400. Equipment Benco. Began service Nov. 1957. Stations: CJBR-TV, Rimouski; CHSJ-TV, St. John; WAGM-TV, Presque Isle.

**Kedgewick**—Guerette TV Distribution, Kedgewick. Phone: 525. No. subscribers, 60; estimated potential, 120. Began service Oct. 1956. Equipment Benco. Patrick Guerette, owner. Stations: CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

**St. Quentin**—Guerette TV Distribution, St. Quentin. Estimated potential, 300. Began service July 1, 1957. Equipment Benco. Patrick Gurette, owner. Stations: CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

### ONTARIO

**Atikokan**—Nor-Video Services Ltd., Box 182. Phone: 6050. No. subscribers, 190; estimated potential, 1100. Began service Sept. 1955. Equipment Benco, Stations: KDAL-TV & WDSM-TV, Duluth-Superior.

**Barrie**—Line Vision Ltd., Barrie. Phone: 3644. No. subscribers, 70; estimated potential, 500. Began service Jan. 1955. Equipment Benco. Stations: CBLT, Toronto; WGR-TV & WBEN-TV, Buffalo.

**Deep River**—Deep River TV Enterprises Ltd., Deep River. Phone: Justice 4-3471. No. subscribers, 125; estimated potential, 800. Began service May 1957. Equipment Entron. Patrick J. La Martina, pres. Station: CBOT, Ottawa.

**Guelph**—Neighborhood Television Ltd., 31 Quebec St. Phone: TA 4-2030. No. subscribers, 2200; estimated potential, 4000. Began service 1953. Equipment, Westbury Electronics. F. T. Metcalf, pres.-mgr. A. Small, sales mgr. Stations: WBUF, WGR-TV & WBEN-TV, Buffalo; CKCO-TV, Kitchener; CBLT, Toronto; CHCH-TV, Hamilton.

**Hamilton**—South Aberdeen TV System, Hamilton. Phone: JA 2-0123. No. subscribers, 300; estimated potential, 1000. Began service July 1955. Equipment Benco. Stations: CBLT, Toronto; CHCH-TV, Hamilton; WGR-TV, WBEN-TV & WBUF, Buffalo.

**Kirkland Lake**—Supreme Television, 29 Prospect Ave., Kirkland Lake. Phone: 2595-CR. No. subscribers, 1987; estimated potential, 3500. Began service Feb. 15, 1957. Equipment Benco. Station: CFCL-TV, Timmins.

**Kitchener**—Telefusion (Canada) Ltd., 135 Whitney Place. Phone: Sherwood 3-2023. Began service May 1956. Equipment, Spencer-Kennedy. J. S. Clark, pres.; J. A. Mendham, mgr. Stations: WBEN-TV & WBUF, Buffalo; CBLT, Toronto; CHCH-TV, Hamilton; CKCO-TV, Kitchener.

**London**—Cablevision Ltd., 13 King St. Phone: 4-1144. No. subscribers, 30; estimated potential, 5000. Began service Oct. 1951. Equipment Spencer-Kennedy & Jerrold. E. R. Jarmain, pres. Stations: KYW-TV, WEWS & WJW-TV, Cleveland.

**Marathon**—Marathon Pulp & Paper Corp., Marathon. No. subscribers, 225; estimated potential, 400. Began service Sept. 1957. Equipment Benco. Stations: CFCJ-TV, Port Arthur; WDMJ-TV, Marquette.

## Canadian Community Systems

**Midland**—Tower TV Ltd., King St. Phone: 129. No. subscribers, 350; estimated potential, 2000. Began service April 1955. Equipment Entron. C. L. Weekman, pres. Stations: WGR-TV & WBEN-TV, Buffalo; WROC-TV, Rochester; CBLT, Toronto; CKVR-TV, Barrie.

**Ottawa**—Deep River TV Enterprises Ltd., 791 Somerset St. W. Phone: Central 2-3731. No. subscribers, 3; estimated potential, 700. Began service May 27, 1957. Equipment Entron, Patrick J. LaMartina, pres. Station: CBOT, Ottawa.

**Pembroke**—Pembroke TV Enterprises Ltd., 182 East Pembroke St. Phone: RE 2-8290. No. subscribers, 200; estimated potential, 3000. Began service April 1957. Equipment Benco. Patrick J. LaMartina, pres. Stations: CBOT & CBOFT, Ottawa; WCNY-TV, Carthage-Watertown.

**Schreiber**—Ray M. Sisson, Schreiber. No. subscribers, 250; estimated potential, 400. Began service Sept. 1956. Equipment Benco. Stations: CFCJ-TV, Port Arthur; WDMJ-TV, Marquette.

**Stoney Creek**—Niagara Co-axial Ltd., King St. E. Phone: No. 2-8672. No. subscribers, 100; estimated potential, 2000. Began service Oct. 1956. Equipment Benco. Mrs. J. Curry, pres. Stations: CBLT-TV, Toronto; WGR-TV, WBUF & WBEN-TV, Buffalo; CHCH-TV, Hamilton.

**Terrace Bay**—Radio & TV Centre, Terrace Bay. Phone: 558. No. subscribers, 175; estimated potential, 400. Began service June 1955. Equipment Benco. Stations: CFCJ-TV, Port Arthur; WDMJ-TV, Marquette; KDAL-TV, Duluth-Superior.

**Toronto**—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg. Empire 4-0141. E. E. Fitzgibbons, pres.

### QUEBEC

**Amos**—Edouard Dufresne Radio & TV. No. subscribers, 450; estimated potential, 600. Began service Jan. 1957. Equipment Benco. Stations: CFCL-TV, Timmins; CKRN-TV, Rouyn.

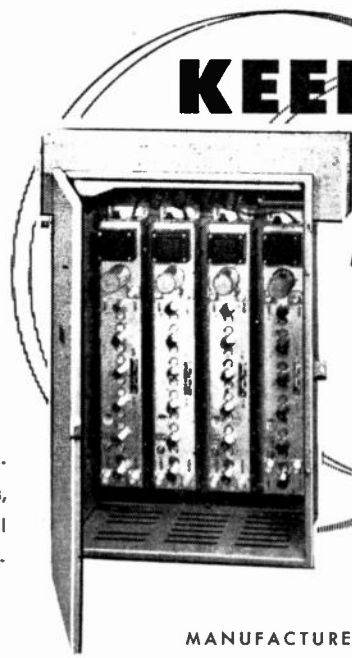
**Arthabaska**—Arthabaska Distribution TV, Arthabaska. Phone: 180. No. subscribers, 150; estimated potential, 250. Began service Oct. 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Asbestos**—Faust Telediffusion, 137 St. Hubert. Phone: 609. No. subscribers, 1400; estimated potential, 1750. Began service Aug. 1954. Equipment Benco. J. A. Faust, pres. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

(Continued on next page)


BENCO COMMUNITY SYSTEMS

KEEPING PACE with TOMORROW'S TV



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BENCO TELEVISION ASSOCIATES LTD.
27 TABER ROAD, REXDALE, ONTARIO, CANADA

# Canadian Community Systems

**QUEBEC—(Continued)**

**Bagotville**—J. H. Duchesne Ltd., 32 Bagot. Phone: 149. No. subscribers, 105; estimated potential, 200. Began service Sept. 1956. Equipment Benco. J. H. Duchesne, pres. Station: CKRS-TV, Jonquiere.

**Bagotville**—Dery Multivision Service Ltd., 26 Bagot St. Phone: Lafontaine 5-7641. No. subscribers, 400; estimated potential 1000. Began service Jan. 1956. Equipment Benco. Noel-Alexander Dery, pres.; Phillipe Gagne, mgr. Stations: CKRS-TV, Jonquiere; CJBR-TV, Rimouski.

**Baie St. Paul**—Charlevoix Video 29½ St. Jean-Bpte. Phone: 32. No. subscribers, 294; estimated potential, 500. Began service Nov. 21, 1956. Equipment Benco. Claude Lemieux, pres.-mgr. Stations: CFCM-TV & CKMI-TV, Quebec.

**Beauceville**—Beauce Distribution TV, Beauceville. Phone: 66. No. subscribers, 228; estimated potential, 275. Began service 1955. Equipment Benco. Jacques R. Renault, pres. Stations: CFCM-TV & CKMI-TV, Quebec; WMTW, Mt. Washington.

**Black Lake**—Black Lake TV Inc., St. Joseph St., Thetford Mines. Phone: 2844. No. subscribers, 256; estimated potential, 300. Began service Oct. 1956. Equipment Benco. Stations: CFCM-TV, Quebec, WMTW, Mt. Washington; CBFT & CBMT, Montreal.

**Cap Chat**—L'CATV du Cap Chat. No. subscribers, 100; estimated potential, 300. Began service Dec. 1956. Equipment Benco. M. Eustache Landry, owner. Station: CJBR-TV, Rimouski.

**Causapscal**—P. E. Bellevance, Causapscal. Phone: 89. No. subscribers, 75; estimated potential, 180. Began service Oct. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

**Coaticook**—Transvision (Coaticook) Inc., 59 Child St. Phone: VI 9-4088. No. subscribers, 150; estimated potential, 800. Began service Feb. 1, 1957. Equipment Entron. Jules Lanciaux, pres. Stations: CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington; CHLT-TV, Sherbooke.

**Cowansville**—Korman TV Inc., 110 Willard St. Phone: 898. No. subscribers, 71; estimated potential, 1200. Began service Nov. 15, 1956. Equipment Entron. W. J. Korman, owner. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Dolbeau**—Service de Television, Dolbeau. Phone: 781. No. subscribers, 200; estimated potential, 1000. Began service Sept. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

**Drummondville**—TV Telecommunications (Drummond) Ltd., Drummond. Phone: Warwick P. Q. 261. No. subscribers, 100; estimated potential, 4000. Began service Nov. 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WPTZ, Plattsburgh; WCAX-TV, Burlington; CHLT-TV, Sherbrooke.

**Ferme Neuve**—Girouard & Girouard, Ferme Neuve. No. subscribers, 115; estimated potential, 500. Began service Oct. 1956. Equipment Benco. Stations CBMT, Montreal; CBOT, Ottawa.

**Granby**—Granby Video Inc., 9 St. Joseph St. Phone: 2-7629. No. subscribers, 250; estimated potential, 4000. Began service Feb. 15, 1957. Leopold Grimard, pres. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Grand'Mere**—Jules Matteau Television, 1360 Sixth Ave. Phone: LE 8-3889. No. subscribers, 2545; estimated potential, 2800. Began service Sept. 1, 1954. Equipment, Entron. Jules Matteau, owner. CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke; WMTW, Mt. Washington, WPTZ, Plattsburgh.

**Labelle**—Bertrand TV Distribution, Labelle. Phone: 9. No. subscribers, 120; estimated potential, 200. Began service Oct. 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington.

**Lac aux Sables**—Buisson TV, Lac aux Sables. Phone: 33S12. No. subscribers, 60; estimated potential, 100. Began service Feb. 1956. Equipment Benco. Stations: CBFT, Montreal; CFCM-TV, Quebec.

**Lac Beauchette**—TV Enr., Lac Beauchette. Phone: 118. No. subscribers, 75; estimated potential, 198. Began service Oct. 1956. Equipment Benco. Guy Desbiens, owner. Station: CKRS-TV, Jonquiere.

**Lac des Isles**—Girouard & Girouard, Lac des Isles. No. subscribers, 20; estimated potential, 100. Began service Oct. 1956. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

**Lac Etchemin**—Dorchester Telephone Co. TV Distribution, Lac Etchemin. Phone: 3-4111. No. subscribers, 135; estimated potential, 400. Began service Jan. 1, 1955. Florent Begin, pres.; Emilien Dumas, mgr. Equipment Benco. Stations: CFCM-TV & CKMI-TV, Quebec; WMTW, Mt. Washington.

**Lac MeGantic**—Megantic Transvision Inc., Lac MeGantic. Phone: 101. No. subscribers, 225; estimated potential, 800. Began service Aug. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WCAX-TV, Burlington; WMTW, Mt. Washington.

**La Dore**—Systeme Communautaire St. Felicien, La Dore. No. subscribers, 25; estimated potential, 200. Began service July 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

**La Malbaie**—Systeme Communautaire TV, La Malbaie. Phone: 298. No. subscribers, 140; estimated potential, 500. Began service June 1956. Equipment Benco. Station CJBR-TV, Rimouski.

**La Tuque**—Systeme Communautaire de Television Inc., 556 Joffre St. Phone: LA 3-3622. No. subscribers, 1700; estimated potential, 2200. Began service Sept. 1955. Equipment composite. P. E. G. Malo, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV & CKMI-TV, Quebec City; CHLT-TV, Sherbrooke.

**Magog**—Magog TV Service Inc., 470 Main St. W. Phone: VI 3-3362. No. subscribers, 450; estimated potential, 200. Omer Girard, pres. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Maniwaki**—Maniwaki TV Ltd., Maniwaki. Phone: 748. No. subscribers, 530; estimated potential, 900. Began service Feb. 1956. Equipment Benco. Leon Piche, pres. Stations: CBOT & CBOFT, Ottawa.

**Matane**—Sirois TV Distribution, Matane. Phone: 94. No. subscribers, 150; estimated potential, 1200. Began service Nov. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

**Mechines**—J. R. Sirois Radio Service Eng., Mechines. No. subscribers, 60; estimated potential, 120. Began service Jan. 1957. Equipment Benco. Station: CJBR-TV, Rimouski.

**Messines**—Arthur Bruyere, Messines. Phone: 59R3. No. subscriers, 32; estimated potential, 50. Began service Dec. 1956. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

**Mont Laurier**—Girouard Distribution TV, Mont Laurier. No. subscribers, 350; estimated potential, 800. Began service Sept. 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CBOT, Ottawa.

**Montreal**—Rediffusion Inc., 6301 Park Avenue. Phone: CR 6-2501. No. subscribers, 7000. Began service Oct. 1952. Equipment Rediffusion Inc. & Westbury. A Cross, pres.; K. Easton, director of technical development. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington. Also closed-circuit originations.

**Montreal-Outremont**—Bedford Community TV Enrg., 2295 Bedford Rd., Montreal. Phone: RE 8-1633. No. subscribers, 64; estimated potential, 150. Began service Oct. 1957. Equipment Benco. Syd Press, owner. Stations: WCAX-TV, Burlington; WPTZ, Plattsburgh; CHLT-TV, Sherbrooke.

**Murdochville**—Murdochville TV Assn. No. subscribers, 300; estimated potential, 450; Began service Aug. 1957. Equipment Benco. Stations: CJBR-TV, Rimouski; CHSJ-TV, St. John.

**Notre Dame de Laus**—Notre Dame de Laus TV. No. subscribers, 20; estimated potential, 150. Began service March 1957. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

* **Quebec City**—Dery Multivision Service (Quebec) Ltd., 21 Ste-Angeles St. Estimated potential, 150,000. Due to begin June 1958. Noel Dery, pres.; Alphone Dery, v.p.; Gemma Dery, director; Benoit Dumont, secy.-treas.; Theodore Wildi, engineer. Stations: CFCM-TV & CKMI-TV, Quebec City; CHLT-TV, Sherbrooke; WMTW, Mt. Washington. Also plans pay-TV channel.

**Richmond**—TV Cable (Richmond) Inc., 418 Main St. Phone: 89. No. subscribers, 235; estimated potential, 300. Began service Sept. 1956. Equipment Benco. R. N. Quinn, pres. Stations: CBMT & CBFT, Montreal; WPTZ, Plattsburgh; WCAX-TV, Burlington; WMTW, Mt. Washington.

**Riviere a Pierre**—Dubois TV, Riviere a Pierre. No. subscribers, 55; estimated potential, 250. Began service Aug. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal.

**Rock Island**—Border Community TV Inc., Rock Island. Phone: TR 6-2408; No. subcribers, 45; estimated potential, 200. Began service Sept. 1956. Equipment Benco. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WCAX-TV, Burlington; WMTW, Mt. Washington.

**Shawinigan Falls**—Fl. Thiebauld TV Distribution, Shawinigan Falls. Phone: LE 6-3316. No. subscribers, 4600; estimated potential, 8000. Began service 1953. Equipment Benco & Jerrold. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke. Also closed-circuit originations.

**Shawinigan Falls**—Shawinigan Radio Television Co., 515 Fourth St. Phone: LE 7-1849. No. subscribers, 1500; estimated potential, 3000. Began service Sept. 1955. Equipment Spencer-Kennedy. Romeo Despres & Jean Beauchemin, co-owners. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

**Shawinigan Falls-Sud**—Tele-Distribution Ltd., Shawinigan Falls. Phone: LE 6-4164. No. subscribers, 800; estimated potential, 1500. Began service 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke; CFCM-TV, Quebec; WPTZ, Plattsburgh.

**Sherbrooke**—Transvision (Sherbrooke) Inc., 6 Wellington S. Phone: Lorraine 7-4287. No. subscribers, 1800; estimated potential, 5000. Began service Dec. 1, 1955. Equipment Spencer-Kennedy. Armand Rousseau, pres.; Octave Leblanc, mgr. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington; WCAX-TV, Burlington.

**St. Come**—TV Distribution St. Como, St. Come. Phone: 32. No. subscribers, 120; estimated potential, 150. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

**St. Donat**—Coutu TV, St. Donat. Phone: 32. No. subscribers, 85; estimated potential, 150. Began service 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; CHLT-TV, Sherbrooke.

**St. Evariste**—La Guadeloupe TV Inc., St. Evariste. Phone: 239S1. No. subscribers, 100; estimated potential, 150. Began service Dec. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington; WCAX-TV, Burlington.

**St. Felicien**—Systeme Communautaire TV, St. Felicien. No. subscribers, 150; estimated potential, 700. Began service Oct. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

**St. Gedeon**—La Television de St. Martin Enrg. No. subscribers, 61; estimated potential, 120. Began service Sept. 1957. Equipment Benco. Stations: WMTW, Mt. Washington; CFCM-TV & CKMI-TV, Quebec City.

**St. Georges de Beauce**—Beauce Video Ltd., St. Georges de Beauce. Phone: 164. No. subscribers, 738; estimated potential, 1000. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.

**St. Joseph De Mekinac**—Hector Beaulieu. No. subscribers, 28; estimated potential, 50. Equipment Benco. Began service Nov. 1957. Stations: CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke.

**St. Jovite**—Filion TV Distribution, St. Jovite. Phone: 78. No. subscribers, 270; estimated potential, 350. Began service 1955. Equipment Benco. Stations: CBMT & CBFT, Montreal; WCAX-TV, Burlington.

**St. Justine**—St. Justine Distribution TV, St. Justine. Phone: 7-2611. No. subscribers, 35; estimated potential, 150. Began service Feb. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; WMTW, Mt. Washington.

**St. Ludger**—Catellier TV, St. Ludger. Phone: St. Georges de Beauce 164. No. subscribers, 70; estimated potential, 150. Began service Dec. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

**St. Martin**—La Television de St. Martin Enrg. No. subscribers, 122; estimated potential, 200. Began service Sept. 1957. Equipment Benco. WMTW, Mt. Washington; CFCM-TV & CKMI-TV, Quebec City.

**St. Pamphile**—Chouinard TV Ltd., St. Pamphile. Phone: 42. No. subscribers. 210; estimated potential, 400. Began service 1953. J. Flavien Chouinard, pres. Equipment Benco. Stations: CFCM-TV & CKMI-TV, Quebec; WTWO, Bangor.

**St. Pascal**—Paradis TV Enrg., St. Pascal. Phone: 135. No. subscribers, 45; estimated potential, 200. Began service Jan. 1957. Equipment Benco. Louis Paradis, owner. Stations: CFCM-TV & CKMI-TV, Quebec City; CJBR-TV, Rimouski.

**St. Prosper**—St. Prosper TV System, St. Prosper. Phone: 32S2. No. subscribers, 80; estimated potential, 200. Began service Dec. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.

**St. Raymond**—Gilles Dery, St. Raymond. Phone: Dupont 4-2413. No. subscribers, 320; estimated potential, 600. Began service 1956. Equipment Benco. Sations: CFCM-TV & CKMI-TV, Quebec; CBFT, Montreal; CHLT-TV, Sherbrooke.

**St. Rose Du DeGele**—Service de Radio de St. Rose. No. subscribers, 45; estimated potential, 300. Began service May 1957. Equipment Benco. Stations: CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

**St. Theophile**—R. Benard Store, St. Come. No. subscribers, 50; estimated potential, 100. Began service Sept. 1957. Equipment Benco. Stations: WMTW, Mt. Washington; CFCM-TV & CKMI-TV Quebec City.

**St. Tite**—System Communataire, St. Tite, 172 St. Paul St. Phone: 150. No. subscribers, 350; estimated potential, 400. Began service Sept. 15, 1955. Equipment Entron. Jean Bergeron, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV & CKMI-TV, Quebec City; CHLT-TV, Sherbrooke.

**Ste. Anne de la Perade**—Berube Radio & TV. No. subscribers, 50; estimated potential, 150. Began service Aug. 1956. Equipment Benco. Stations: CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV Sherbrooke.

## Canadian Community Systems

**Ste. Anne de la Pocatiere**—Chouinard TV Ltd., St. Pamphile. Phone: 203. No. subscribers, 225; estimated potential, 500. Began service Nov. 1956. Equipment Benco. J. Flavien Chouinard, pres. Stations: CJBR-TV, Rimouski; CFCM-TV & CKMI-TV, Quebec.

**Ste. Anne des Monts**—La Compagnie de Distribution TV, Ste. Anne des Monts. Phone: 190. No. subscribers, 140; estimated potential, 400. Began service Jan. 1956. Equipment Benco. Dr. Ovide Bernatchez, pres. Station: CJBR-TV, Rimouski.

**Thetford Mines**—Thetford Video Inc., 37 St. Joseph St. Phone: FE 5-6620. No. subscribers, 450; estimated potential, 2000. Began service Nov. 1, 1956. Equipment Entron. George E. Morin, pres. CHLT-TV, Sherbrooke; WCAX-TV, Burlington; CFCM-TV & CKMI-TV, Quebec; WMTW, Mt. Washington.

**Three Rivers**—St. Cecile TV. No. subscribers, 300; estimated potential, 800. Began service Dec. 1956. Equipment Benco. Omer Santerre, owner. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec City; CHLT-TV, Sherbrooke.

**Trois Rivieres**—La Belle Vision Inc., 953 Champflour. Phone: FR 4-8636. No. subscribers, 1100; estimated potential, 8000. Began service Nov. 1956. Equipment Spencer-Kennedy & Entron. Richard Rioux, mgr. Stations: CBFT & CBMT, Montreal; CFCM-TV & CKMI-TV, Quebec; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Val Barette**—Service T.V. Val Barette. No. subscribers, 18; estimated potential, 80. Began service April 1957. Equipment Benco. Stations: CBFT, Montreal; CBOT, Ottawa.

**Val D'or Bourlamaque**—Paul's Radio & T.V. Ltd. No. subscribers, 550; estimated potential, 1800. Began service May 1957. Equipment Benco. Stations: CFCL-TV, Timmins; CKRN-TV, Rouyn.

**Verdun**—Verdun Telecable Co. Ltd., Verdun. Estimated potential, 2500. Began service Dec. 1957. Equipment Benco. Stations: WCAX-TV, Burlington; WPTZ, Plattsburgh; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.

**Victoriaville**—Tele Rediffusion Victoria Inc., 7 St. Dominique. Phone: PL 2-2238. No. subscribers, 800; estimated potential, 3000. Began service Oct. 1955. Equipment Entron. J. Claude Couture, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec City; WCAX-TV, Burlington; WMTW, Mt. Washington; CHLT-TV, Sherbrooke.

**Ville Marie**—Romeo Ethier & Alphonse Pinche. No. subscribers, 115; estimated potential, 300. Began service Sept. 1957. Equipment Benco. Stations: CFCL-TV, Timmins; CKRN-TV, Rouyn.

**Warwick**—Warwick TV Community System, Warwick. Phone: 261. No. subscribers, 270; estimated potential, 350. Began service 1955. Equipment Benco. Stations: CMBT & CBFT, Montreal; WCAX-TV, Burlington; WMTW, Mt. Washington; closed circuit originations.

**Waterloo**—Waterloo Telediffusion Reg'd, 835 Main St. Phone: 636. No. subscribers, 250; estimated potential, 500. Began service July 4, 1956. Equipment Entron. Eddy Jolicoeur, owner. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington.

**Windsor**—Transvision Windsor Inc., 79 St. Georges St. Phone: VI 5-2734. No. subscribers, 60; estimated potential, 800. Began service Dec. 15, 1957. Lionel Morin, pres. Stations: CHLT-TV, Sherbrooke; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington; CBMT, Montreal.

### SASKATCHEWAN

**Prince Albert**—Community Television Ltd., 27 St. & 3 Ave. W. Phone: 3-7633. No. subscribers, 1260; estimated potential, 6000. Began service Nov. 1955. Equipment, Spencer-Kennedy, Jerrold & Westbury. B. Torchinsky, pres. Station: CFQC-TV, Saskatoon.

## SUBSCRIPTION TELEVISION
### Organizations and Manufacturers

**BLONDER-TONGUE LABORATORIES INC.**—9 Alling St., Newark 2, N. J. Market 2-8151. See listing under *Closed-Circuit TV Systems.*

**ENTRON INC.**—4902 Lawrence St., Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas.

**INTERNATIONAL TELEMETER CORP.** (subsidiary of Paramount Pictures Corp.)—2000 Stoner Ave., Los Angeles 25, Cal. Granite 8-7751. Paul Raibourn, chairman; Louis A. Novins, pres.; James Murtagh, Paul MacNamara, Chester I. Lappen, v.p.'s; Eugene J. Zukor, treas. & asst. secy.; Jacob S. Karp, secy.

**JERROLD ELECTRONICS CORP.**—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon Garfield, asst. to pres.; Wm. H. Miller, sales mgr.; Henry J. Arbeiter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood Cooley, v.p. test instrument div.; Leon Papernow, mgr., community operations div.

**JOINT COMMITTEE ON TOLL TV**—1585 Broadway, New York. Circle 5-4800. Phil Harling, Trueman Rembusch, co-chairmen.

**SELECTIVISION INC.**—5 Tudor City Place, New York 17, N.Y. Oxford 7-5412. J. T. Hamilton, pres.; Emanuel H. Demby, director of programming & public affairs.

**SKIATRON ELECTRONICS & TELEVISION CORP.**—180 Varick St., New York 14, N. Y. Watkins 4-7060. Arthur Levey, president; Frank V. Quigley, secy.-treas. Printed circuit & punch-card operated system.

**SKIATRON TV INC.**—400 Park Ave., New York 5, N.Y. Matthew Fox, pres. Owns U.S. rights to promote & market Skiatron subscription TV.

**SPENCER-KENNEDY LABORATORIES INC.**—1320 Soldiers Field Rd., Boston 35, Mass. Algonquin 4-5400. See listing under *Closed-Circuit TV Systems.*

**TECO INC.**—231 S. LaSalle St., Chicago 4, Ill. Financial 6-3499. S. I. Marks, president. Formed to promote Phonevision system developed by Zenith Radio Corp.

**TELEGLOBE PAY-TV SYSTEM INC.**—15 E. 48th St., New York 17 N. Y. Eldorado 5-0010. Solomon Sagall, pres.

**VIDEO INDEPENDENT THEATERS INC.**—11 N. Lee Ave., Oklahoma City, Okla. Regent 9-0681. Henry S. Griffing, pres. Subsidiary Vumore Co. "Telemovies" wired pay-TV system in Bartlesville, Okla.

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39, Ill. For personnel, see listing in *Manufacturers of TV Receivers* section.

**EIA Monthly Reports**

# TV-Radio Set Sales and Inventories—1950-57

## Factory • Distributor • Retail

### Television Receivers

| 1950 | Factory Sales | Factory Inventories End of Month | Distributor Purchases† | Distributor Inventories End of Month | Shipments to Dealers | Retail Sales‡ |
|---|---|---|---|---|---|---|
| January | 427,000 | 46,800 | 427,000 | 136,100 | 377,900 | .... |
| February | 495,800 | 30,900 | 495,800 | 96,300 | 535,600 | .... |
| March (5 weeks) | 687,000 | 30,500 | 687,000 | 141,300 | 642,000 | .... |
| April | 520,500 | 52,600 | 520,500 | 180,000 | 481,800 | .... |
| May | 375,700 | 162,900 | 375,700 | 208,400 | 347,300 | .... |
| June (5 weeks) | 464,200 | 201,200 | 464,200 | 395,500 | 277,100 | .... |
| July | 346,000 | 182,700 | 346,000 | 273,400 | 468,100 | .... |
| August | 796,100 | 107,200 | 796,100 | 240,300 | 829,200 | .... |
| September (5 weeks) | 867,700 | 83,300 | 867,700 | 187,900 | 920,100 | .... |
| October | 874,300 | 47,300 | 874,300 | 234,100 | 828,100 | .... |
| November | 707,900 | 78,200 | 707,900 | 287,900 | 654,100 | .... |
| December (5 weeks) | 792,900 | 143,800 | 792,900 | 363,500 | 717,300 | .... |
| Total | 7,355,100 | | 7,355,100 | | 7,078,600 | .... |
| **1951** | | | | | | |
| January | 636,000 | 158,500 | 631,750 | 371,200 | 624,050 | .... |
| February | 667,119 | 170,700 | 664,019 | 386,319 | 648,900 | .... |
| March (5 weeks) | 772,661 | 268,039 | 767,961 | 517,980 | 636,300 | .... |
| April | 286,166 | 481,873 | 282,066 | 524,455 | 275,591 | .... |
| May | 239,368 | 647,505 | 234,618 | 513,823 | 245,250 | .... |
| June (5 weeks) | 202,852 | 797,153 | 195,852 | 519,361 | 190,314 | .... |
| July | 145,079 | 801,000 | 139,604 | 534,440 | 124,525 | 280,525 |
| August | 186,484 | 761,221 | 183,984 | 541,708 | 176,716 | 245,716 |
| September (5 weeks) | 609,000 | 489,562 | 606,775 | 493,708 | 654,775 | 642,775 |
| October | 506,429 | 395,000 | 498,329 | 446,137 | 545,900 | 508,900 |
| November | 523,332 | 287,000 | 518,732 | 405,469 | 559,400 | 559,400 |
| December (5 weeks) | 537,398 | 216,710 | 532,123 | 439,340 | 498,252 | 655,252 |
| Total | 5,311,888 | | 5,255,813 | | 5,179,973 | 2,892,568 |
| **1952** | | | | | | |
| January | 417,689 | 203,954 | 412,028 | 485,342 | 366,026 | 371,024 |
| February | 409,269 | 204,022 | 403,720 | 459,804 | 429,258 | 411,258 |
| March (5 weeks) | 480,562 | 234,021 | 474,046 | 469,349 | 464,501 | 497,501 |
| April | 265,175 | 291,724 | 261,580 | 447,519 | 283,410 | 312,410 |
| May | 203,842 | 397,257 | 201,079 | 415,899 | 232,699 | 276,699 |
| June (5 weeks) | 339,926 | 418,483 | 339,926 | 437,292 | 318,533 | 232,023 |
| July | 279,383 | 338,021 | 272,003 | 392,356 | 316,940 | 235,038 |
| August | 481,527 | 254,263 | 479,340 | 556,364 | 315,332 | 233,429 |
| September (5 weeks) | 845,349 | 164,579 | 842,103 | 582,576 | 815,891 | 875,290 |
| October | 791,190 | 97,506 | 787,686 | 456,483 | 913,779 | 847,219 |
| November | 768,713 | 105,170 | 768,713 | 468,341 | 756,855 | 803,327 |
| December (6 weeks) | 906,911 | 119,345 | 901,865 | 404,315 | 965,891 | 1,049,770 |
| Total | 6,193,644 | | 6,139,480 | | 6,174,505 | 6,144,988 |
| **1953** | | | | | | |
| January | 703,351 | 135,228 | 697,515 | 406,743 | 695,087 | 640,073 |
| February | 735,065 | 130,760 | 731,610 | 485,262 | 653,091 | 537,122 |
| March (5 weeks) | 735,376 | 205,496 | 731,155 | 504,579 | 711,838 | 603,704 |
| April | 409,530 | 363,844 | 404,711 | 516,798 | 392,492 | 319,721 |
| May | 246,186 | 599,594 | 238,721 | 512,171 | 243,348 | 244,191 |
| June | 430,583 | 693,490 | 426,419 | 612,196 | 326,394 | 431,089 |
| July | 431,874 | 577,905 | 422,376 | 721,560 | 313,012 | 340,406 |
| August | 570,987 | 610,678 | 561,159 | 820,149 | 462,570 | 430,101 |
| September | 860,015 | 520,748 | 852,967 | 827,492 | 845,624 | 753,953 |
| October | 706,107 | 495,074 | 693,819 | 822,717 | 698,594 | 621,768 |
| November | 567,583 | 487,688 | 549,228 | 670,317 | 701,628 | 678,295 |
| December | 474,284 | 463,191 | 458,821 | 469,663 | 660,515 | 774,856 |
| Total | 6,870,941 | | 6,768,501 | | 6,656,555 | 6,375,279 |
| **1954** | | | | | | |
| January | 525,257 | 360,418 | 520,380 | 380,216 | 612,622 | 731,917 |
| February | 521,556 | 265,795 | 515,358 | 435,196 | 460,378 | 536,017 |
| March (5 weeks) | 563,507 | 301,894 | 554,326 | 406,683 | 582,839 | 505,493 |
| April | 439,147 | 320,355 | 429,019 | 433,038 | 410,032 | 371,720 |
| May | 297,523 | 419,119 | 291,898 | 413,341 | 311,595 | 308,728 |
| June (5 weeks) | 414,942 | 548,319 | 406,532 | 522,368 | 297,505 | 351,885 |
| July | 373,198 | 482,106 | 365,712 | 558,506 | 329,574 | 368,634 |
| August | 629,200 | 486,293 | 618,657 | 710,469 | 466,694 | 484,533 |
| September (5 weeks) | 995,477 | 438,612 | 982,359 | 687,103 | 1,005,725 | 986,136 |
| October | 971,121 | 388,967 | 948,525 | 732,468 | 903,160 | 799,164 |
| November | 834,015 | 413,453 | 821,771 | 779,860 | 774,379 | 779,105 |
| December (5 weeks) | 839,635 | 407,241 | 809,071 | 574,704 | 1,014,227 | 1,093,702 |
| Total | 7,404,578 | | 7,263,608 | | 7,161,362 | 7,317,034 |

### Radio Receivers

| 1950 | Factory Sales | Distributor Sales | Retail Sales‡ |
|---|---|---|---|
| January | 934,900 | 818,000 | .... |
| February | 1,036,300 | 1,014,500 | .... |
| March (5 weeks) | 1,379,400 | 1,312,600 | .... |
| April | 1,252,000 | 1,108,800 | .... |
| May | 1,126,500 | 1,023,200 | .... |
| June (5 weeks) | 1,385,400 | 1,231,300 | .... |
| July | 704,800 | 905,600 | .... |
| August | 1,362,400 | 1,316,100 | .... |
| September (5 weeks) | 1,429,400 | 1,507,800 | .... |
| October | 1,258,400 | 1,163,900 | .... |
| November | 1,201,100 | 1,256,500 | .... |
| December (5 weeks) | 1,571,600 | 1,688,300 | .... |
| Total | 14,642,200 | 15,346,600 | .... |
| **1951** | | | |
| January | 1,177,995 | 1,118,773 | .... |
| February | 1,313,480 | 1,195,624 | .... |
| March (5 weeks) | 1,737,079 | 1,483,855 | .... |
| April | 1,287,073 | 964,569 | .... |
| May | 1,262,225 | 1,145,609 | .... |
| June (5 weeks) | 983,205 | 1,017,195 | .... |
| July | 489,805 | 535,463 | 484,107 |
| August | 555,570 | 533,503 | 505,095 |
| September (5 weeks) | 1,104,070 | 1,051,903 | 688,504 |
| October | 898,280 | 885,813 | 629,954 |
| November | 739,934 | 834,118 | 618,528 |
| December (5 weeks) | 909,289 | 1,111,135 | 1,188,332 |
| Total | 12,458,005 | 11,877,560 | 4,114,520 |
| **1952** | | | |
| January | 728,659 | 683,543 | 491,987 |
| February | 839,772 | 825,539 | 526,582 |
| March (5 weeks) | 1,118,100 | 1,004,085 | 634,790 |
| April | 895,877 | 808,457 | 470,739 |
| May | 790,339 | 755,777 | 502,284 |
| June (5 weeks) | 941,436 | 921,070 | 491,975 |
| July | 529,917 | 630,847 | 378,195 |
| August | 696,429 | 671,297 | 417,327 |
| September (5 weeks) | 1,036,651 | 1,045,994 | 953,816 |
| October | 941,350 | 959,122 | 647,469 |
| November | 1,016,713 | 832,032 | 562,849 |
| December (6 weeks) | 1,485,809 | 1,826,270 | 1,611,688 |
| Total | 11,021,052 | 10,964,033 | 7,689,701 |
| **1953** | | | |
| January | 1,054,287 | 922,799 | 862,393 |
| February | 1,147,923 | 1,016,182 | 998,589 |
| March (5 weeks) | 1,416,851 | 1,253,442 | 1,170,985 |
| April | 1,078,363 | 928,250 | 895,894 |
| May | 1,031,937 | 1,147,506 | 1,213,786 |
| June | 1,147,869 | 677,179 | 954,890 |
| July | 700,723 | 1,025,186 | 702,874 |
| August | 937,079 | 891,153 | 868,368 |
| September | 1,216,875 | 1,078,549 | 1,008,224 |
| October | 1,112,503 | 875,854 | 743,305 |
| November | 1,016,575 | 1,029,575 | 1,007,028 |
| December | 1,073,525 | 1,548,155 | 1,781,692 |
| Total | 12,934,610 | 12,393,830 | 12,208,028 |
| **1954** | | | |
| January | 801,349 | 660,868 | 705,065 |
| February | 727,765 | 611,735 | 594,640 |
| March (5 weeks) | 865,823 | 781,265 | 856,283 |
| April | 715,635 | 713,897 | 758,900 |
| May | 723,426 | 591,055 | 627,142 |
| June (5 weeks) | 763,026 | 883,035 | 799,023 |
| July | 534,541 | 529,860 | 602,485 |
| August | 754,500 | 666,692 | 721,065 |
| September (5 weeks) | 1,071,129 | 1,015,854 | 1,057,282 |
| October | 1,112,436 | 970,137 | 900,798 |
| November | 1,170,163 | 1,112,399 | 1,070,011 |
| December (5 weeks) | 1,344,356 | 1,598,750 | 1,698,172 |
| Total | 10,546,671 | 10,311,963 | 10,555,203 |

† Years prior to 1952 include all factory sales. After that, figures represent factory sales in domestic markets only. ‡ Retail sales figures for TV & radio unavailable prior to July 1951. Estimates from July 1951-Aug. 1952 by Dun & Bradstreet. EIA (RETMA) started own survey Sept. 1952.

## Television Receivers

| 1955 | Factory Sales | Factory Inventories End of Month | Distributor Purchases† | Distributor Inventories End of Month | Shipments to Dealers | Retail Sales‡ |
|---|---|---|---|---|---|---|
| January | 695,111 | 366,712 | 691,841 | 629,066 | 637,479 | 647,585 |
| February | 682,080 | 387,146 | 672,455 | 660,750 | 640,771 | 626,613 |
| March (5 weeks) | 763,786 | 454,516 | 751,968 | 722,621 | 690,097 | 669,794 |
| April | 407,260 | 630,430 | 389,260 | 650,779 | 361,102 | 411,748 |
| May | 241,866 | 855,958 | 233,112 | 635,710 | 348,181 | 416,908 |
| June | 526,640 | 919,291 | 516,744 | 745,367 | 407,087 | 430,347 |
| July | 449,782 | 813,804 | 443,840 | 724,047 | 465,160 | 381,567 |
| August | 816,146 | 645,561 | 806,316 | 924,699 | 605,664 | 586,577 |
| September (5 weeks) | 1,020,930 | 438,221 | 1,001,591 | 1,311,495 | 829,126 | 978,838 |
| October | 842,180 | 420,362 | 834,225 | 996,064 | 812,312 | 764,274 |
| November | 645,978 | 406,038 | 640,294 | 1,001,616 | 634,742 | 591,366 |
| December (5 weeks) | 584,964 | 425,700 | 579,275 | 780,699 | 800,192 | 933,467 |
| **Total** | 7,738,062 | | 7,627,973 | | 7,421,978 | 7,421,084 |
| **1956** | | | | | | |
| January | 622,741 | 391,306 | 611,265 | 768,174 | 623,790 | 614,213 |
| February | 532,075 | 435,513 | 521,147 | 760,095 | 529,226 | 530,554 |
| March (5 weeks) | 577,759 | 537,757 | 557,117 | 767,992 | 549,220 | 544,411 |
| April | 414,401 | 672,988 | 402,310 | 813,409 | 356,893 | 347,630 |
| May | 276,991 | 863,910 | 265,584 | 752,014 | 326,979 | 392,080 |
| June | 539,113 | 877,822 | 523,374 | 886,474 | 388,914 | 439,362 |
| July | 593,452 | 621,301 | 584,175 | 1,020,491 | 450,158 | 405,310 |
| August | 669,288 | 564,940 | 654,475 | 1,139,030 | 535,936 | 566,158 |
| September (5 weeks) | 1,020,269 | 438,221 | 1,001,591 | 1,311,495 | 829,126 | 763,908 |
| October | 861,454 | 397,548 | 845,567 | 1,313,554 | 843,508 | 683,573 |
| November | 630,862 | 446,859 | 618,856 | 1,314,894 | 617,516 | 560,391 |
| December (5 wks) | 612,154 | 461,689 | 591,732 | 929,436 | 977,190 | 957,193 |
| **Total** | 7,351,040 | | 7,177,193 | | 7,028,456 | 6,804,783 |
| **1957** | | | | | | |
| January | 443,036 | 468,843 | 434,155 | 928,516 | 435,075 | 623,359 |
| February | 525,313 | 408,227 | 516,759 | 958,024 | 487,251 | 525,437 |
| March (5 weeks) | 481,543 | 486,526 | 472,078 | 894,792 | 535,310 | 534,115 |
| April | 293,877 | 553,895 | 287,945 | 853,027 | 329,710 | 337,965 |
| May | 246,342 | 649,939 | 239,602 | 758,708 | 333,921 | 399,757 |
| June | 471,741 | 721,976 | 460,292 | 836,301 | 382,699 | 389,770 |
| July | 529,039 | 553,597 | 522,238 | 893,354 | 465,285 | 426,334 |
| August | 658,196 | 569,135 | 647,004 | 1,049,509 | 490,849 | 510,097 |
| September (5 weeks) | 856,717 | 545,049 | 838,590 | 1,098,424 | 789,675 | 705,247 |
| October | 667,165 | 539,878 | 648,483 | 1,122,863 | 624,044 | 572,589 |
| November | 596,935 | 517,589 | 583,980 | 1,065,631 | 641,212 | 612,211 |
| December (6 weeks) | 617,858 | 473,272 | 596,118 | 890,961 | 770,788 | 923,339 |
| **Total** | 6,387,762 | | 6,247,344 | | 6,285,819 | 6,560,220 |
| **1958** | | | | | | |
| January | | | | | | |
| February | | | | | | |
| March | | | | | | |
| April | | | | | | |
| May | | | | | | |
| June | | | | | | |

## Radio Receivers

| 1955 | Factory Sales | Distributor Sales | Retail Sales‡ |
|---|---|---|---|
| January | 1,034,353 | 942,350 | 1,047,048 |
| February | 991,542 | 903,254 | 912,635 |
| March (5 weeks) | 1,391,227 | 1,247,170 | 1,209,870 |
| April | 1,062,890 | 977,114 | 931,934 |
| May | 987,324 | 954,387 | 956,894 |
| June | 1,121,677 | 1,126,949 | 1,005,954 |
| July | 835,636 | 879,943 | 708,408 |
| August | 982,454 | 837,055 | 833,475 |
| September (5 weeks) | 1,325,265 | 1,191,294 | 1,198,793 |
| October | 1,476,737 | 1,294,529 | 1,261,638 |
| November | 1,546,923 | 1,467,856 | 1,484,194 |
| December (5 weeks) | 1,688,012 | 2,038,804 | 2,154,424 |
| **Total** | 14,444,040 | 13,852,306 | 13,696,968 |
| **1956** | | | |
| January | 1,040,696 | 985,898 | 1,050,854 |
| February | 1,035,830 | 906,406 | 892,478 |
| March (5 weeks) | 1,118,361 | 1,006,080 | 1,005,921 |
| April | 961,203 | 747,959 | 770,446 |
| May | 900,600 | 829,920 | 848,968 |
| June | 1,049,760 | 1,094,670 | 1,136,086 |
| July | 759,845 | 840,449 | 775,018 |
| August | 917,490 | 777,189 | 879,239 |
| September (5 weeks) | 1,467,045 | 1,184,815 | 1,106,135 |
| October | 1,428,341 | 1,301,823 | 1,133,484 |
| November | 1,468,984 | 1,406,150 | 1,298,548 |
| December (5 wks) | 1,710,895 | 2,379,747 | 2,492,309 |
| **Total** | 13,859,050 | 13,422,270 | 13,389,486 |
| **1957** | | | |
| January | 1,002,952 | 886,786 | 1,084,987 |
| February | 1,207,345 | 1,010,313 | 1,047,888 |
| March (5 weeks) | 1,542,089 | 1,356,960 | 1,326,116 |
| April | 1,031,670 | 935,424 | 923,544 |
| May | 826,738 | 899,844 | 943,631 |
| June | 1,089,687 | 1,181,777 | 1,145,479 |
| July | 782,871 | 838,087 | 853,763 |
| August | 1,154,163 | 1,071,741 | 1,012,524 |
| September (5 weeks) | 1,732,378 | 1,502,693 | 1,339,785 |
| October | 1,606,092 | 1,508,715 | 1,446,695 |
| November | 1,622,048 | 1,585,183 | 1,488,686 |
| December (6 weeks) | 1,710,895 | 2,385,346 | 2,492,309 |
| **Total** | 15,308,928 | 15,162,869 | 15,107,407 |

## EIA Estimates of Factory Cathode-Ray Tube Sales, 1947-57

| | Initial Equipment | Renewal | Export | Govt. | Value |
|---|---|---|---|---|---|
| 1947 | 238,427 | 28,649 | 8,402* | .... | $ 8,893,292 |
| 1948 | 1,258,797 | 95,816 | 2,225 | 5,090 | 36,215,978 |
| 1949 | 3,343,996 | 216,415 | 6,704 | 9,948 | 101,884,679 |
| 1950 | 7,530,849 | 494,499 | 13,346 | 19,065 | 214,918,874 |
| 1951 | 4,539,089 | 703,208 | 25,982 | 54,856 | 130,642,576 |
| 1952 | 6,222,706 | 1,447,114 | 87,903 | 60,860 | 178,844,275 |
| 1953 | 7,704,373 | 1,818,819 | 457,806 | 22,050 | 244,632,370 |
| 1954 | 7,596,930 | 1,824,849 | 602,499 | 47,770 | 206,075,994 |
| 1955 | 7,828,025 | 2,394,929 | 774,159 | 32,907 | 220,528,725 |
| 1956 | 7,638,036 | 2,762,795 | 734,369 | 37,590 | 211,842,537 |
| 1957** | 6,174,979 | 2,779,111 | 766,676 | 242 | 183,231,337 |

* Combined Export and Govt.

** For 1957 and thereafter, figures include TV Picture Tubes only. Other types of Cathode-Ray Tubes not included.

## EIA Estimates of Factory Receiving Tube Sales, 1949-57

| | Initial Equipment | Renewal | Export | Govt. | Value* |
|---|---|---|---|---|---|
| 1949 | 147,298,436 | 39,696,297 | 10,072,845 | 1,685,717 | ... |
| 1950 | 301,483,350 | 69,324,540 | 10,767,831 | 1,384,878 | ... |
| 1951 | 247,855,249 | 94,596,563 | 24,438,351 | 8,753,534 | ... |
| 1952 | 241,405,452 | 83,843,283 | 13,935,151 | 29,335,357 | $259,116,089 |
| 1953 | 293,601,162 | 112,785,183 | 20,614,075 | 10,091,135 | 191,328,171 |
| 1954 | 246,728,971 | 115,357,829 | 15,922,364 | 7,080,294 | 385,089,458 |
| 1955 | 288,810,000 | 150,718,000 | 24,442,000 | 15,832,000 | 358,110,000 |
| 1956 | 262,898,000 | 166,558,000 | 25,397,000 | 9,333,000 | 374,186,000 |
| 1957 | 240,708,000 | 184,493,000 | 23,378,000 | 7,845,000 | 384,402,000 |

For previous years, only the combined annual totals are available from EIA (formerly RETMA).

* Factory value statistics prior to 1952 not compiled.

*Again*

# Hoffman

*electronics pioneer of the West*

*offers the newest in home entertainment*

## TELEVISION

. . . every model designed with sound in mind, as well as sight. Multiple speakers in Hoffman's famed "*Soundorama*" Hi-Fi system surround you with theater-real high fidelity sound. Exclusive *Black Easy-Vision Lens* keeps picture clear and sharp in any light.

## HIGH FIDELITY

. . . for the first time flawless sound reproduction from a single, compact unit. Exclusive "*Floating Sound*" chamber floats on patented spring mountings; exclusive *Frequency Display Scope* allows visual adjustment of volume, treble and bass.

## RADIO

. . . the amazing all-transistor "*Solaradio*" gets its power from the sun and stores it for endless battery life.

*When it's new and different in electronics, it's from*

**Hoffman Electronics** CORPORATION

**CONSUMER PRODUCTS DIVISION**

3761 South Hill St., Los Angeles 7, Calif.

**EIA Monthly Reports**

# Television Receiving Set Production, 1947-57 †

**(With Factory Values—See Footnotes)**

**Estimates for Industry as Whole, Compiled by Electronic Industries Association (formerly RETMA)**

| TYPE OF SETS | Jan. | Feb. | Mar. (5 weeks) | Apr. | May | June (5 weeks) | July | Aug. | Sept. (5 weeks) | Oct. | Nov. | Dec. (5 weeks) | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Table Model** | | | | | | | | | | | | | |
| 1947 ..... | 4,790 | 5,372 | 5,350 | 4,831 | 5,646 | 7,654 | 5,554 | 7,984 | 23,185 | 13,512 | 14,674 | 17,763 | 116,315 |
| 1948 ..... | 18,830 | 28,734 | 42,363 | 37,923 | 41,182 | 53,318 | 48,003 | 58,814 | 69,235 | 62,872 | 82,664 | 102,571 | 646,509 |
| 1949 ..... | 95,103 | 102,183 | 139,830 | 126,922 | 139,651 | 131,404 | 61,310 | 136,603 | 155,785 | 213,330 | 281,811 | 208,759 | 1,792,691 |
| 1950 ..... | 222,980 | 214,690 | 328,580 | 269,320 | 230,540 | 204,980 | 127,620 | 234,680 | 267,510 | 259,810 | 276,610 | 304,240 | 2,941,560 |
| 1951 ..... | 232,152 | 225,219 | 324,121 | 230,197 | 208,503 | 158,348 | 66,166 | 65,458 | 166,672 | 206,930 | 182,121 | 210,014 | 2,275,901 |
| 1952 ..... | 206,961 | 184,662 | 218,512 | 180,456 | 168,019 | 164,907 | 98,463 | 174,147 | 339,837 | 311,918 | 353,556 | 436,097 | 2,837,507 |
| 1953 ..... | 301,783 | 330,151 | 388,468 | 272,190 | 222,207 | 240,731 | 131,156 | 280,983 | 316,776 | 270,521 | 259,575 | 210,183 | 3,224,724 |
| 1954 ..... | 234,749 | 239,621 | 374,448 | 309,959 | 246,210 | 332,946 | 185,986 | 376,907 | 487,214 | 519,719 | 471,766 | 469,814 | 4,249,339 |
| 1955* ..... | 353,486 | 418,703 | 526,877 | 391,136 | 339,384 | 358,416 | 198,259 | 337,055 | 515,333 | 397,654 | 310,457 | 292,916 | 4,439,676 |
| 1956* ..... | 319,490 | 331,233 | 423,438 | 387,254 | 343,375 | 359,422 | 215,602 | 355,212 | 596,190 | 554,587 | 461,135 | 407,849 | 4,754,787 |
| 1957 ..... | 153,768 | 179,659 | 175,901 | 116,047 | 108,204 | 158,986 | 107,892 | 232,135 | 258,592 | 211,309 | 156,746 | 143,000 | 2,002,239 |
| **TOTAL** ... | 2,144,072 | 2,260,227 | 2,947,888 | 2,326,235 | 2,052,921 | 2,171,092 | 1,246,011 | 2,259,978 | 3,196,329 | 3,022,162 | 2,851,115 | 2,803,206 | 29,281,248 |
| **Portable** | | | | | | | | | | | | | |
| 1955‡ ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | (286,281) |
| 1956‡ ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | (1,738,048) |
| 1957 ..... | 144,052 | 144,514 | 180,517 | 127,091 | 101,172 | 144,013 | 103,718 | 179,447 | 234,567 | 167,816 | 168,337 | 188,000 | 1,883,244 |
| **Console** | | | | | | | | | | | | | |
| 1947 ..... | 615 | 880 | 1,266 | 2,329 | 1,706 | 2,433 | 2,591 | 2,273 | 7,589 | 6,714 | 4,178 | 4,465 | 37,039 |
| 1948 ..... | 8,030 | 6,250 | 7,961 | 5,489 | 3,380 | 6,221 | 4,130 | 5,573 | 17,716 | 27,709 | 35,870 | 50,852 | 179,181 |
| 1949 ..... | 37,590 | 29,479 | 66,278 | 63,508 | 52,131 | 58,562 | 32,150 | 85,469 | 105,847 | 143,932 | 188,051 | 126,223 | 989,220 |
| 1950 ..... | 191,660 | 227,830 | 302,550 | 232,240 | 225,780 | 280,700 | 175,300 | 426,380 | 470,960 | 443,740 | 391,000 | 451,920 | 3,820,060 |
| 1951 ..... | 356,082 | 396,702 | 485,979 | 245,954 | 176,459 | 178,365 | 75,467 | 73,171 | 151,775 | 188,501 | 211,842 | 234,562 | 2,744,859 |
| 1952 ..... | 185,815 | 209,713 | 284,184 | 137,615 | 136,120 | 188,360 | 91,182 | 203,954 | 380,544 | 371,580 | 392,548 | 452,503 | 3,038,895 |
| 1953 ..... | 400,818 | 380,828 | 391,531 | 484,368 | 254,766 | 275,037 | 178,242 | 299,963 | 426,346 | 375,062 | 266,186 | 222,193 | 3,755,340 |
| 1954 ..... | 178,932 | 184,733 | 219,312 | 141,115 | 147,049 | 207,559 | 117,807 | 255,199 | 447,339 | 389,177 | 370,649 | 352,665 | 3,011,536 |
| 1955 ..... | 292,604 | 267,653 | 292,694 | 185,969 | 122,840 | 225,648 | 143,677 | 302,069 | 408,174 | 348,985 | 310,173 | 299,310 | 3,199,796 |
| 1956 ..... | 260,962 | 235,265 | 248,779 | 155,244 | 120,741 | 191,611 | 119,834 | 250,294 | 291,267 | 260,284 | 210,430 | 212,134 | 2,556,845 |
| 1957 ..... | 144,261 | 162,412 | 197,887 | 112,552 | 126,614 | 236,350 | 145,327 | 258,704 | 325,483 | 236,507 | 230,136 | 245,000 | 2,421,233 |
| **TOTAL** .. | 2,057,369 | 2,001,745 | 2,498,421 | 1,766,383 | 1,367,586 | 1,850,846 | 1,085,707 | 2,163,049 | 3,033,040 | 2,792,191 | 2,611,063 | 2,651,827 | 25,754,004 |
| **Phonograph Combination** | | | | | | | | | | | | | |
| 1947 ..... | 32 | 1 | 23 | 726 | 1,338 | 1,397 | 1,862 | 2,026 | 1,945 | 3,467 | 5,283 | 7,117 | 25,217 |
| 1948 ..... | 6,976 | 5,386 | 8,228 | 8,717 | 10,841 | 12,786 | 11,634 | 9,056 | 11,757 | 15,797 | 19,649 | 28,483 | 149,310 |
| 1949 ..... | 17 665 | 16,138 | 20,435 | 16,488 | 11,122 | 10,577 | 5,212 | 8,571 | 17,294 | 21,373 | 44,730 | 28,484 | 218,089 |
| 1950 ..... | 24,060 | 37,380 | 55,470 | 41,040 | 29,680 | 16,820 | 24,580 | 59,540 | 105,330 | 134,750 | 71,190 | 102,340 | 702,180 |
| 1951 ..... | 62,466 | 57,398 | 59,900 | 23,849 | 20,038 | 15,787 | 7,293 | 8,076 | 18,894 | 16,436 | 21,369 | 22,532 | 334,038 |
| 1952 ..... | 12,157 | 14,962 | 7,865 | 4,807 | 5,236 | 7,884 | 9,276 | 21,058 | 35,284 | 34,481 | 34,382 | 32,486 | 219,878 |
| 1953 ..... | 16,633 | 19,618 | 30,113 | 11,320 | 4,963 | 8,711 | 6,891 | 22,814 | 26,963 | 34,850 | 34,436 | 17,411 | 235,763 |
| 1954 ..... | 6,890 | 2,579 | 5,846 | 6,534 | 3,028 | 3,637 | 2,359 | 8,779 | 16,008 | 13,096 | 11,024 | 12,400 | 85,840 |
| 1955 ..... | 8,492 | 16,158 | 11,585 | 6,069 | 5,170 | 5,909 | 3,192 | 1,281 | 13,243 | 12,580 | 16,086 | 10,944 | 117,049 |
| 1956 ..... | 7,895 | 9,784 | 7,786 | 7,134 | 3,797 | 1,992 | 1,495 | 7,421 | 6,754 | 5,910 | 8,428 | 7,001 | 75,397 |
| 1957 ..... | 8,109 | 8,112 | 5,537 | 5,556 | 6,369 | 4,429 | 3,723 | 3,448 | 13,989 | 19,362 | 19,427 | 20,000 | 118,061 |
| **TOTAL** ... | 171,375 | 187,516 | 212,788 | 132,240 | 101,609 | 89,929 | 78,517 | 152,070 | 267,461 | 312,102 | 286,004 | 289,198 | 2,280,822 |
| **Total TV Set Production** | | | | | | | | | | | | | |
| 1947 ..... | 5,437 | 6,253 | 6,639 | 7,886 | 8,690 | 11,484 | 10,007 | 12,283 | 32,719 | 23,693 | 24,135 | 29,345 | 178,571 [1] |
| 1948 ..... | 33,836 | 40,370 | 58,552 | 52,129 | 55,403 | 72,325 | 63,767 | 73,443 | 98,708 | 106,378 | 138,183 | 181,906 | 975,000 [2] |
| 1949 ..... | 150,358 | 147,800 | 226,543 | 206,918 | 202,904 | 200,543 | 98,672 | 230,643 | 278,926 | 378,635 | 514,592 | 363,466 | 3,000,000 [3] |
| 1950 ..... | 438,700 | 479,900 | 686,600 | 542,600 | 486,000 | 502,500 | 327,500 | 720,600 | 843,800 | 838,300 | 738,800 | 858,500 | 7,463,800 [4] |
| 1951 ..... | 650,700 | 679,319 | 870,000 | 500,000 | 405,000 | 352,500 | 148,926 | 146,705 | 337,341 | 411,867 | 415,332 | 467,108 | 5,384,798 [5] |
| 1952 ..... | 404,933 | 409,337 | 510,561 | 322,878 | 309,375 | 361,152 | 198,921 | 397,769 | 755,655 | 724,117 | 780,486 | 921,086 | 6,096,279 [6] |
| 1953 ..... | 719,234 | 730,597 | 810,112 | 567,878 | 481,936 | 524,479 | 316,289 | 603,760 | 770,085 | 680,433 | 560,197 | 449,787 | 7,215,827 [7] |
| 1954 ..... | 420,571 | 426,933 | 599,606 | 457,608 | 396,287 | 544,142 | 306,985 | 633,387 | 947,796 | 921,476 | 858,501 | 833,423 | 7,346,715 [8] |
| 1955 ..... | 654,582 | 702,514 | 831,156 | 583,174 | 567,394 | 589,973 | 344,295 | 647,903 | 939,515 | 759,735 | 631,654 | 604,626 | 7,756,521 [9] |
| 1956 ..... | 558,347 | 576,282 | 680,003 | 549,632 | 467,913 | 553,025 | 336,931 | 612,927 | 894,211 | 820,781 | 679,993 | 626,984 | 7,387,029 [10] |
| 1957 ..... | 450,190 | 464,697 | 559,842 | 361,246 | 342,386 | 543,778 | 360,660 | 673,734 | 832,631 | 661,994 | 574,646 | 596,000 | 6,421,804 [11] |
| **TOTAL** ... | 4,486,888 | 4,664,002 | 5,839,614 | 4,151,979 | 3,623,288 | 4,255,901 | 2,512,953 | 4,753,154 | 6,731,387 | 6,437,409 | 5,916,519 | 5,932,231 | 59,226,344 |

[1] Factory value estimated at $50,000,000. [2] Factory value, $230,000,000. [3] Factory value, $580,000,000. [4] Factory value, $1,350,000,000. [5] Factory value, $956,986,300. [6] Factory value, $1,049,000,000. [7] Factory value, $1,170,151,000. [8] Factory value. $1,040,466,000. [9] Factory value, $1,080,000,000. [10] Factory value, $1,000,000,000. [11] Factory value $850,000,000. † Pre-war TV production estimated at about 8000 (no valuation reported); and 1946 production reported to old RMA was 6476 units, valued at $1,250,000. * Includes portables. ‡ Monthly portable production not reported until 1957; yearly totals for 1955 & 1956 also included in Table Model classification, above.


# unique*

over one hundred leading electronics manufacturers and government agencies know, value and use the unique ability of Howard W. Sams & Co., Inc. to perform special services and to produce special products . . .

**Howard W. Sams & Co., Inc.**

2201 East 46th Street, Indianapolis 5, Ind.

** See ad inside back cover*

# NEW
# RCA VICTOR "ADD-ON" HOME ENTERTAINMENT CENTER

5-piece RCA Victor Modular High Fidelity and TV lets you

set up a home entertainment center the way you want it. Start as low as $169.95

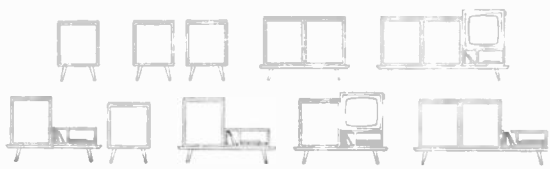
and you can do it piece by piece—or all at once!

Record Player (HFP) $169.95—Auxiliary Speaker (HFA) $69.95—Record Cabinet (HFR) $26.95—TV (21T20) $209.95*—Choice of Stands (STD2, STD3) $17.95 and $24.95.

**MATCHED** High Fidelity and TV at low prices that can't be matched! Arrange them any way you like. The whole center includes: 4-speed High Fidelity "Victrola,"® auxiliary high fidelity speaker, roomy record cabinet, bench, and big-screen TV with 262 sq. in. viewable area. It's modular styling by RCA Victor—greatest name in High Fidelity and Television. Four finishes: ebony; or mahogany-, oak-, and walnut-grained. Combination shown costs only $501.75. See and hear it soon at your RCA Victor dealer's.

RCA VICTOR
RADIO CORPORATION OF AMERICA

Here are typical arrangements you can make with RCA Victor "Add-on" Home Entertainment High Fidelity and TV.



Manufacturer's nationally advertised list prices shown, subject to change. ®RCA trademark for record players *Mahogany or oak—VHF (UHF optional extra), prices slightly higher far West and South

# Leading Manufacturers of Standard & Hi-Fi Phonos

**Packaged phonographs only. Manufacturers of components, import brands not included**

**(Brand names noted where available)**

**ADMIRAL CORP.**—3800 Cortland St., Chicago 47, Ill. Spaulding 2-0100. Ross D. Siragusa, Sr., pres.; John B. Huarisa, exec. v.p.

**AMI, Inc.**—1500 Union Ave., Grand Rapids, Mich. Cherry 3-3633. J. W. Haddock, pres.; W. E. Fitzgerald, adv. & sales promotion mgr.

**ANDREA RADIO CORP.**—27-01 Bridge Plaza North, Long Island City, N.Y. Stillwell 4-5411. Frank A. D. Andrea, pres.

**A. R. F. PRODUCTS, Inc.**—7627 Lake St., River Forest, Ill. Estebrook 9-0345 Aurther H. Maciszewski, pres.; Rudolph J. Napolitan, gen. sales mgr.

**AUDIO-MASTER CORP.**—17 E. 45th St., N.Y. Oxford 7-0725. Herbert Rosen, pres.

**AUDIO INDUSTRIES**—532 W. 4th St., Michigan City, Ind. Triangle 4-7251. "Ultratone."

**AUTOMATIC RADIO MFG. CO.**—122 Brookline Ave., Boston 15. Commonwealth 6-1420. David Housman, pres.; Edward L. Housman, sales mgr.

**B&R ELECTRONICS CO.**—1178 E. 180th St., N.Y. Sycamore 2-3510 I. Rothman, pres.

**BOETSCH BROS.**—115 Cedar St., New Rochelle, N.Y. New Rochelle 3-8500. George Boetsch, pres. "Birch."

**CAPITOL RECORDS, Inc.**—1750 N. Vine St., Hollywood 28, Cal Hollywood 2-6251. Glenn E. Wallichs, pres.; Lloyd W. Dunn v.p., merchandising & sales.

**CAPEHART CORP.**—216 W. 14th St., N.Y. 11. Watkins 4-5900. Robert A. Gross, pres.

**COLUMBIA RECORDS (Div. of Columbia Broadcasting System, Inc.)**—799 Seventh Ave., N.Y. 19. Circle 5-7300. Goddard Lieberson, pres.; Herbert Greenspon, v.p., operations; James E. Sparling, gen. mgr., Columbia electronic products; Milton Selkowitz, national sales mgr.

**J. W. DAVIS & CO.**—P. O. Box 35313, 9212 Denton Dr., Dallas 35. Fleetwood 2-8405. J. Watt Davis, pres. & sales mgr. "Watterson."

**DECCA RECORDS, Inc.**—50 W. 57th St., N.Y. 19. Columbus 5-2300. Milton Rackmil, pres.; Leonard Schneider, v.p.

**DeWALD RADIO**—35-17 37th Ave., Long Island City 1, N.Y. Stillwell 4-9334. David Wald, pres.

**ALLEN B. DUMONT LABORATORIES, Inc.**—35 Market St. E. Paterson, N.J. Mulberry 4-7400. Allen B. DuMont, Jr., gen. mgr.; Wm. C. Scales, gen. sales mgr.; Fred C. Zorn, asst. gen. sales mgr.; Robert C. Furlong, marketing mgr.

**DICTOGRAPH PRODUCTS, Inc.**—95-25 149th St., Jamaica 35, N.Y. Jamaica 6-2323. Malte Carlson, pres.; Thomas Millington, v.p., hi-fi sales.

**DYNAVOX CORP.**—40-05 21st St., Long Island City 1, N.Y. Stillwell 6-3770. Joseph Dworken, pres.

**EDUCRAFT CO.**—150-24 12th Ave., Whitestone, N.Y. Flushing 3-4519. Larry Lewin, pres.

**ELECTRON ENTERPRISES**—6917 Stanley Ave., Berwyn, Ill. Stanley 8-2693. J. Cimfe, pres. "Electone."

**EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swathmore 5-3500. Benjamin Abrams, pres.; Dorman D. Israel, exec. v.p.; E. A. Tracey, sales v.p.

**FANON ELECTRIC CO., Inc.**—98 Berriman St., Brooklyn 8, N.Y. Midway 7-3400. Walter Nachtigall, v.p.; Murray Trotiner, sales mgr. "Fanfare."

**FISHER RADIO CORP.**—21-21 44th Dr., Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, pres. James J. Parks, director of sales.

**GRANCO PRODUCTS, Inc.**—36-07 20th Ave., Long Island City, N.Y. Ravenswood 1-0400. Henry Fogel, pres.; Seymour Napolin, v.p.; Alexander Freeman, treas.; Gene Gold gen. sales mgr.

**GUILD RADIO & TELEVISION CO.**—460 N. Eucalyptus Ave., Inglewood 3, Cal. Oregon 8-7771. Jack E. Ackerman & Lou Dolgin, partners. "Grafonola," "Bonnett Box."

**HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. RI 7-9661. H. Leslie Hoffman, pres.; C.E. Underwood, v.p. & treas.; Paul E. Bryant, sales, v.p.

**MAGNAVOX CO.**—2131 Beuter Rd., Ft. Wayne, Ind. Eastbrook 9721. Richard A. O'Connor, chairman; Frank Freimann, pres. Magnavox-Spartan div. (TV-radio-phono): Leonard F. Cramer v.p. & gen. mgr.; George H. Fezell, merchandising director. Sentinel radio div.: Verne Roberts, sales mgr.

**MAJOR ELECTRONCS CORP.**—762 Wythe Ave., Brooklyn 11, N.Y. Main 4-2557. Murray Schrier, pres. & sales mgr. "Majorette."

**MOLDED INSULATION CO.**—335 E. Price St., Philadelphia 44. VI 4-2626. Wm. T. Bradbury, pres.

**MOTOROLA, Inc.**—4545 Augusta Blvd., Chicago 51. Spaulding 2-6500. Paul V. Galvin, chairman; Robert W. Galvin, pres.; Edward R. Taylor, exec. v.p., consumer products; Allan G. Williams, gen. sales mgr.

**M-P ENGINEERING CO.**—Fairfield 3, Conn. Amherst 8-2385. M. Paneyko, gen. mgr.

**OLYMPIC RADIO & TV (Div. of Siegler Corp.)**—34-01 38th Ave., Long Island City, N.Y. Exeter 2-5200. Morris Sobin, pres.; Morton M. Schwartz, sales v.p.

**PACKARD-BELL ELECTRONICS CORP.**—12333 W. Olympic Blvd., Los Angeles 64. Granite 7-6721. H. A. Bell, chairman; R. S. Bell, pres.

**PHILCO CORP.**—Tioga & C Sts., Philadelphia 34. Nebraska 4-5100. James M. Skinner Jr., pres.; John M. Otter, exec. v.p.; James J. Shallow, gen. mgr., home radio div.

**PILOT RADIO CORP.**—37-06th St., Long Island City, N.Y. Stillwell 4-5454. Isidor Goldberg, pres.; Joseph N. Benjamin, exec. v.p.; L. M. Sandwick, v.p. sales; J. W. Wyckoff, secy.-treas.; Arnold Platt, adv. mgr. "Encore," "Ensemble."

**RADIO CORPORATION OF AMERICA**—Radio & Victrola div., Camden 8, N. J. Woodlawn 3-8000. Ray Saxon, v.p. & gen. mgr.; Louis J. Collins, gen. sales mgr.; A. R. Baggs, merchandising mgr.; O. D. Center, controller; Russell E. Connely, adv. & sales promotion mgr.

**SENTINEL**—See Magnavox.

**SONORA CORP.**—2023 W. Carroll Ave., Chicago 12. HA 1-6330. T. F. Kelly, pres.; J. H. Solomon, sales mgr. "Sonora," "Clinton."

**SONIC INDUSTRIES**—19 Wilbur St., Lynbrook, N.Y. Lynbrook 9-1011. Ben Burns, pres. "Music Master."

**STEELMAN PHONOGRAPH & RADIO CORP. (Div. of Herold Radio & Electronics Corp.)**—2-30 Anderson Ave., Mt. Vernon, N.Y. Mount Vernon 4-1500. R. J. Kalb, chairman; P. E. Featherstone, sales mgr.; R. A. Donner, adv. mgr.

**STROMBERG-CARLSON CO. (Div. of General Dynamics Corp.)**—1400 N. Goodman St., Rochester, N.Y. Fillmore 2-8000. Special products div.: A. G. Schifino, v.p.; R. O.'Brien, gen. sales mgr.; S. E. Guzzy, hi-fi sales mgr.; Ken Juno, adv. mgr.

**SYLVANIA ELECTRIC PRODUCTS, Inc.**—700 Ellicott St., Batavia. N.Y. Batavia 3470. R. L. Shaw, gen. sales mgr.; J. R. Suor, sales mgr., radio & hi-fi; G. T. Stewart, national sales mgr.

**SYMPHONIC ELECTRONIC CORP.**—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Max J. Zimmer, pres.; Howard A. Jacobs, treas.; Bernard H. Lippin, secy.

**TRAV-LER CORP.**—571 W. Jackson Blvd., Chicago 6. Harrison 7-9151. Joseph Friedman, pres.; I. Edelstein, v.p.; Ellis Friedman, v.p.-mfg.; H. J. Schulman, asst. to pres.

**TELETONE CO. OF AMERICA**—1668 Webster Ave., N.Y. Cypress 9-1900. Bernard Berger, pres. "Teletone."

**V-M CORP.**—4th & Park Sts., Benton Harbor, Mich. Walnut 5-8841. Victor Miller, pres.; Gene Miller, sales mgr.; Wm. Faulkner, chief engineer.

**VANITY FAIR ELECTRONICS CORP.**—50 S. 4th St., Brooklyn 11, N.Y. Evergreen 7-2018. Marvin Frank, pres.; Stanley Cohen sales mgr. "Gotham," "Empire," "Imperial."

**WARWICK MANUFACTURING CORP.**—7300 N. Lehigh Ave., Chicago 31. Spring 4-6400. Lester J. Neuman, pres.; Charles N. Hoffman, director of sales. Makes "Silvertone" for Sears Roebuck & Co.

**WATERS CONLEY CO.**—501 First Ave., N.W., Rochester, Minn. Atlas 2-2755. Fred C. Kennedy, pres. & gen. mgr.; G. H. Rissman, v.p. & sales mgr. "Phonola," "Melodier."

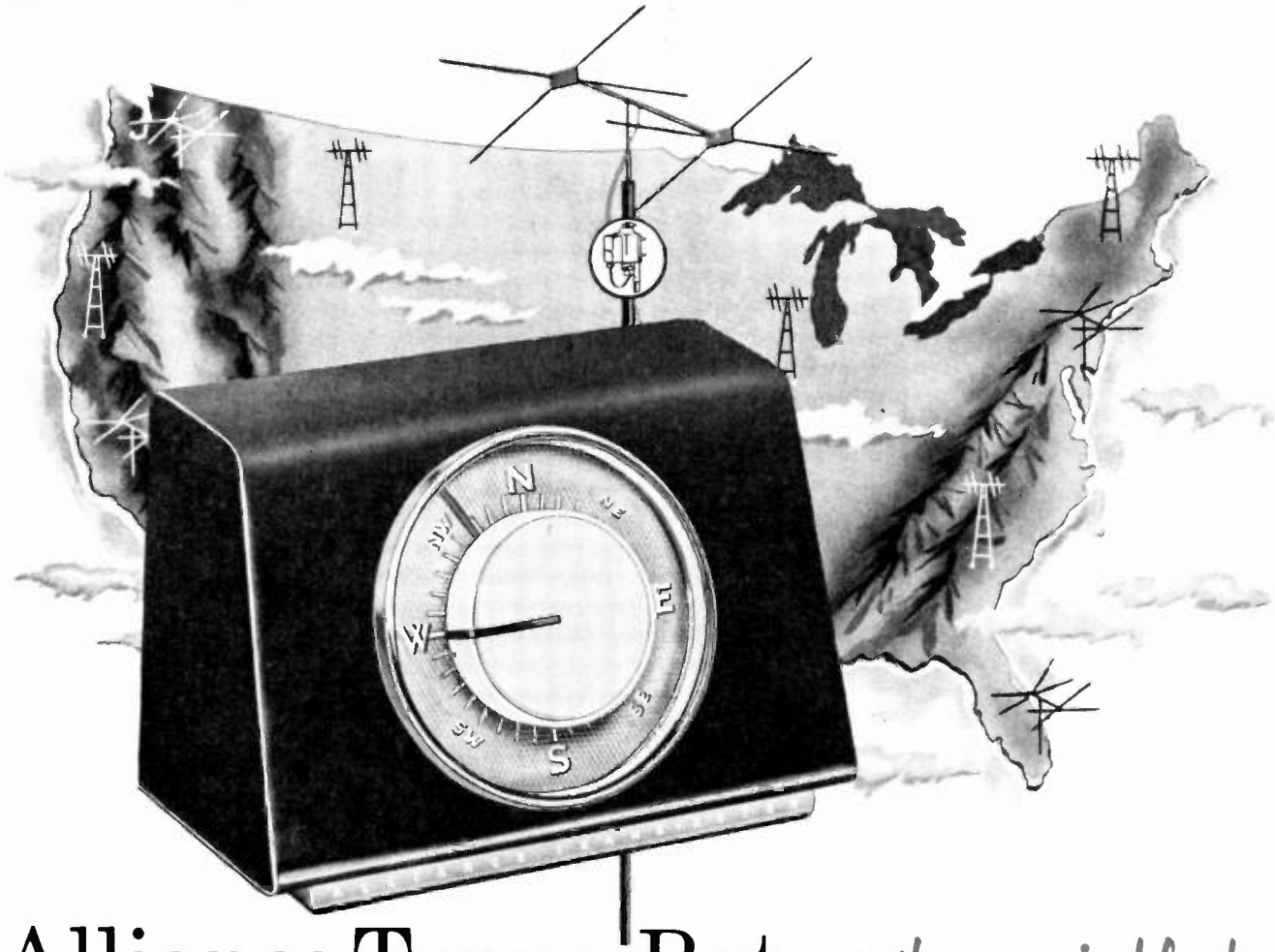
**WEBCOR, Inc.**—5610 Bloomingdale Ave., Chicago 39. Tuxedo 9-8500. Titus Haffa, chairman; Nicholas Malz, pres.

**WELLS-GARDNER & CO.**—2701 Kildare Ave., Chicago 39. Albany 2-8220. R. S. Alexander, pres.; Grant Gardner, sales mgr. "Airline," "Truetone," "Coronado," "Firestone," "Trans-American."

**WESTINGHOUSE ELECTRIC CORP.**—TV-radio div., Metuchen, N.J. Liberty 8-5000. E. J. Kelly, gen. mgr.; Thomas B. Kalbfus, gen. sales mgr.; Ralph H. G. Mathews, sales mgr. hi-fi dept.

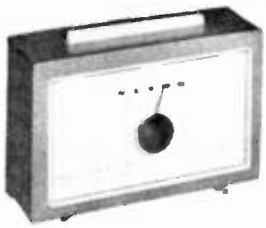
**WHITLEY ELECTRONICS, Inc.**—Columbia City, Ind., 539 & 866. M. G. Wike, v. p., gen. mgr.; J. H. Moss Jr., sales mgr. "Murasonde."

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39. Berkshire 7-7500 E. F. McDonald Jr., pres. & gen. mgr.; Hugh Robertson, exec. v.p.; Leonard C. Truesdell, v.p.-director of sales.



# Alliance Tenna-Rotor *the recognized leader!*

First today with 4 million sold . . . first tomorrow in the 37-million black-and-white and color market now ready for rotators.



**MODEL T-12** with exclusive Tenna-Teller Pointer. Strikingly modern in Mahogany, *Ivory and Forest Green.
Retail.....$34.25

**MODEL K-22** the pace-setter in economy plus style. Now with indicator light. Mahogany finish.
Retail.....$24.50

*Add $2.00 for Ivory and Forest Green.

**MODEL U-98** (shown above) first and finest fully automatic rotator. Smartly styled in Mahogany, *Ivory and Forest Green.
Retail.....$44.25

Selling is easier when you sell a recognized name. And in its field only Alliance Tenna-Rotor has achieved the status of "nationally-known brand." Let someone else do costly "missionary work." You'll enjoy faster turnover and higher profits with Alliance Tenna-Rotor.

Look at the market and you'll see why it's time to move fast! *Color TV* . . . network color program time up 67% this season! And these sensitive signals demand Tenna-Rotor's accurate tuning. A poor color picture is much more annoying than a poor black-and-white picture. *Station Changes* . . . new towers, new stations, channel reassignments, UHF and VHF. Every local change is your cue to sell the superiority of Alliance Tenna-Rotor over "stay-put" antennas. This means that there is still a big market in black-and-white—millions of viewers who need Alliance Tenna-Rotor to get better pictures and more stations.

Alliance, the leader, backs you with consistent national advertising that is now in its eighth year.

**alliance**
**TENNA • ROTOR**
®
TELEVISION ANTENNA ROTATOR

THE ALLIANCE MANUFACTURING COMPANY, INC., ALLIANCE, OHIO (DIVISION OF CONSOLIDATED ELECTRONICS INDUSTRIES CORP.)

## Directory of U.S. and Canadian

# Manufacturers and Assemblers of Television Receivers

Revised to February 1, 1958

Data as provided in response to questionnaires; for radio manufacturers, see pp. 458-459

Asterisk (*) indicates company assembles receivers only, purchasing chassis from others.

### ADMIRAL CORP.

3800 W. Cortland St., Chicago 47, Ill.
Spaulding 2-0100.

Plants: TV receivers and govt. electronics equipment, 3800 W. Cortland St., Chicago; phonographs, 4150 N. Knox Ave., Chicago; TV & radio table receivers, McHenry & Harvard, Ill.; refrigerators, freezers & ranges, Midwest Mfg. Corp., Galesburg, Ill. (subsidiary); cabinets, Shelbyville, Ind.; plastic cabinets Molded Products Corp., West Chicago, Ill. (subsidiary); Canadian Admiral Corp., Port Credit, Ont. (subsidiary), Vincent Barreca, pres.

Distributing Branches: New York, Boston, Jacksonville, Milwaukee, Chicago, Oklahoma City, San Francisco, San Diego, Los Angeles, Denver, Houston, Washington, Baltimore, Detroit.

Executives:

Ross D. Siragusa, president.
John B. Huarisa, exec. v.p. & treasurer.
Carl E. Lantz, v.p. in charge of sales.
Vincent Barreca, v.p. operations.
Frank J. Kazda, v.p., purchasing.
James R. Oberly, v.p. appliances, pres., Admiral International Corp. & Admiral Interamericana Corp.
Norman E. Johnson, v.p., Admiral International Corp. & Admiral International Americana Corp.
Richard J. Bambery, gen. sales mgr.
Wm. L. Dunn, v.p. & director of engineering.
C. S. Rossate, production v.p. & mgr. of plants.
Frank H. Uriell, v.p. & general counsel.
Edmond I. Eger, v.p., advertising.
George Harrigan, chief engineer.
Buford Melton, national sales mgr., appliance div.
Walter Krauter, sales mgr., refrigerator div.
Pearl Montvid, public relations asst.
G. E. Driscoll, secy. & asst. treasurer.
Edward P. Steele, mgr., market research.
Edward C. Madden, director of traffic.
Alfred A. Medica, radio and hi-fi sales mgr.
Willis L. Wood, accessories & special products mgr.

Washington Representative: John Gilbarte, v.p.-govt. labs div., Albee Bldg. Sterling 3-9125.

Advertising Agency: Henri, Hurst & McDonald (Consumer prod.) Cruttenden Adv. (govt. lab. div.)

### AMERICAN TELEVISION & RADIO CO

300 E. 4th St., St. Paul 1, Minn. Capital 2-3791.

Manufactures "ATR" sets.
Albert A. Goffstein, president & sales mgr.

### ANDREA RADIO CORP.

27-01 Bridge Plaza N., Long Island City 1, N.Y.
Stillwell 4-5411.

Executives:

Frank A. D. Andrea, president.
Frank A. D. Andrea Jr., manufacturing v.p.
Harold J. Heindel, secy. & chief engineer.
John Andrea, industrial relations mgr.
Harold Klare, credit manager.
Ramon Masvidal, export manager.
Bruce B. Donald, director of purchases.
J. Dierkes, sales manager.
Joseph Haug, service manager.
M. J. McNicholas, military electronic sales director.
A. Abbene, comptroller.

Advertising Agency: Dowd, Redfield & Johnstone Inc.

### A.R.F. PRODUCTS INC.

7627 Lake St., River Forest, Ill.
Forest 9-6000.

Produces "Ratonia", "Mt. Capulin" and "Bartlett" TV receivers for use with its own community antenna system in Raton, N.M.

Arthur H. Maciszewski, president.
John J. Pakan, vice-president.
Dr. Julius J. Hupert, research consultant.
Milton S. Riddiford, manufacturing director, New Mexico branch.
Teresa H. Maciszewski, treasurer.
Rudolph Napolitan, gen. sales mgr.
William C. Johnson, chief mechanical engineer.
John J. Dixon, manager of material.

### *BELL TELEVISION INC.

552 W. 53rd St., New York 19, N.Y.
Judson 6-4350.

Assembles remote receivers and manufactures solderless coaxial connectors, solderless TV receptacles and Yagi antennas and fittings.

Martin Sugar, president.
Charles C. Schwartz, secretary.
Lee Bunting, treas. & chief engineer.
Isadore Lieberman, engineer & manager.

Advertising Agency: Irving Davis Agency.

### CALBEST ELECTRONICS CO.

4801 Exposition Blvd., Los Angeles 16, Cal.
Republic 1-7291.

Manufactures TV & radio chassis, electronic equipment and remote control for TV, remote control garage door openers, hi-fi tuners, amplifiers & systems, hi-fi sets, precision potentiometers, and other electronic devices.

I. Dubin, president.
Chas. B. Epstein, director of merchandising.

Advertising Agency: Nelson Newmark.

### *CERTIFIED RADIO LABORATORIES

5507 Thirteenth Ave., Brooklyn 19, N.Y.
Gedney 8-8080.

Manufactures TV kits & chassis, also purchases some chassis from others.

M. Seligsohn, owner.

### CONRAC INC.

Glendora, Cal.
Edgewood 5-1241.

Manufactures TV sets under Conrac & Fleetwood brands and for private label.

W. J. Moreland, president.
J. Grayson Jones, vice-president.
R. M. Alston, vice-president.
K. L. Peyton, treasurer.
P. C. Kemp, secretary.
T. H. Ford, credit manager.

Advertising Agency: Leech Adv. Co., Cleveland.

### ALLEN B. DuMONT LABORATORIES INC.

750 Bloomfield Ave., Clifton, N.J.
Mulberry 4-7400.

Executives:

Allen D. Dumont, chairman.
David T. Schultz, president.
Donovan H. Tyson, v.p. & treasurer.
Thomas T. Goldsmith, Jr., v.p. & director of engineering div.
Stanley J. Koch, v.p. tube operations.
Frederick H. Guterman, v.p., industrial & military equipment div.
Raymond C. Maude, v.p. equipment mfg. div.
Robert W. Norcross, asst. treasurer & gen. credit mgr.
George Etkin, general counsel.
George G. McConeghy, controller.
Bruce T. DuMont, general superintendent.
Edward Van Houten, industrial relations director.
Nicholas De Falco, general mgr. of quality control.
Edward W. Allen Jr., public relations mgr.

**Television Receiver Division**
**35 Market St., E. Paterson, N.J.**

Allen B. DuMont Jr., mgr.
William C. Scales, sales mgr.
Robert G. Furlong, marketing mgr.
William Whitacre, service mgr.

**Industrial and Military Equipment Division**
**760 Bloomfield Ave., Clifton, N.J.**

Frederick H. Guterman, v.p.
J. Nelson Lord, asst. mgr. (Military).
Robert K. Clifford, operations mgr.
M. G. Scheraga, instrument mgr.
B. Jameson, instrument sales mgr.
E. E. Ecklund, automotive test equipment sales mgr.
Joseph A. Ricca, mobile radio mgr.
F. M. Link, director of mobile operations.
Kenneth F. Petersen, industrial television mgr.
John W. Lazur, military operations mgr.
Richard Horton, military sales mgr.
John W. Bjorkman, military marketing mgr.
Neil Uptegrove, advertising mgr.

**Tube Operations**
**750 Bloomfield Ave., Clifton, N.J.**

Stanley J. Koch, v.p.
Robert E. Rutherford, staff assistant.
Kenneth A. Hoagland, director of engineering.
William J. Voss, director of purchasing.
Roy A. Olerud, industrial tube sales mgr.
Robert G. Scott, television tube sales mgr.
William Carlin, television tube div. mgr.
Joseph Gordon, industrial tube div. mgr.

**Equipment Manufacturing Division**
**35 Market St., East Paterson, N.J.**

Raymond C. Maude, v.p.
D. M. Christie, mgr.
R. J. Bell, manufacturing mgr.
J. J. Kelly, purchasing mgr.
Joseph Hatchwell, field service mgr.
J. A. Sheeran, production control, mgr.

**Engineering Division**
**760 Bloomfield Ave., Clifton, N.J.**

Dr. Thomas T. Goldsmith, Jr., v.p.

**Research and Development**
**35 Market St., East Paterson, N.J.**

R. T. Cavanagh, director.
H. Pacini, assoc. director.
W. Sayer, communication & radar lab. mgr.
R. Wakeman, systems lab. mgr.
J. Auld, military television lab. mgr.
R. Deichert, data & display lab. mgr.
R. Palmer, advanced development lab. mgr.
L. Zucker, mechanical lab. mgr.
B. Amos, commercial receiver lab. mgr.

**Technical Products Engineering**
**760 Bloomfield Ave., Clifton, N.J.**

William Fockler, director.
C. O. Marsh, Jr., instrument engineering mgr.
R. T. Petruzelli, industrial TV & automotive test engineering mgr.
S. Meyer, mobile radio engineering mgr.

**International Division**
**515 Madison Ave., New York, N.Y.**
**Plaza 1-1652**

Ernest A. Marx, director
Robert I. Gaines, asst. director.
James Segre, European rep. (Milan)

**West Coast Plant**
**11800 West Olympic Boulevard**
**Los Angeles 64, California**
**GRanite 7-4271**

M. B. Kline, mgr.

# TV Set Makers

## EMERSON RADIO & PHONOGRAPH CORP.

14th & Coles Sts., Jersey City, N.J.
Swarthmore 5-3500.

Plants: TV & radio receivers, electronic equipment for Govt., 14th & Coles Sts., Jersey City, N.J.; Emerson Research Laboratories, 701 Lamont St. NW, Washington, D.C. Subsidiaries: Jefferson-Travis Inc., 32 Ross St., Brooklyn, N.Y. (woodworking plant; Louis Abrams, pres.; Jules Frank, v.p.); Plastimold Corp., Attleboro, Mass. (plastic cabinets, etc.; Louis Abrams, pres.; Stanley L. Abrams, treas.; John Stenberg, exec. v.p.; Howard T. Bangs, gen. mgr. at Plastimold); Emerson Radio Export Corp., 14th & Cole Sts., Jersey City (Max Abrams, president; J. Kattan, v.p.); Emerson Quiet Kool Corp., Newark (air conditioners; Stanley L. Abrams, president); Emerson Industrial Products Corp., New York City (institutional sale & lease; Louis Abrams, pres.; M. E. Ornitz, treas.).

**Executives:**

Benjamin Abrams, president.
Max Abrams, secretary-treasurer.
Dorman D. Israel, executive v.p.
Louis G. Pacent Jr., v.p.-engineering & manufacturing.
M. P. Rome, v.p.-govt. contracts.
J. D. Small, v.p.-govt. relations.
E. A. Tracey, v.p.-commercial sales.
H. Tullo, v.p.-purchasing.
A. A. Vogel, v.p. & comptroller.
Dr. Harold Goldberg, v.p. Emerson research lab.
Fred Abrams, asst. to treas.
Harold Bernstein, service mgr.
F. J. Burger, chief radio engineer.
Peter Certo, personnel mgr.
Elias Cohen, chief TV engineer.
George Cohen, director of service sales.
George Forman, director of adv. & sales promotion.
Arnold Henderson, director of sales.
Raymond Herzog, asst. secy.
William Kay, parts dept. mgr.
I. M. Koenigsberg, director of purchasing.
Israel Levine, distribution mgr.
Maurice Levy, director, commercial engineering div.
Samuel Portnoy, gen. traffic mgr.
Martin Richmond, TV-radio production mfg.
Abraham Rosen, ass't. treas.

Government Electronics Division

Dr. Werner Auerbacher, v.p.-engineering & mfg. govt. electronics. div.
Dr. Harold Goldberg, exec.-v.p. Emerson research lab.
Dr. D. P. Burcham, v.p.-operations, Emerson research lab.
George Rappaport, v.p.-sales, government electronics div.

**Washington Representative:** George Rappaport, v.p.-sales, govt. electronics div. 1050 East West Highway, Silver Spring, Md.

**Advertising Agency:** Bobley-Smith Inc.

## GENERAL ELECTRIC CO.

Electronics Park, Syracuse, N.Y.
Telephone: Granite 6-4411.

**Appliance & Television Receiver Div.**
**Appliance Park, Louisville, Ky.**
**Glendale 4-7511**

Charles K. Rieger, v.p.-gen. mgr.

**Television Receiver Department**
**Electronics Park, Syracuse, N.Y.**
**Granite 6-4411**

Herbert Riegelman, general mgr.
Jack S. Beldon, marketing mgr.
Joseph F. Effinger, mgr. sales planning.
Franklin Greene Jr., mgr. manufacturing.
Walter A. Peterson, mgr. finance.
John D. Walter, mgr. materials.
J. Kenneth Ryan, mgr. marketing administration.
Lee Schoenfeldt, mgr. marketing research.
R. Lawrence Howes, mgr. employe relations.
Wesley A. Sager Jr., mgr. credits & collections.

**Advertising Agency:** Young & Rubicam.

**Electronic Components Division**
**Owensboro, Ky.**
**Murray 3-2401**

L. Berkley Davis, gen. mgr.

**Housewares & Radio Receiver Div.**
**Bridgeport, Conn.**
**Edison 4-1012**

(Radios manufactured in Utica, N.Y.)

W. H. Sahloff, v.p., div. gen. mgr.
W. P. Von Behren, gen. mgr., radio receiver dept.
S. M. Fassler, mgr., marketing.
C. S. Semple, mgr., sales.
W. N. Maddox, mgr., mfg.

**Electronic, Atomic & Defense Systems Group**
**New York, N.Y.**

Cramer W. LaPierre, exec. v.p., New York.
Harold A. Strickland Jr., gen. mgr., industrial electronics div., New York.
L. Berkley Davis, gen. mgr., electronic components div., Owensboro, Ky.
Dr. George Haller, gen. mgr. defense electronics div., Syracuse.

**Receiving Tube Department**
**Owensboro, Ky.**
**Murray 3-2401**

I. D. Daniels, gen. mgr.
R. E. Moe, mgr., engineering.
R. E. Lee, mgr., operations research and synthesis.
R. T. Pennoyer, mgr., equipment development operation.
W. L. Gorrell, mgr., Anniston, Ala. plant.
R. M. Duncan, mgr., Owensboro plant.
W. M. Kron, mgr., Tell City plant.
H. P. Schott, mgr., finance.
D. V. Dodson, employe and plant community relations.
R. V. Bontecou, mgr., marketing.

**Power Tube Department**
**Building 267, Schenectady, N.Y.**
**Franklin 4-2211, Ext. 6181**

J. F. McAllister, gen. mgr.
C. M. Young, mgr., engineering.
L. G. Peterson, mgr., finance.
E. F. Russell, mgr., employe and plant community relations.
D. C. Scott, mgr., Schenectady plant.
N. J. Corwin, mgr., Scranton, Pa. plant.
J. W. Nelson Jr., mgr., microwave laboratory, Palo Alto, Cal.
T. L. Miller, mgr., marketing.

**Cathode Ray Tube Department**
**Building 6, Electronics Park, Syracuse, N.Y.**
**Granite 6-4411**

Henry F. DeLong, gen. mgr.
D. J. Sullivan, employe and plant community relations.
L. C. Maier, mgr., engineering.
R. H. Berg, mgr., quality laboratory.
D. A. Love, mgr., finance.
B. A. Kafka, mgr., replacement tube operations.
L. C. Kunz, mgr., marketing.
W. L. Jones, superintendent-mfg.

**Specialty Electronic Components Department**
**W. Genesee St., Auburn, N.Y.**
**Telephone: 3-7321**

C. Graydon Lloyd, gen. mgr.
R. James Biele, mgr., engineering.
Robert W. Trickey, mgr., manufacturing.
Edward A. Malling, mgr., marketing.
Howard M. Rumbaugh, mgr., finance.
John M. Simpson, mgr., employe and community relations.

**Industrial Electronics Division**
**Technical Products Department**
**Building 7, Electronics Park**
**Syracuse, N.Y. Granite 6-4411**

William J. Morlock, gen. mgr.
Mario Alves, mgr., manufacturing.
Frank P. Barnes, mgr., marketing, closed circuit TV.
Paul L. Chamberlin, mgr., marketing, broadcast, military & industrial.
John H. Wall, sales mgr., broadcast equipment.
A. F. Wild, sales mgr., military & industrial.
C. J. Simon, sales mgr., closed circuit TV.
Harold G. Towlson, mgr., engineering.
Marshall E. Minich, mgr., finance.
William G. Urbon, mgr., employe relations.
Raymond E. Baker, counsel.
Joseph P. Kates, patent counsel.

**Semiconductor Products Department**

H. Brainard Fancher, general manager.
James H. Sweeney, manager marketing.
S. R. Tedford, mgr. adv. & sales promotion.
James E. Keister, manager engineering.
Theodore E. Jamro, manager manufacturing.
Frederick W. Gifford, manager finance.
Dale H. Cutler, manager employe & community relations.

**Communication Products Dept.**

Harrison Van Aken Jr., gen. mgr.
Lacy W. Goostree, mgr., marketing.
Britton Saterlee, mgr., community relations.
Bill White, manager, manufacturing.
R. E. Norem, manager finance.
G. H. Floyd, mgr., advertising.
H. N. McNeill, mgr., product service.
H. K. Smith, mgr., marketing administration.
R. L. Casselberry, mgr., product planning.
Kent Worthen, mgr., product planning, microwave.
W. E. Sutter, mgr., sales, microwave.
L. R. Sheeley, mgr., sales, mobile radio.
R. V. Kinney, mgr., military equipment.
E. W. Kenefake, mgr., power line carrier current sales.

**Defense Electronics Division**

Dr. George L. Haller, gen. manager.
Electronics Park,
Syracuse, New York
Granite 6-4411.

**Division's Product Departments**

Heavy Military Electronics Equipment Dept.
John J. Farrell, gen. manager.
Industrial Park,
Syracuse, New York
Granite 6-4411.

Light Military Electronic Equipment Dept.
Herman F. Konig, gen. manager.
French Road,
Utica, New York
Phone: 5-3311

Missile and Ordnance Systems Dept.
George F. Metcalf, gen. manager.
3198 Chestnut Street,
Philadelphia, Pa.
Evergreen 2-7800.

**Other Division Components**

Electronics Laboratory
Dr. John B. Russell, manager.
Electronics Park,
Syracuse, New York.
Granite 6-4411.

Technical Military Planning Operation
Dr. Richard C. Raymond, manager.
Balboa Building, 735 State Street,
Santa Barbara, Cal.
Woodland 5-0551.

## HOFFMAN ELECTRONICS CORP.

3761 S. Hill St., Los Angeles 7, Cal.
Richmond 7-9661.

Plants: Govt. & labs, 3761 S. Hill St., Los Angeles 7, Cal., Richmond 7-9661; 3717 S. Grand Ave., Los Angeles 7, Richmond 7-9661; 335 S. Pasadena Ave., Pasadena, Cal. Ryan 1-9141; TV-radio receivers, 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151. Cabinets, 2034 E. 48th St., Los Angeles, Cal. Ludlow 2-6314. National Fabricated Products div., 2650 W. Belden, Chicago 47, Ill.; Dickens 2-2650. Hoffman Semiconductor div., 930 Pitner Ave., Evanston, Ill.; Davis 8-0800.

**Distributing Branches: Los Angeles**—426 W. College St.; Madison 5-2171; John B. Chadwell, gen. mgr. **Portland, Ore.**—600 S.E. Stark St.; Belmont 4-7223; William J. Merrill, branch mgr.

**Eastern Regional Office:** Cafritz Bldg., Washington 5, D.C. Sterling 3-4658, John R. O'Brien, J. W. Jones.

**Midwestern Regional Office:** Far Hills Bldg., Dayton 2, O. Oxmore 8881. Jack G. Anderson, mgr.

**Executives:**

H. Leslie Hoffman, president.
C. E. Underwood, v.p. & treasurer.
M. E. Paradise, v.p.
I. J. Kaar, v.p. engineering.
Herbert S. Hazeltine, secretary.
Marvin G. Whitney, administrative assistant.
Bruce L. Birchard, mgr. patent dept. & asst. secy.
R. J. Lasher, asst. treas.
E. F. Forslund, asst. secy.
E. A. Tischler, advertising director.

**Consumer Products Division (Receiver Factory)**

John Stevens, director of engineering & manufacturing.
R. Brumme, controller.
Hal Roemer, quality control director.
E. G. Junge, credit mgr.
J. W. Cherrett, purchasing director.
F. J. Vogt, plant mgr.
C. A. Nichols, engineering director.
J. D. Portanova, chief cabinet designer.
B. J. Smillie, cabinet administrative asst.
Jess Ramaker, industrial relations director.

**Consumer Products (Sales & Advertising)**

Paul E. Bryant, v.p. sales.
D. D. Spence, asst. sales mgr. & export mgr.
William Baldwin, national adv. mgr.
Dave Van Winkle, sales promotion mgr.
John Chadwell, sales mgr., sales divisions.

**Laboratories Division**

H. Leslie Hoffman, chairman.
James D. McLean, pres.
C. E. Underwood, v.p.
G. M. Hafner, v.p. & director of mfg.
L. Mendelsohn, v.p., electromechanical dept.
Herbert S. Hazeltine, secy.
B. L. Birchard, asst. secy.
R. J. Lasher, asst. treas.
Jack Kuhner, treas.
E. F. Forslund, asst. secy.
R. A. Maher, chief engineer.
Milton Samuels, asst. controller.
T. C. Clark, director of military sales.
R. A. Gingrich, director of purchasing
J. L. Dooling contract director.
John W. Marshall, west coast sales mgr.
T. S. Hoffman, director of industrial relations.
E. P. Davis, advertising director.
J. Souther, personnel mgr.

**Semiconductor Division**

M. E. Paradise, exec.-v.p.
G. Kneupfer, v.p.-sales.
Dr. M. B. Prince, v.p.-research
D. C. Dickson, v.p.-engineering
R. L. Sigwell, v.p.-manufacturing
J. S. McGee, v.p.-treas.

**Advertising Agency:** Dan B. Minor Co.

**HOTPOINT CO.**

Division of General Electric Co.
5600 W. Taylor St., Chicago 44, Ill.
Mansfield 6-2000.

**Executives:**

John C. Sharp, president & general manager.
Howard Hibshman, marketing mgr., TV receivers.
John E. Clarke, merchandising mgr., TV receivers.

**Advertising Agency:** Needham, Louis and Brorby, Chicago, Ill.

**KENT TELEVISION INC.**

505 Driggs Ave., Brooklyn, N.Y.
Evergreen 8-2272.

Jack Mendelson, general manager.
Benjamin Wax, sales manager.

**MAGNAVOX CO.**

2131 Bueter Road, Ft. Wayne, Ind.
Eastbrook 9721.

**Subsidiaries:** Magnavox Co. of Tennessee, Greeneville, Tenn. (TV-radio-phonos); Sentinel Radio Co., Ft. Wayne, Ind. (TV-radios); Jefferson City. Cabinet Co., Jefferson City, Tenn.

**Executives:**

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Frank Freimann, pres.
Gerard M. Ungaro, v.p.-secy. & gen. counsel.
John S. Sturgeon, v.p. & treasurer.
Leonard F. Cramer, v.p. & gen. mgr., TV-radio-phono div.
Edwin S. Pridham, v.p.
J. A. Robinson, gen. comptroller.
G. D. McClaren, industrial relations director.
David T. Richardson, credit mgr.

**Magnavox-Spartan Division (TV-Radio-Phonos)**

Leonard F. Cramer, v.p. & gen. mgr.
Wm. H. Graham, v.p. & mgr. of Greeneville plant.
R. W. Sanders, chief engineer.
George H. Fezell, merchandising director.
Stewart Roberts, director of sales planning.
Karl H. Carstens, advertising manager.
Russell J. Weber, sales training mgr.
Warren W. Frebel, director of purchases.
Ray J. Yeranko, national service mgr.
Verne Roberts, sales mgr., Spartan division.

**Military and Industrial Divisions**

John J. Slattery, administrator of research & West Coast mgr.
H. B. Allen, exec. asst. to v.p. & director of operations.
Roy R. Weist, traffic mgr.
David W. Martin, mgr. govt. products, sales & administration.
John C. Koonz, mgr. industrial electronic products, sales & administration.
Stanley S. Sondles, asst. secy. & mgr. component sales.
Paul B. Lovegren, sales mgr. speakers & capacitors.
Delmar Karger, new products sales.
Gilbert H. Schmidt, administrative asst. to v.p.
Stanley S. Schneider, director of engineering.
John Dimond, chief engineer, electromagnetic devices.
Robert H. Dreisbach, chief communications & navigation engineer.
C. E. Hoekstra, chief engineer, magnetic devices.
Robert G. Schriefer, chief radar engineer.
Ralph H. Severance, chief engineer, industrial electronic products.
R. T. Norwood, chief mechanical engineer & technical services.
Judson West Jr., chief chemical engineer.
James T. Smith, chief engineer, administration & budgets.
Robert B. Brown, mgr. materials control & procurement.

**Washington Representative:** Frank P. Mulgannon, 815 15th St. NW. Metropolitan 8-6515.

**Advertising Agency:** Maxon Inc., Detroit.

**MATTISON TELEVISION & RADIO CORP.**

10 W. 181st St., New York 53, N.Y.
Cypress 8-1400.
Manufactures "Mattison" and private-label sets.
Richard Mattison, president & treasurer.
**Advertising Agency:** Morris Helfman Assoc.

**MOTOROLA INC.**

4545 Augusta Blvd., Chicago 51, Ill.
Spaulding 2-6500.

**Plants:** Administration, consumer products sales, advertising & engineering, TV and radio receivers, 4545 Augusta Blvd., Chicago 51, Ill.; communications & industrial electronics div., 4501 Augusta Blvd..; national defense (govt. contract dept.), 2710 N. Clybourn Ave., Chicago 51; TV replacement parts, 2553 Edgington St., Franklin Park, Ill.; TV final assembly, 9401 W. Grand Ave., Franklin Park; communications & electronics replacement parts, 589 E. Illinois, Chicago; microwave equipment, parts manufacturing, 1400 N. Cicero Ave., Chicago 51; radio receivers, 1400 N. 30th St., Quincy, Ill.; consumer products research, 1915 N. Lamon Ave., Chicago 51; Motorola Research Lab., 3102 N. 56th St., Phoenix, Ariz.; transistors, semi-conductor products div., Military Bldg., 8201 E. McDowell Rd., Phoenix; Riverside Research Lab, 8330 Indiana, Riverside, Cal.; car radio tuners, 406 Main St., Arcade, N.Y.

**Branches (sales & service):** Motorola-Chicago Co., 650 N. Pulaski Road, Chicago 24; Motorola-Detroit Co., 131 Lyndon Ave., Detroit 27; Motorola Communications & Electronics Inc., 916 N. Kilbourn Ave., Chicago 51.

## TV Set Makers

**Executives:**

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Robert W. Galvin, pres.
Edward R. Taylor, exec. v.p. consumer products.
Elmer H. Wavering, exec. v.p. automotive products.
Daniel E. Noble, exec. v.p. industrial, semiconductors & military electronics.
Walter B. Scott, manufacturing v.p. products divisions.
Frank J. O'Brien, purchasing v.p.
S. R. Herkes, consumer products marketing v.p.
Arthur L. Reese, v.p. & operations mgr.
Edwin P. Vanderwicken, finance v.p. & treas.
Eugene S. Goebel, v.p. for market relations.
Charles E. Green, secy. & corporation counsel.
David H. Kutner, merchandising director.
Virden Scranton, merchandise director, consumer products.
Jack Davis, engineering v.p. for consumer products.
Charles P. Lloyd, TV sales mgr.
Allan G. Williams, gen. sales mgr.
Harold J. McCormick, adv. & sales promotion director.
Wm. S. Wheeler, mgr., Chicago military electronics center.
Richard S. Frazer, asst. to pres.
Allen Center, public relations director.
J. B. Anger, national radio sales manager.
K. Warren Snider, radio-phono product planning mgr.
Thomas P. Golden, market research director.
Hugh Engleman, mgr. of TV adv. & sales promotion.
Garth Heisig, director of TV engineering.
Karl Horn, chief TV engineer.
Peter H. Whelen, mgr. of radio adv. & sales promotion.
Samuel M. Whisler, mgr. customer services.
H. Warren Gieffers, works mgr. for consumer products.
Hans M. Schiff, works mgr. manufacturing & military.
Harold A. Jones, v.p. & mid area sales mgr.; communications & electronics.
Roy H. Olson, communications & electronics engineering director.
Joseph A. Chambers, v.p. Western Area Military Electronics Center.
John T. Hickey, transistor manufacturing mgr., Phoenix.
John F. Byrne, mgr. Riverside lab.

**Advertising Agency:** Leo Burnett Co.

**M-P ENGINEERING CO.**

Fairfield 3, Conn. Amherst 8-2385.
M. Paneyko, gen. sales mgr.

**MUNTZ TV INC.**

TV and hi-fi sets manufactured by Muntz TV, and sold direct to dealers on an exclusive basis.

1000 Grey Ave., Evanston, Ill.
Hollycourt 5-1800; Davis 8-7000.
Wallace Keil, president.
Jack Simberg, v.p.
Daniel J. Domin, treasurer.
C. Wylie Allen, secretary.
Floyd G. Dana, chairman.


unique*

over one hundred leading electronics manufacturers and government agencies know, value and use the unique ability of Howard W. Sams & Co., Inc. to perform special services and to produce special products . . .

Howard W. Sams & Co., Inc.

* See ad inside back cover

2201 East 46th Street, Indianapolis 5, Ind.

# TV Set Makers

### OLYMPIC RADIO & TELEVISION

Division of Siegler Corp.
34-01 38th Ave., Long Island City 1, N.Y.
Exeter 2-5200.

**Subsidiaries:** Olympic Appliances Inc., New York, N.Y.; David Rubinger, pres. Olympic of Chicago Inc.; Arnold Perdock, gen. mgr. Olympic Television of Western New York Inc., Buffalo; Paul B. Hunter, gen. mgr. Olympic Television of Northern California Inc.; Dore Schwab Jr., gen. mgr. Olympic of New Jersey Inc.; Richard B. Dreazon, v.p. Olympic Television of Boston Inc.; D. Schwartz, gen. mgr. Olympic Television of Missouri Inc.; M. Kreiger, gen. mgr.

**Executives:**

Morris Sobin, president & gen. mgr.
Morton M. Schwartz, sales v.p. consumer products.
Abraham Cooper, secretary.
Louis Haber, treasurer.
T. W. Buchter, gen. asst. to president.
Jack Ravdin, special asst. to president.
Benjamin Parzen, v.p. engineering.
Benno Bordiga, v.p. manufacturing.
Wm. Hegyi, v.p. purchasing.
David Gerstein, v.p. govt. & industrial products.
E. Lee Siegmund, chief engineer, consumer products.
Robert S. Burros, adv. & sales promotion mgr.
Milton Auster, director of branch operations.
Stanley Seltzer, field sales mgr.
Sol Listernick, export sales mgr.
Seymour Lipper, sales administration mgr.
Donald Packer, service manager.
Abe Schneiderman, purchasing director.

### PACKARD-BELL ELECTRONICS CORP.

12333 W. Olympic Blvd., Los Angeles 64.
Granite 7-6721.

**Plants:** TV & radio receivers, phonographs, recorders, cabinets, electronic equipment for govt., 12333 W. Olympic Blvd., Los Angeles; hollow core doors & allied products, Bellwood Co. of California, wholly-owned subsidiary, 533 W. Collins, Orange, Cal.; factory service, 1920 S. Figueroa St., Los Angeles.

**Executives:**

H. A. Bell, chairman.
Robert S. Bell, president.
L. R. Day, secretary-treasurer.
W. H. Moore, v.p.-gen. counsel.
R. E. Hogan, director of personnel.
Robert J. Haldeman, asst. treasurer.
J. A. Spies, comptroller.

**Home Products Division**

K. R. Johnson, v.p. in charge.
J. P. Gleis, v.p. manufacturing.
O. K. Paddock, director of engineering.
Robert H. Thompson, sales manager.
Charles Clark, sales mgr., garage door operator.
Wm. T. Reedy, director of adv. & sales promotion.
W. P. Kennedy, director of purchases.
H. W. Davidson, mgr. of material.
J. W. Kelso, director of design.
A. H. Suard, manager cabinet dept.
C. Lombardo, mgr. tool & die dept.
J. W. Van Baren, mgr. production dept.

**Technical Products Division**

Richard B. Leng, vice-president in charge.
A. J. Spriggs, v.p. eastern operations.
Dr. George J. Mueller, director of engineering.
H. L. Vick, chief, sales & contracts administration.
T. G. Eddy, director of manufacturing.
Gen. E. C. Langmead, assoc. director of development.
Arnold O. Babbe, mgr. technical reproductions dept.
William L. Ungar, assistant to v.p.

**Factory Service Division**

C. A. Duffy, vice-president.

**Bellwood Division (a subsidiary)**

J. H. Sawyer, president.
W. L. Bell, vice-president.
S. G. Dugmore, treasurer.

### PACIFIC MERCURY TELEVISION MFG. CORP.

8345 Hayvenhurst Ave., Sepulveda, Cal.
Empire 2-3131.

**Plants:** TV, electronic organs & electronics, 8345 Hayvenhurst Ave., Sepulveda, Cal.; cabinets & woodworking, 14500 Aetna St., Van Nuys, Cal.; electronics, Junge Blvd. and Maiden Lane, Joplin, Mo. Manufactures TV sets for Sears, Roebuck, its part owner.

**Executives:**

Joe Benaron, chairman, pres. & treasurer.
Stanley Cutler, v.p. engineering.
Hiram Johnson, controller.
Thomas M. McAuliffe, production mgr.
Leonard A. Freeman, v.p. Joplin div.
George Brudney, director of industrial relations.
Joel Axe, asst. to pres.-military contracts.
Wm. Morris, director of quality control.
Alan Scharff, director of administration.
**Advertising Agency:** Foote, Cone & Belding, for Thomas Organ Co., subsidiary.

### PHILCO CORP.

Tioga & C Sts., Philadelphia 34, Pa.
Nebraska 4-5100.

**Plants:** Main plant, Tioga & C Sts., Philadelphia; automobile radio & portable TV receivers, Sandusky, O. (Wm. A. McCracken, mgr.); TV & radio cabinets, Watsontown Cabinet Div., Watsontown, Pa. (Fred W. Rombach, gen. mgr.; W. Frazer, works mgr.); cathode-ray & receiving tubes, Lansdale Tube Co., Lansdale, Pa. (Wm. J. Peltz, v.p. & gen. mgr.; Raymond M. Cotter, plant mgr.); refrigerators, freezers & air conditioners, Connersville, Ind., washing machines & dryers, Fairfield, Ia. (Robert Austin gen. mgr.); transistors, diodes & semiconductors, Spring City, Pa. (Wm. J. Peltz, v.p.-gen. mgr.); electronic equipment, Sierra Electronic Corp., Menlo Park, Cal. (Willard Feldscher, v.p.-gen. mgr.). Distributing Branches; New York, Philadelphia, Chicago, Los Angeles.

**Executives:**

James M. Skinner Jr., president.
John M. Otter, exec. v.p. for marketing.
Joseph H. Gillies, exec. v.p. operations.
Larry F. Hardy, exec. v.p. consumer products.
Leslie J. Woods, exec. v.p. research & engineering.
Harold W. Butler, v.p. industrial relations.
Robert F. Herr, vice-president.
Raymond B. George, v.p. sales promotion.
Wilson H. Oelkers, v.p. purchasing.
Frederick D. Ogilby, v.p. marketing.
Henry T. Paiste, v.p. product performance & service.
O. O. Schreiber, vice-president.
David B. Smith, v.p. research.
Philip Dechert, general counsel.
William R. Wilson, treasurer.
Ernst E. Bareuther, controller.
Charles F. Steinruck, secretary.
Robt. M. Jones, public relations director.
Max Enelow, advertising director.
D. L. Brandon, gen. purchasing agent, consumer products.

**TV Division**

Henry E. Bowes, v.p. & gen. mgr.
Palmer M. Craig, v.p. engineering.
Gibson B. Kennedy, sales manager.
John L. Utz, market manager.
Wm. E. Kress, market manager.
Jack Frietsch, sales promotion mgr.
Robert J. Theis, merchandising mgr.

**Home Radio Division**

James J. Shallow, gen. mgr.
Leonard Gross, sales mgr.
John J. Kane, adv. & sales promotion. mgr.

**Automotive Division**

Lionel M. Searle, v.p. & gen. mgr.
Martin F. Shea, v.p. in charge Detroit operations.

**Appliance Division**

Harold W. Schaefer, v.p. & gen. mgr.
John A. Rishel Jr., mgr. refrigerators & freezers.
Jack Cherry, mgr. air conditioners & ranges.
Wm. Shubert, mgr. home laundry dept.
Wm. J. Horn, advertising manager.

**Govt. & Industrial Division**
**4700 Wissahickon Ave.**
**Philadelphia 44, Pa.**
**Tennessee 8-4000.**

Henry F. Argento, v.p. & gen. mgr.
Joseph A. Lagore, v.p. manufacturing.

**Technical Representative Division**

Robert F. Herr, vice-president.

**Dexter Division**

Ward L. Hunt, executive v.p.
Robert Austin, general manager.

**Accessory Division**

Rayford E. Nugent, general manager.

**Electronic Tube & Transistor Division**
**Lansdale, Pa.**

Wm. J. Peltz, vice-president & gen. mgr.
Marshall A. Williams, gen. sales mgr.
C. H. Warshaw, mgr. semiconductor sales.
W. F. Maher, mgr. govt. sales.
J. J. Grabiec, mgr. tube sales.

**Philco Distributors Inc.**

(Philco has own distributorships in New York, Philadelphia, Chicago, Los Angeles.)

John Hawkins, general manager.

**Philco International Corp.**

Harvey Williams, president.
W. R. Wilson, v.p. & treasurer.
F. J. Willard, v.p. sales.
Ovid Riso, v.p. advertising.

**Advertising Agency:** Batten, Barton, Durstine & Osborn, Inc.

### PHILMORE MFG. CO. INC.

113 University Pl., New York, N.Y.
Algonquin 4-3363.

**Executives:**
M. L. Granat, president.
Gary Granat, vice-president.
Murray Granat, treasurer.
Jerry Granat, secretary.
William Lipson chief engineer.
Milton Greenker, purchasing agent.

### PRESCOTT TELEVISION CO.

7352 Beverly Blvd., Los Angeles 36, Cal.
Webster 3-7193.
Manufactures "Prescott" sets.

Morris Prescott.
B. W. Reagan.

### RADIO CORPORATION OF AMERICA

Front & Cooper Sts., Camden, N.J.
Woodlawn 3-8000.

**Plants:** Govt. & communications equipment, broadcasting, theatre, sound & industrial equipment, Bizmac equipment, TV apparatus, electronic components, Camden; TV receivers, records & receiving tubes, Indianapolis; TV receivers, Bloomington, Ind.; radios & "Victrola" phonographs, Canonsburg, Pa.; miniature tubes, Cincinnati; motion picture projectors, Detroit; receiving tubes & microwave tubes, Harrison, N.J.; recording studio & records, Hollywood, Cal.; color kinescope, power, TV camera & special purpose tubes, Lancaster, Pa.; Govt. & commercial radar equipment, Los Angeles; CR tubes & luminescent powder, Marion, Ind.; recording studios, marine & aircraft radio communications & navigation equipment, New York City; TV cabinets, Monticello, Ind.; special govt. apparatus, Moorestown, N.J.; record players, tape recorders, high-fidelity instruments, Cambridge, O.; electronic component parts, Findley, O.; phonograph records, Rockaway, N.J.; tubes, Woodbridge, N.J.; semiconductors, Somerville, N.J.

**Consumer Products**

**Robert A. Seidel, executive v.p.**

**RCA Victor Television Div.**

James M. Toney, v.p. & general manager.
G. K. Bryant, marketing manager.
John B. Davidson, purchasing agent.
Joseph P. Bannon, general sales manager.
D. D. Cole, chief engineer.
W. E. Albright, production manager.
A. B. Mills, manager of merchandise.
F. R. Demmerly, controller.
J. M. Williams, adv. & sales promotion mgr.
H. M. Rundle, mgr. product development.
P. R. Slaninka, mgr. personnel.

**RCA Victor Radio & "Victrola" Div.**

Raymond W. Saxon, v.p. & gen. mgr.
Louis J. Collins, gen. sales manager.
Orlo D. Center, controller.
J. L. Franke, chief engineer.
Thomas S. Weeks, mgr. production dept.
A. R. Baggs, mgr. merchandising.
W. S. Strout, purchasing agent.

**RCA Victor Record Div.**

G. R. Marek, v.p. & general manager.
James Davis, mgr. record operations dept.
W. W. Bullock, mgr. record albums dept.
J. Y. Burgess, mgr. single records dept.
A. L. McClay, general plant manager.
Emmett B. Dunn, manager custom records.
R. Bradel, purchasing agent.
W. I. Alexander, advertising manager.
H. A. Kelleher, controller.
S. H. Sholes, mgr. popular artist & repertoire.
A. Kayes, mgr. red seal artist & repertoire.

**Sales & Services**

**Charles M. Odorizzi, executive v.p.**

**RCA Service Co. Inc.**

E. C. Cahill, president.
D. R. Creato, v.p., secy. & gen. counsel.
G. W. Pfister, v.p., consumer products service.
W. J. Zaun, quality control manager.
J. F. Murray, personnel manager.
D. H. Kunsman, v.p. & operations mgr.
W. L. Jones, v.p. technical products service dept.
A. L. Spaeth, purchasing agent, consumer products service.
R. N. Baggs, v.p. & gen. sales mgr.
A. L. Conrad, v.p., govt. service.
S. D. Heller, v.p., missile test project.
E. H. Griffiths, treas. & controller.
A. Fischer, mgr. technical products sales and merchandising.
C. E. Johnson, manager operations, technical products service dept.
R. L. Shoemaker, manager commercial service.
H. A. Poole, advertising & sales promotion manager consumer products.

**RCA Victor Distributing Corp.**

Offices in Chicago, Detroit, Buffalo, Kansas City, Davenport, Ia., Los Angeles & Wichita.

W. M. Norton, president.
J. A. Curl, v.p. operations control & secretary-treasurer.
C. A. Malin, v.p., Los Angeles branch.
N. A. Corbett, v.p., Detroit branch.
E. L. Dodelin, v.p., Chicago branch.
A. W. Sayers, v.p., Buffalo branch.
E. E. Hart, v.p., Kansas City branch.
L. A. Baumgartner, v.p., Davenport
G. H. Bahl, mgr., Wichita branch.

**Defense Electronic Products**

Elmer W. Engstrom, senior exec. v.p.
A. L. Malcarney, executive v.p.
Dr. C. B. Jolliffe, v.p. & technical director.
T. W. Massoth, mgr. operations control.
J. M. Hertzberg, v.p., defense marketing.
R. H. Holmes, mgr. contracts.
W. E. Lloyd, controller.
N. J. Cappello, mgr. personnel.
W. L. Richardson, mgr., defense plans and programs.
M. C. Batsel, chief technical administrator.
C. A. Gunther, chief defense engineer, defense engineering dept.
S. N. Lev, mgr., defense production dept.
A. N. Curtiss, mgr., west coast electronic products dept.
H. R. Wege, mgr., missile & surface radar dept.
W. B. Kirkpatrick, mgr., airborne systems dept.
S. W. Cochran, mgr., surface communications dept.
F. L. Ankenbrandt, mgr. defense projects.

**Industrial Electronic Products**

T. A. Smith, exec. v.p.
T. H. Mitchell, pres., RCA Communications Inc., gen. mgr., telecommunications div.
A. R. Hopkins, mgr. industrial electronic marketing dept.
G. H. Brown, chief engineer.
H. R. Swartz, mgr., production dept.
W. R. Fitzpatrick, mgr. personnel.
J. J. Graham, controller.
Edwin C. Tracy, mgr., broadcast & TV equipment dept.
C. M. Lewis, mgr., communication products dept.
H. M. Emlein, mgr., theatre & industrial products dept.
L. F. Jones, mgr. Bizmac marketing.

**Electronic Components**
**W. W. Watts, exec. v.p.**
**Electron Tube Division**

Douglas Y. Smith, v.p. & gen. mgr.
W. H. Painter, mgr., administration.
P. W. Hofmann, controller.
J. B. Farese, mgr., entertainment tube products.
G. R. Shaw, chief engineer.
T. J. Scanlon, purchasing agent.
L. A. Kameen, mgr., personnel.
L. S. Thees, gen. commercial mgr.
L. F. Holleran, mgr., distributor products.
C. E. Burnett, mgr., industrial tube products.
H. R. Seelen, mgr., kinescope operations.
H. S. Stamm, mgr., adv. & sales promotion.
C. W. Taylor, mgr., market planning, kinescopes.
H. F. Bersche, mgr., merchandising.
K. G. Bucklin, mgr., receiving tube engineering.
G. C. Brewster, mgr., administration & controls.
M. J. Carroll, mgr., marketing-entertainment tube products.
H. A. DeMooy, mgr., manufacturing, receiving tube operations.
E. M. Wood, mgr., manufacturing industrial tube products.
G. G. Griffin, mgr., merchandising coordination.
J. J. Kearney, mgr., merchandising, parts & equipment.
M. Markell, mgr. industrial sales, industrial tube products.
G. W. Duckworth, mgr., marketing, industrial tube products.

# TV Set Makers

J. T. Wilson, mgr., contract administration.
H. C. Vance, mgr., sales engineering, distributor sales.
K. B. Shaffer, mgr., field sales, distributor sales products.
V. C. Houck, adm., marketing planning—microwaves.
H. S. Gwynne, adm., commercial coordination.
D. S. Branigan, mgr., distributor sales.

**Semiconductor Division**

Alan M. Glover, gen. mgr.
F. R. Buchanan, controller.
L. Malter, chief engineer.
N. H. Green, mgr., general quality control.
F. F. Neuner, mgr., marketing dept.
J. S. Gifford, mgr., planning.
T. R. Hays, mgr. sales dept.
R. D. Wick, mgr. government sales.
R. E. Koehler, mgr., production dept.
D. H. Wamsley, mgr., engineering dept.
J. M. Spooner, plant mgr.
J. A. Haimes, mgr., promotion.

**Components Division**

William T. Warrender, general manager.
H. M. Miller, controller.
C. E. Sharp, mgr., personnel.
B. V. Dale, chief eng'r.

**Advertising Agency:** Grey Advertising, Al Paul Lefton Co. Inc., Kenyon & Eckhardt Inc.

## EIA Estimates of

# Shipments of TV Receivers to Dealers by States 1946-1957 †

| | Cumulative 1946-57 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|---|---|---|
| Ala. | 686,058 | 32,167 | 41,938 | 75,311 | 96,592 | 108,829 | 129,423 | 107,710 | 87,236 |
| Ariz. | 250,063 | 9,129 | 12,561 | 25,141 | 38,992 | 34,985 | 39,014 | 47,850 | 39,265 |
| Ark. | 388,897 | 7,633 | 8,681 | 16,394 | 50,777 | 92,192 | 83,882 | 70,195 | 54,958 |
| Cal. | 4,980,955 | 685,389 | 437,172 | 577,186 | 514,512 | 517,935 | 621,811 | 641,663 | 587,562 |
| Colo. | 396,269 | 6 | 64 | 98,216 | 71,456 | 59,352 | 54,401 | 58,502 | 51,983 |
| Conn. | 954,214 | 136,523 | 122,815 | 126,876 | 94,124 | 95,560 | 106,108 | 113,669 | 98,851 |
| Del. | 160,007 | 27,227 | 15,796 | 19,756 | 15,685 | 15,960 | 17,425 | 18,274 | 15,463 |
| D. C. | 542,025 | 95,756 | 59,561 | 60,989 | 52,225 | 47,895 | 64,459 | 60,673 | 65,719 |
| Fla. | 1,276,472 | 41,266 | 51,305 | 97,232 | 137,402 | 216,286 | 257,677 | 238,140 | 226,472 |
| Ga. | 997,222 | 84,931 | 65,828 | 109,508 | 118,731 | 160,606 | 165,995 | 147,751 | 124,312 |
| Ida. | 150,806 | 53 | 52 | 1,452 | 26,301 | 41,679 | 32,861 | 28,093 | 19,557 |
| Ill. | 3,676,550 | 582,956 | 350,643 | 348,412 | 426,867 | 439,127 | 415,332 | 394,985 | 378,486 |
| Ind. | 1,571,341 | 163,967 | 160,176 | 220,355 | 229,601 | 216,884 | 202,427 | 179,985 | 159,467 |
| Iowa | 839,093 | 52,348 | 85,702 | 106,571 | 160,581 | 157,285 | 112,875 | 86,186 | 74,915 |
| Kan. | 558,658 | 19,970 | 24,513 | 38,916 | 104,642 | 119,186 | 95,875 | 79,620 | 72,940 |
| Ky. | 765,464 | 72,983 | 61,284 | 83,254 | 90,992 | 94,038 | 123,589 | 111,830 | 102,640 |
| La. | 785,807 | 39,975 | 27,715 | 65,048 | 103,197 | 146,149 | 153,767 | 126,667 | 114,209 |
| Me. | 303,788 | 5,019 | 5,019 | 11,022 | 60,574 | 92,954 | 51,646 | 42,537 | 33,308 |
| Md. | 917,706 | 154,007 | 95,492 | 109,389 | 79,219 | 85,703 | 101,677 | 97,210 | 87,016 |
| Mass. | 2,050,361 | 399,016 | 231,755 | 244,688 | 196,152 | 190,475 | 209,843 | 202,488 | 189,967 |
| Mich. | 2,516,664 | 392,143 | 281,515 | 262,525 | 264,703 | 295,771 | 311,032 | 282,579 | 240,740 |
| Minn. | 910,292 | 106,223 | 78,094 | 88,608 | 127,025 | 145,082 | 128,170 | 110,791 | 98,169 |
| Miss. | 333,340 | 4,580 | 6,525 | 24,460 | 48,043 | 59,239 | 70,718 | 64,692 | 50,979 |
| Mo. | 1,429,816 | 194,280 | 151,188 | 161,736 | 164,465 | 204,599 | 197,310 | 164,533 | 149,312 |
| Mont. | 123,805 | 0 | 123 | 193 | 11,652 | 26,588 | 23,357 | 29,469 | 31,583 |
| Neb. | 456,501 | 36,501 | 45,301 | 52,862 | 63,954 | 75,443 | 68,091 | 59,249 | 50,285 |
| Nev. | 54,924 | 106 | 122 | 111 | 11,483 | 8,596 | 9,620 | 13,580 | 11,064 |
| N. H. | 186,691 | 14,429 | 15,848 | 22,706 | 22,396 | 34,876 | 27,706 | 21,045 | 17,098 |
| N. J. | 2,349,720 | 411,175 | 237,151 | 242,864 | 180,112 | 202,155 | 230,692 | 233,040 | 221,135 |
| N. M. | 140,038 | 5,117 | 4,225 | 9,425 | 21,875 | 24,487 | 24,466 | 25,344 | 23,460 |
| N. Y. | 6,939,845 | 1,235,768 | 776,419 | 736,956 | 595,293 | 653,852 | 678,187 | 778,806 | 728,552 |
| N. C. | 1,024,689 | 46,806 | 80,158 | 122,685 | 123,703 | 176,317 | 193,982 | 150,102 | 125,518 |
| N. D. | 137,432 | 0 | 42 | 338 | 20,698 | 34,658 | 29,233 | 28,240 | 23,213 |
| Ohio | 3,736,894 | 678,641 | 475,043 | 462,010 | 381,204 | 856,009 | 395,395 | 392,310 | 356,211 |
| Okla. | 683,445 | 39,841 | 45,717 | 101,056 | 114,426 | 102,161 | 105,754 | 90,937 | 74,205 |
| Ore. | 450,577 | 4 | 40 | 44,413 | 86,691 | 84,913 | 89,198 | 81,729 | 61,147 |
| Penn. | 4,333,238 | 709,958 | 540,489 | 531,021 | 548,845 | 465,785 | 483,391 | 492,842 | 444,148 |
| R. I. | 336,855 | 70,416 | 38,241 | 37,508 | 27,399 | 24,356 | 36,442 | 37,480 | 33,052 |
| S. C. | 437,043 | 9,135 | 18,349 | 30,781 | 65,670 | 99,891 | 98,820 | 64,736 | 48,019 |
| S. D. | 132,110 | 131 | 922 | 1,574 | 21,071 | 24,409 | 30,875 | 27,746 | 24,336 |
| Tenn. | 846,640 | 61,308 | 47,918 | 77,596 | 114,355 | 152,683 | 150,060 | 129,471 | 105,335 |
| Tex. | 2,460,457 | 152,198 | 123,952 | 290,941 | 378,958 | 379,646 | 400,640 | 365,849 | 327,724 |
| Utah. | 241,529 | 23,149 | 22,673 | 38,554 | 38,683 | 27,850 | 28,982 | 29,074 | 27,249 |
| Vt. | 106,151 | 2,245 | 3,062 | 7,311 | 12,511 | 26,324 | 23,070 | 17,838 | 12,621 |
| Va. | 931,848 | 83,308 | 71,920 | 112,652 | 128,776 | 122,330 | 138,334 | 130,674 | 106,344 |
| Wash. | 824,125 | 38,785 | 55,412 | 111,379 | 145,944 | 126,418 | 124,845 | 110,809 | 95,742 |
| W. Va. | 529,639 | 21,988 | 30,331 | 68,656 | 90,230 | 80,735 | 82,967 | 79,961 | 68,978 |
| Wis. | 1,141,031 | 119,416 | 86,614 | 95,361 | 173,710 | 191,612 | 168,040 | 134,210 | 114,312 |
| Wyo. | 46,744 | 28 | 77 | 2,507 | 4,058 | 8,088 | 7,786 | 9,562 | 14,185 |
| **Total** | 54,178,472 | 7,068,000 | 5,095,563 | 6,174,505 | 6,656,555 | 7,161,362 | 7,397,250 | 7,010,722 | 6,269,042 |
| Alaska | 21,043 | ..... | ..... | ..... | ..... | 3,166 | 7,490 | 4,494 | 3,563 |
| Hawaii | 99,243 | ..... | ..... | ..... | ..... | 10,243 | 17,238 | 13,240 | 13,214 |
| **Grand Total** | 54,292,804 | | | | | 7,174,771 | 7,421,978 | 7,028,456 | 6,285,819 |

† Not compiled yearly prior to 1950. Cumulative data from 1946-49 based on Census Bureau reports.

# TV Set Makers

**ROKAVILLE CO.**

Electronics Division
2064 S. Bannock, Denver 23, Colo.
Pearl 3-4251.

R. L. Pierzina, owner.
Dr. Richard C. Webb, research director.

**SEMCO ELECTRONICS CO.**

8407 S. Hoover St., Los Angeles, Cal.
Pleasant 2-7657.

Manufactures Semco remote control TV sets & remote controls.
George A. Korkos, owner.

**SENTINEL RADIO CO.**

Division of Magnavox Co.
2131 Bueter Rd., Fort Wayne, Ind.
Eastbrook 9721.
Frank Freimann, president.
Leonard F. Cramer, v.p. & gen. mgr., TV-radio-phono div.
Verne Roberts, national sales mgr.
**Advertising Agency:** Rothbardt & Haas, Chicago.

**EUGENE SINGER ELECTRONICS CO.**

Closed-Circuit TV Division
5397 Poplar Blvd., Los Angeles 32, Cal.
Capitol 5-5705.

1747 Greenbay Rd., Highland Park, Ill.
Idlewood 2-5250.

Projection TV for institutions, theatres, etc.; "Picture on the Wall" TV for schools. Closed-circuit sales and rentals.

Eugene Singer, president.
E. E. Reed, general sales manager.
D. Jubelier, production & purchasing.

**SETCHELL CARLSON INC.**

New Brighton, St. Paul 12, Minn.
Melrose 3-3131.

**Executives:**

B. T. Setchell, president & chief electrical engineer.
D. C. Carlson, secy.-treas. & chief mechanical engineer.
A. P. Chermak, v.p. & office manager.
Harold E. Tyler, general manager.
Fred Melius, field engineer.
W. C. McKnight, advertising mgr.
R. G. Chermak, sales manager, midwest.
D. E. Bursell, sales manager, northwest.

**SONORA RADIO & TV CORP.**

2023 W. Carroll Ave., Chicago 12, Ill.
HA 1-6330. T. F. Kelly, pres.; L. H. Solomon, sales mgr.

**SYLVANIA ELECTRIC PRODUCTS INC.**

1740 Broadway, New York 19, N.Y.
Judson 6-2424.

**Plants:** TV & radio sets, record players, Batavia, N.Y.; receiving tubes, Altoona, Pa.; Brookville, Pa.; Burlington, Ia.; Dubois, Pa.; Emporium, Pa.; Houtzdale, Pa.; Mill Hall, Pa.; Montoursville, Pa.; Shawnee, Okla.; Williamsport, Pa.; picture tubes, Fullerton, Cal.; Ottawa, O.; Seneca Falls, N.Y.; lighting products, Danvers & Ipswich, Mass.; Montoursville & St. Marys, Pa.; Salem, Mass.; Waldoboro, Me.; Wheeling, W. Va.; Winchester, Ky.; metallic and plastic parts, Cleveland, O.; Naugatuck, Conn.; Nelsonville, O.; Titusville, Warren & York, Pa.; metallurgical - chemical materials, Towanda & Troy, N.Y.; electronic systems and equipment, Buffalo, N.Y.; Mountain View, Cal.; Waltham, Mass., Williamsport, Pa.; semiconductor devices, Hillsboro, N. H.; Woburn, Mass.; special tubes, Williamsport, Pa.; Woburn, Mass.; cameras and photographic equipment, Ann Arbor, Mich.

**Subsidiary Corporations:** Argus Cameras of Canada, Ltd., Toronto, Ont.; Sylvania Electric (Canada), Ltd., Montreal; Produtos Eletricos de Mica, Ltda., Rio de Janeiro, Brazil; Semsa Electronica, S.A., Monterrey, Mexico; Sylvania Electric of Puerto Rico, Inc., Santurce, P. R.; Sylvania International Corp., Coire, Switzerland; Sylvania Sales Corp., New York, N.Y.; Victor H. Meyer Distributing Corp., New York, N.Y.

**Executives:**

Don G. Mitchell, chairman & president.
Matthew D. Burns., senior v.p., pres., electronic tubes operations.
Bennett S. Ellefson, senior v.p., engineering and research.
Curtis A. Haines, v.p., facilities planning.
W. Benton Harrison, senior v.p., finance.
Frank J. Healy, senior v.p., pres., lighting operations.
Robert E. Lewis, senior v.p., asst. to the pres. & pres. of Argus Cameras Div.
Marion E. Pettegrew, senior v.p., operations TV-radio, chemical & metallurgy parts operations.
Howard L. Richard, senior v.p., electronics operations.
Barton K. Wickstrum, senior v.p., marketing.
Arthur L. B. Richardson, gen. counsel & secy.
George W. Griffin Jr., v.p., public relations.
Cole H. Pilcher, v.p., industrial relations.
Terry P. Cunningham, director of advertising.
Donald W. Gunn, gen. sales mgr., electronic products.
Bernard O. Holsinger, director of sales promotion.
Wm. C. Hall, mgr., credits & collections.

**Radio & Television Division**
**700 Ellicott St., Batavia, N.Y.**
**Batavia 3470.**

Marion E. Pettegrew, v.p. & gen. mgr.
Robert L. Shaw, gen. sales mgr.
Peter J. Grant, mgr. marketing services.
Harley T. Litteral, special accounts mgr.
E. W. Merriam, customer service.
Ramon J. Hartung, controller.
Leonard G. Taggart, chief purchasing agent.
John H. Riddel, merchandise planning mgr.
George T. Stewart, national sales mgr.
Charles R. Lunney, advertising mgr.
Robert Thalner, chief engineer.
John E. Lau, sales promotion mgr.

**Radio Tube Division**
**Emporium, Pa.**
**Telephone: 301.**

Walter A. Weiss, gen. mgr.
H. A. Ehlers, gen. manufacturing mgr.
R. P. Clausen, chief engineer.
J. M. Parish, purchasing agent.
D. W. Gunn, gen. sales mgr. (N.Y.).
W. O. Spink, equipment sales mgr. (N.Y.).
H. H. Rainier, renewal sales mgr. (N.Y.).

**TV Picture Tube Division**
**Seneca Falls, N.Y.**
**Telephone: 970.**

W. H. Lamb, gen. mgr.
R. K. Gessford, chief engineer.
Glen W. Victory, purchasing agent.
D. W. Gunn, general sales mgr. (N.Y.).
W. O. Spink, equipment sales mgr. (N.Y.).
H. H. Rainier, renewal sales mgr. (N.Y.).

**Lighting Division**
**60 Boston St., Salem, Mass.**
**Telephone: 4500.**

Henry F. Callahan, gen. mgr.

**Parts Division**
**12 Second Ave., Warren, Pa.**
**Telephone: 3220**

Merle W. Kremer, gen. mgr.
P. M. Pritchard, gen. sales mgr.
R. F. Marlin, purchasing agent.

**Semiconductor Division**
**100 Sylvan Rd., Woburn, Mass.**
**Telephone: 2-3500.**

Charles W. Hosterman, gen. mgr.
Michael Balog, gen. manufacturing mgr.
E. H. Ulm, general sales mgr.
Dr. Herbert Bandes, chief engineer.
J. A. Taylor, purchasing agent.

**Special Tube Operations**
**100 Sylvan Rd., Woburn, Mass.**
**Telephone: 2-3500**

Norman L. Harvey, mgr.
M. R. Yeiter, sales mgr.

**Chemical & Metallurgy Division**
**Towanda, Pa.**
**Telephone: 640**

Marion E. Pettegrew, v.p.
Gerald L. Moran, gen. mgr.
Robert Beatty, sales mgr.
T. R. Coyle, purchasing agent.

**Electronic Systems Division**
**Waltham, Mass.**
**Twinbrook 3-9200.**

Henry Lehne, gen. mgr.
James H. Brewster, general sales mgr.

**Argus Cameras Division**
**Ann Arbor, Mich.**
**Normandy 2-6511.**

J. H. Detweiler, v.p., administration.
Dudley J. Scholten, v.p., & director of sales and advertising.

**International Sales Division**
**1740 Broadway, New York 19, N.Y.**
**Judson 6-2424.**

Karel van Gessel, managing director.

**Scientific Research Laboratories**
**Bayside, N.Y.**
**Bayside 3-5000.**

Dr. R. M. Bowie, director of research.
Dr. R. G. E. Hutter, mgr., physics labs.
Dr. Leslie L. Seigle, mgr., metallurgy labs.
D. J. Bracco, mgr., chemistry lab.

**Government Relations**
**734 15th St., N.W., Washington, D.C.**
**Republic 7-7733.**

Arthur L. Milk, v.p.
**Advertising Agency:** J. Walter Thompson

**TECH-MASTER CORP.**

75 Front St., Brooklyn 1, N. Y.
Ulster 5-3535.

Manufactures TV receivers. Also manufactures wired custom TV chassis, TV receiver kits, high-fidelity audio kits & wired components, components, FM tuners, AM/FM tuners, radio sets.

L. Lazoff, president.
Paul H. Witte, sales manager.
**Advertising Agency:** Schappe-Wilker.

**TELEQUIP RADIO CO.**

2559 W. 21st St., Chicago 8, Ill.
Bishop 7-3841.

Manufactures own & private label sets.
E. E. Arkin, president.
E. B. Paul, secretary.
W. Kosek, purchasing agent.
Carl Larson, chief engineer.

**TRANSVISION INC.**

New Rochelle, N. Y.
Telephone: 6-6000.

Manufactures TV classroom receivers and TV kits.

Herbert Suesholtz, president.
**Advertising Agency:** H. J Gold Co.

**TRAV-LER RADIO CORP.**

571 W. Jackson Blvd., Chicago 6, Ill.
Harrison 7-9151.

**Executives:**

Joe Friedman, president.
I. Edelstein, vice-president.
Ellis Friedman, production v.p.
Harold J. Schulman, asst. to president.
R. E. Strand, director of purchases.
H. Feldman, service manager.
Edwin G. May, gen. sales mgr.
Eugene Harralo, chief TV engineer.
R. J. O'Brien, chief radio-phono engr.
Henry Freer, credit manager.
Robert J. Cohen, adv. mgr.
**Advertising Agency:** Jones-Frankel, Chicago.

**WARWICK MANUFACTURING CORP.**

7300 N. Lehigh Ave., Chicago 31, Ill.
Spring 4-6400.
Plant also in Zion, Ill.

Makes "Silvertone" for Sears Roebuck & Co.

Lester J. Neuman, pres.
Edwin B. Hassler, director of engineering.
Charles N. Hoffman, director of sales.
Edward S. White, dir., research-development.
J. Kajander, director of industrial relations.
J. Doody, director of finance.


unique*

over one hundred leading electronics manufacturers and government agencies know, value and use the unique ability of Howard W. Sams & Co., Inc. to perform special services and to produce special products . . .

Howard W. Sams & Co., Inc.

2201 East 46th Street, Indianapolis 5, Ind.

* See ad inside back cover

**WELLS-GARDNER & CO.**

2701 N. Kildare Ave., Chicago 39, Ill.
Albany 2-8220.

Manufactures private label sets only.

**Executives:**
G. M. Gardner, chairman.
Robert S. Alexander, pres. & gen. mgr.
Grant Gardner, sales vice-president.
A. S. Wells Jr., manufacturing v.p.
W. V. Bennett, treasurer.
Frank J. Balasa, secy. & asst. treas.
G. T. Bennett, chief engineer.
J. E. Ruder, purchasing agent.
N. Schumacher, service manager.
E. E. Unger, quality control.

**WESTINGHOUSE ELECTRIC CORP.**

TV-Radio Div., Route 27, Metuchen, N. J.
Telephone: Liberty 8-5000.

**General Executives, Pittsburgh:**
Gwilym A. Price, chairman.
L. E. Osborne, vice-chairman.
Mark W. Cresap Jr., pres.
E. V. Huggins, v.p. & chairman exec. committee.
John K. Hodnett, exec. v.p.
J. H. Jewell, v.p. marketing.
Donald C. Burnham, v.p. manufacturing.
Chris Witting Jr., v.p. consumer prod.
L. E. Lynde, v.p. defense products.
John W. Craig, v.p.-gen. mgr. electric appliances.
G. G. Main, v.p.-finance & treas.
Carlisle P. Myers, secy. & gen. counsel.
Franics E. Dalton, controller.

**Executives, TV-Radio Div., Metuchen:**
E. J. Kelly, general manager.
Gilbert C. Larson, asst. general manager.
Thomas B. Kalbfus, general sales manager.
P. Dusinberre, manufacturing manager.
R. A. Schieber, works manager.
V. J. Curry, sales administration manager.
R. M. Fichter, TV sales mgr.
Russell W. Johnson, advertising mgr.
Norman S. Kornetz, engineering mgr.
Kenneth H. Brown, service manager.
L. W. Tomlinson, purchasing agent.
M. N. Cinelli, quality control mgr.
Wm. H. Entzy, mgr. of production control.
Seymour Silverman, design manager.
R. J. Muehlig, industrial relations mgr.
C. J. Urban, radio sales mgr.
E. D. Smithers, radio merchandise mgr.
R. H. G. Mathews, hi-fi sales mgr.
J. Rindner, market planning mgr.

**ZENITH RADIO CORP.**

6001 Dickens Ave., Chicago 39, Ill.
Berkshire 7-7500.

**Executives:**
E. F. McDonald Jr., president & gen. mgr.
Hugh Robertson, executive v.p.
L. C. Truesdell, v.p. & director of sales.
S. Kaplan, vice-president & treas.
G. E. Gustafson, engineering v.p.
Donald MacGregor, production v.p.
J. E. Anderson, purchasing v.p.
Dr. Alexander Ellett, research v.p.
Erik Isgrig, advertising v.p.
Joseph S. Wright, v.p. & general counsel.
Clifford J. Hunt, v.p. distribution.
W. N. Brown, v.p. hearing aid division.
Frank W. Crotty, v.p.-patents.
John A. Miguel, v.p.-export.
Karl E. Hassel, secy. & asst. v.p.
J. E. Brown, assistant v.p.
J. Kuhajek, asst. treas. & asst. secy.
H. M. Chesser, assistant secy.
J. M. Ferren, v.p., industrial relations.
Ted Leitzell, public relations director.
Pieter E. vanBeek, asst. to pres.—Phonevision.
Joseph Ptacin, sales promotion manager.
Philip J. Wood, radio-phono sales mgr.

## Canada

**ADDISON INDUSTRIES LTD.**

9 Hanna Ave., Toronto 3, Ont.
Empire 3-6692.

Manufactures under Motorola license.

William J. Addison, president.
Richard J. M. Allan, exec. v.p.
Wilfred R. Binch, vice-president.
E. R. Mitchell, gen. mgr.
G. H. Weston, secy. treas.

Distributor: Addisons Ltd., Offices in Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver, H. B. Baskin, gen. merchandising mgr.; J. M. Fidler, field sales mgr.; G. W. Gilchrist, operations mgr.; W. F. Richards, field service mgr.

Advertising Agency: W. A. McCracken Ltd.

**CANADIAN ADMIRAL CORP. LTD.**

501 Lake Shore Rd., Port Credit, Ont.
Crescent 8-5561.

Sales Branches: Toronto, Montreal, Quebec City, London, Vancouver, Calgary, Ottawa, Halifax, Winnipeg.

**Executives:**
Stuart D. Brownlee, executive v.p.
John M. Godfrey, secretary.
Edwin Whittaker, v.p. & gen. sales mgr.
Denis J. Olorenshaw, advertising mgr.
Charles Sowdon, purchasing agent.
W. F. Miller, chief engineer.
Gerald Clarke, comptroller.
A. Tyler, factory superintendent.
William Tozer, national service mgr.

Advertising Agency: Locke Johnson Co.

**CANADIAN GENERAL ELECTRIC CO. LTD.**

214 King St. West, Toronto 1, Ont.
Empire 6-7311.

**Executives, TV-radio:**
W. F. Wansbrough, general manager, appliances & TV receiver dept.
C. L. Bixby, manager marketing.
P. Humeniuk, mgr. mfg. & engineering.
G. K. Free, manager finance.
H. G. Mitchell, mgr. product planning.
W. H. Meyer, manager product service.
K. C. Hartwell, manager sales.
I. Stafford, mgr. employee & community relations.
D. G. Mackenzie, manager advertising.

Advertising Agency: Maclaren Advertising.

**CANADIAN MARCONI CO.**

2442 Trenton Ave., Montreal 16, Que.
Regent 8-9441.

Sales Branches: Toronto, Vancouver, Halifax, Winnipeg, Calgary & St. John's, Nfld.

**Executives:**
S. M. Finlayson, president.
W. H. Hopkins, asst. gen. mgr.-secy.
A. G. McCaughey, comptroller & treas.
J. M. Young, mgr. patents & external relations.
R. E. Foreman, marine manager.
C. P. McNamara, commercial prod. mgr.
J. A. Hammond, C.P.D. sales mgr.
C. W. Perry, mgr. administration services.
R. Letts, industrial relations manager.
H. A. Rice, magnetron plant gen. mgr.
L. M. Daley, bcstg. & TV receiver mgr.
R. MacLeod, manager special services.
S. Slinger, mgr. of electronic tube & components (Toronto).
L. T. Bird, United Kingdom representative.
R. E. Misener, broadcasting manager.

**CANADIAN WESTINGHOUSE CO. LTD.**

Hamilton, Ont.
Jackson 8-3461.
Plant at Brantford, Ont.
Brantford 3-4101.

**Executives:**
George L. Wilcox, president.
J. D. Campbell, v.p.-gen. mgr., consumer products.
S. P. Burden, marketing mgr.
E. Olson, engineering mgr.
D. N. McLeod, plant mgr.
J. W. Dundass, purchasing agent, control.

**CHISHOLM INDUSTRIES LTD.**

Electronic Ave., Port Moody, B. C.
Port Moody 320.

Manufactures "Chisholm" sets, TV-radio & electronic equipment

E. Chisholm, president.
E. Robson, chief engineer, electronics.
I. E. Schreiner, purchasing agent.
W. R. Packman, sales promotion.

**DOMINION ELECTROHOME INDUSTRIES**

39 Edward St., Kitchener, Ont.
Sherwood 3-0271.

Manufactures "Electrohome" TV & radio sets.

**Executives:**
C. A. Pollock, president.
W. N. Hemphill, gen. purchasing agent.
W. E. Curry, manager TV-radio division.
D. H. Johnston, engineering mgr. of TV-radio div.
Mrs. F. D. Hurtubise, purchasing agent, TV-radio div.
S. Englert, mgr. motor & metal products div.
F. A. O. Banks, mgr. technical products div.
C. Allgeier, mgr. furniture division.

Advertising Agency: Vickers & Benson Ltd., Toronto, Ont.

**ELECTRICAL PRODUCTS MFG. CO. LTD.**

5785 Pare St., Montreal 9, Que.
RI 8-8761.

Manufacturer of Fleetwood brands.

M. F. Pollock, president.
F. Drucker, production manager.
M. D. Heller, chief engineer.
Mrs. Joan Polisena, purchasing agent.
H. Galler, comptroller.
W. J. Collins, sales manager.

**EMERSON RADIO OF CANADA LTD.**

74 Trenton Ave., Mount Royal, Que.
Regent 8-8006.

L. M. Daley, pres.
N. Adrian Fallow, sales mgr.

**HALLICRAFTERS CANADA LTD.**

Trav-Ler Radio Division
Don Mills, Ont.
Hickory 4-4401.
Joe Friedman, president.

Advertising Agency: None.

**MOTORAMA ELECTRICS LTD.**

673 Caron Ave., Windsor, Ont.
Clearwater 3-4697.
Makes "Aurora" & "Coronet" sets.
W. Hurwitz, sales manager.
N. Hurwitz, purchasing agent.

**PHILCO CORP. OF CANADA LTD.**

Don Mills, Toronto, Ont.
Hickory 4-2541.
Wilfrid H. Jeffery, v.p. & gen. mgr.
M. L. Harding, comptroller.
Advertising Agency: Hutchins Advertising.

**PHILIPS ELECTRONICS INDUSTRIES LTD.**

116 Vanderhoof Ave., Toronto 17, Mayfair 8621.

Formerly Canadian Radio Mfg. Co. Ltd.—manufacturing company of Philips Industries Ltd., Rogers Majestic Radio Corp. Ltd., Rogers Majestic Electronics Ltd.

R. Messier, chairman.
D. C. F. von Eendeburg, pres.
T. Van Dyk, v.p.
P. Bakker, treas.
F. H. Hammer, secy.
O. W. Rodoman, pres., Philips Industries Ltd. div.

**RCA VICTOR CO. LTD.**

1001 Lenoir St., Montreal 30, Que.
Wellington 3-7551.

Plants: electronics, Prescott, Ont.; cabinets, Owen Sound, Ont.; records, Smiths Falls, Ont.; components, Renfrew, Ont.

Distributing Branches: Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver, Ottawa, Quebec City, London, Ont.

**Executives:**
F. R. Deakins, chairman.
P. J. Casella, president.
J. D. Houlding, v.p. technical products.
J. J. Kingan, v.p., staff.
J. L. McMurray, v.p., staff.
E. L. Gardner, v.p. finance.
R. M. Macrae, v.p. consumer prod. marketing div.
H. G. Marpole, v.p. & secretary.
F. T. Myles, treasurer.
George L. Leinenweber, gen. mgr. consumer prod. mfg. div.
G. L. Mansour, gen. mgr. record div.
R. H. Newton, gen. mgr. service div.
G. D. Reinecke, director personnel.

Advertising Agency: Kenyon & Eckhardt, Ltd.

**SPARTON OF CANADA LTD.**

100 Elm St., London, Ont.
Telephone: 4-8487.
Branches: Montreal and Toronto.
G. A. Holmes, president.
B. Graham, engineering v.p.
C. V. Lyons, treasurer.
W. L. Page, general sales manager.
Advertising Agency: McConnell Eastman & Co., London, Ont.

**SYLVANIA ELECTRIC (CANADA) LTD.**

Shell Tower Bldg., Montreal, Que.
University 6-8894.
Plant at Dunnville, Ont.
R. E. Niedringhaus, president.
O. J. Hayles, TV-radio manager.
Advertising Agency: Harold F. Stanfield Ltd., Montreal, Que.

# Leading Manufacturers of Radio Receivers

**As compiled from data from companies, EIA and other industry sources.**

**ADMIRAL CORP.**—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Radios manufactured at McHenry, W. Chicago and Harvard, Ill. Ross D. Siragusa, pres.; John B. Huarisa, exec. v.p.

**ANDREA RADIO CORP.**—27-01 Bridge Plaza N., Long Island City 1, N.Y. Stillwell 4-5411. Frank A.D. Andrea, president.

**AMERICAN TELEVISION & RADIO CO.**—300 E. 4th St., St. Paul 1, Minn. Capital 2-3791. Albert A. Goffstein, pres. & sales mgr. Brands ATR.

**ARVIN INDUSTRIES Inc.**—13th St. & Big Four RR, Columbus, Ind. Telephone: 5521. Glenn W. Thompson, chairman & president; John C. Marshall, v.p.; Richard H. Williams, director of sales.

**BULOVA WATCH CO.**—Bulova Park, Flushing 70, N.Y. Defender 5-6000. Arde Bulova, chairman; John H. Ballard, pres.; Emanuel Hochman, v.p.-director of sales; Simon C. Gershey, v.p.-sales; R. Harvey Whidden, v.p.-sales; Tad Jeffrey, director of adv.; Arthur P. Gould, gen. mgr. special products div. Makes Bulova radios & electric razors.

**CAPEHART CORP. (and Capehart International Corp.)**—216 W. 14th St., New York 11, N.Y. Watkins 4-5900. Benjamin Gross, chairman; Robert A. Gross, pres.; Wm. F. Smith, v.p.-sales; Thomas L. Donnelly, treas.; George F. Barth, adv. mgr.; Stephen Bennis, market research director; M. Reaboy, credit mgr.; Wm. R. McAllister, field sales mgr. **Parts-Service div.**: 454 William St., E. Orange, N.J. Orange 6-8100. Alfred P. Hummers, v.p.; Orlie B. Wells, chief engineer; Kurt G. Leuser, operations mgr.

**CONRAC Inc.**—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p.; R. M. Alston, v.p.

**DATOM INDUSTRIES Inc.**—221 W. 17th St., New York, N.Y. Algonquin 5-0301. Oscar Dolgin, president. Makes Jewel Radio.

**J. W. DAVIS & CO.**—9212 Denton Drive, Dallas 35, Texas. Fleetwood 2-8405. J. Watt Davis Jr., pres.

**DELCO RADIO (Division of General Motors)**—700 E. Firmin St., Kokomo, Ind. Kokomo 2-8211. B. W. Cooper, gen. mgr.; D. A. Sandberg, sales mgr.

**DeWALD RADIO MFG. CORP.**—35-15 37th Ave., Long Island City 1, N.Y. Stillwell 4-9334. David Wald, pres.; Sidney Weinberg, production mgr.; Mark Glaser, chief engineer; Seymour Wald, contract sales mgr.

**ALLEN B. DUMONT LABORATORIES Inc.**—35 Market St., E. Paterson, N.J. Mulberry 4-7400. Allen B. DuMont Jr., mgr. TV receiver div.; Wm. C. Scales, sales mgr.; Wm. Whitacre, service mgr.; Robert G. Furlong, marketing mgr.

**ECKSTEIN RADIO & TELEVISION CO.**—2601 E. Franklin St., Minneapolis 6, Minn. Federal 9-7509. E. A. Eckstein, president & sales mgr.; K. W. Pietenpol, chief engineer.

**EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Radios, TV, hi-fi & air conditioners manufactured at 14th & Coles Sts. Benjamin Abrams, pres.; Dorman D. Israel, exec. v.p.

**ESQUIRE RADIO CORP.**—62-01 15th Ave., Brooklyn 19, N.Y. Bensonhurst 6-2755. A. R. Lieberman, president; T. S. Block, chief engineer; D. Parker, purchasing agent; T. Eilenberg, comptroller. Manufactures radios under contract and for private label.

**FISHER RADIO CORP.**—21-21 44th Drive, Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, president; George P. Maerkle, v.p.; Ben L. Arons, v.p.; James J. Parks, director of sales.

**FLUSH WALL RADIO CO.**—1012 Cleveland St., Clearwater, Fla., 34-6061. R. L. Schenck, pres. Brands: Flushwall built-in combination radio-intercom.

**GENERAL ELECTRIC CO.**—Housewares & radio receivers div., Bridgeport, Conn. Edison 4-1012. Radios manufactured in Utica, N.Y. Willard H. Sahloff, div. v.p.-gen. mgr.; Wm. P. Von Behren, gen. mgr. for radios; S. M. Fassler, marketing mgr.; C. S. Semple, sales mgr.; W. N. Maddox, manufacturing mgr.

**GRANCO PRODUCTS Inc.**—36-07 20th Ave., Long Island City 5, N.Y. Ravenswood 1-0400. Henry Fogel, president; Loyd Dopkins, v.p. in charge of sales; Seymour Napolin, v.p. in charge of manufacturing; Alexander Theeman, secy.-treas.; Gene Gold, gen. sales mgr.

**GROSSMAN RADIO & ELECTRIC CO.**—81 Spring St., New York, N.Y. Worth 6-0790. Hyman, Benjamin and Mortimer Grossman, partners.

**GUILD RADIO & TELEVISION CORP.**—460 N. Eucalyptus Ave., Inglewood 3, Cal. Oregon 8-7771. Brands: Spice Chest, Country Belle Telephone, Country Belle Music Maid radios, Grafonola & Bonnet Box hi-fi phono & radio combination.

**HINNERS-GALANEK RADIO CORP.**—6602 Austin St., Forest Hills 74, N.Y. Illinois 9-0800. Ravenswood 8-7250. Frank A. Hinners, president; Leo J. Galanek, v.p.; F. A. Hinners, sales mgr. Makes Cavalier brand for own distribution, also produces private brand radios for Western Auto Supply Co., Gamble-Skogmo; also Truetone, Coronado, Olympic.

**HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Radios manufactured at 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151. H. L. Hoffman, president; C. E. Underwood, v.p. & treas.; Ira Kaar, v.p. in charge of engineering; M. E. Paradise, v.p., H. S. Hazeltine, secy.; Paul E. Bryant, v.p.-sales.

**INDUSTRIAL DEVELOPMENT ENGINEERING ASSOCIATES Inc. (I.D.E.A.).**—7900 Pendleton Pike, Indianapolis 26, Ind. Liberty 7-3581. Edward C. Tudor, president; R. G. True, exec. v.p.-treas.; J. B. Weaver, v.p.-secy.; R. W. Mitchell, v.p.-sales; A. C. Elles, gen. sales mgr.; E. H. Kirk, Regency sales mgr.; W. L. Hamilton, industrial sales mgr. Makes Regency radios.

**LANG RADIO ENTERPRISES Inc.**—203 E. 88th St., New York 28, N.Y. Lehigh 4-6361. Max Lang, president.

**MAGNA ELECTRONICS CO.**—9810 Anza Blvd., Inglewood, Cal. Oregon 8-5675. F. Roy Chilton, president.

**MAGNAVOX CO.**—Bueter Rd., Ft. Wayne 4, Ind. Eastbrook 9721. Radios manufactured at Greeneville, Tenn. Richard A. O'Connor, chairman; Frank Freimann, president; Leonard F. Cramer, v.p.-mgr. of TV-radio div.; Wm. H. Graham, exec. v.p. of Greeneville plant.

**MATTISON TELEVISION & RADIO CORP.**—10 W. 181st St., New York 53, N.Y. Cypress 8-1400. Richard Mattison, pres. & treas.

**MOTOROLA Inc.**—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Radios manufactured at 4545 Augusta Blvd., Chicago & Quincy, Ill. Paul V. Galvin, chairman; Robert W. Galvin, president; E. R. Taylor, exec. v.p. consumer products.

**MUSIC & SOUND Inc.**—118 Leslie St., Dallas 7, Tex. Riverside 2-4301. Harold J. Lemmon, president.

**NATIONAL CO.**—61 Sherman St., Malden, Mass. Malden 2-7950. Joseph H. Quick, pres. and gen. mgr.; Thomas D. Walsh, v.p., controller and asst. treas.; Lynn Eaton, v.p., asst. to pres.; George R. Loux, v.p.-manufacturing; Eugene F. Grant, dir. engineering; Louis C. Lerner, treas.; Thomas H. Bilodeau Jr., clerk; Frances L. Thompson, asst. clerk.

**OLYMPIC RADIO & TELEVISION (Division of Siegler Corp.)**—34-01 38th Ave., Long Island City 1, N.Y. Exeter 2-5200. Morris Sobin, president & gen. mgr.

**PACKARD-BELL ELECTRONICS CORP.**—12333 W. Olympic Blvd., Los Angeles 64, Cal. Granite 7-6721. Radios manufactured at 12333 W. Olympic Blvd. H. A. Bell, chairman; R. S. Bell, pres.

**PHILCO CORP.**—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. Radios manufactured in Sandusky, O. William Balderston, chairman; James M. Skinner Jr., president; Joseph H. Gillies, exec. v.p., operations; Larry F. Hardy, exec. v.p., consumer products; John M. Otter, exec. v.p., marketing; Leslie J. Woods, exec. v.p., research & engineering; Lionel M. Searle, v.p. & gen. mgr., automotive div.; James J. Shallow, gen. mgr., home radios.


**unique***

over one hundred leading electronics manufacturers and government agencies know, value and use the unique ability of Howard W. Sams & Co., Inc. to perform special services and to produce special products . . .

**Howard W. Sams & Co., Inc.**

** See ad inside back cover*

**2201 East 46th Street, Indianapolis 5, Ind.**

**PHILMORE MFG. CO.**—113 University Pl., N.Y. Algonquin 4-3363. M. L. Granat, pres.; Gary Granat, v.p.; Murray Granat, treas.; Jerry Granat, secy.

**PILOT RADIO CORP.**—37-06 36th St., Long Island City, N.Y. Stillwell 4-5455. Isidor Goldberg, president; Joseph N. Benjamin, v.p.

**RADIO CORPORATION OF AMERICA**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Robert A. Seidel, executive v.p. for consumer products; Ray Saxon, v.p.-gen. mgr., Radio & Victrola div.

**ROLAND RADIO CORP.**—716 S. Columbus Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. P. E. Featherstone, gen. sales mgr.; A. Dillon, national sales mgr.; Fred Robey, asst. sales mgr.

**SETCHELL CARLSON Inc.**—New Brighton, St. Paul, Minn. Melrose 3-3131. B. T. Setchell, pres. & chief research engineer; C. Donald Carlson, secy.-treas. & chief mechanical engineer; Fred Melius, field engineer; Charles Gates, asst. engineer.

**SONIC INDUSTRIES Inc.**—19 Wilbur Ave., Lynbrook, L.I. Lynbrook 9-1011. Ben Burns, president.

**STROMBERG-CARLSON CO. (Division of General Dynamics Corp.)**—100 Carlson Rd., Rochester 3, N.Y. Hubbard 2-2200. Robert C. Tait, president; G. G. Hoit, exec. v.p.; S. R. Curtis, senior v.p.; G. A. Peck, v.p., electronics div.; A. G. Schifino, v.p., special products div.; J. H. Voss, v.p., telecommunication div.

**SYLVANIA ELECTRIC PRODUCTS Inc.**—1740 Broadway, New York 19, N.Y. Judson 6-2424. Radios manufactured at 700 Ellicott St., Batavia, N.Y. Don G. Mitchell, chairman & president; Marion E. Pettegrew, operating v.p.

**SONORA CORP.**—2023 W. Carroll Ave., Chicago. HA 1-6330. T. F. Kelly, pres.; L. H. Solomon, sales mgr. Brands: Sonora, Clinton.

**SYMPHONIC ELECTRONIC CORP.**—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Max J. Zimmer, president; Howard A. Jacobs, treas.; Bernard H. Lippin, secy.

**TECH-MASTER CORP.**—75 Front St., Brooklyn 1, N.Y. Ulster 5-3535. L. Lazoff, president.

**TELEQUIP RADIO CO.**—2559 W. 21st St., Chicago 8, Ill. Bishop 7-3841. E. E. Arkin, president.

**TRAV-LER RADIO CORP.**—571 W. Jackson Blvd., Chicago 6, Ill. Harrison 7-9151. Joe Friedman, president; I. Edelstein, v.p.; Ellis Friedman, v.p. in charge of mfg.; H. J. Schulman, asst. to pres.

## Radio Mfrs.

**WARWICK MANUFACTURING CORP.**—7300 N. Lehigh, Niles, Ill. Spring 4-6400. Plant also in Zion, Ill. Lester J. Neuman, pres.; Charles N. Hoffman, director of sales. Makes "Silvertone" for Sears Roebuck & Co.

**WELLS-GARDNER & CO.**—2701 N. Kildare Ave., Chicago 39, Ill. Albany 2-8220. G. M. Gardner, chairman; R. S. Alexander, president & gen. mgr.

**WESTINGHOUSE ELECTRIC CORP. (TV-Radio Division)**—Route 27, Metuchen, N.J. Liberty 8-5000. E. J. Kelly, gen. mgr.; G. C. Larson, asst. gen. mgr.; T. B. Kalbfus, gen. sales mgr.

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. E. F. McDonald Jr., president & gen. mgr.; Hugh Robertson, executive v.p.

### Radio Set Production: EIA Estimate 1924-1957

| | Total Units | (Mfrs.) Value | | Total Units | (Mfrs.) Value |
|---|---|---|---|---|---|
| 1924... | 1,500,000 | ..... | 1940... | 11,831,187 | $176,626,900 |
| 1925... | 2,000,000 | ..... | 1941... | 13,642,334 | 233,841,100 |
| 1926... | 1,750,000 | ..... | 1942... | 3,306,984† | 102,968,700 |
| 1927... | 1,350,000 | ..... | 1946... | 15,955,000 | 434,244,000 |
| 1928... | 3,250,000 | ..... | 1947... | 20,000,000 | 650,000,000 |
| 1929... | 4,428,000 | ..... | 1948... | 16,500,000 | 525,000,000 |
| 1930... | 3,788,961 | $155,432,300 | 1949... | 11,400,000 | 310,000,000 |
| 1931... | 3,593,993 | 104,705,400 | 1950... | 14,589,900 | 375,000,000 |
| 1932... | 2,446,143 | 54,374,700 | 1951... | 12,627,362 | 315,936,597 |
| 1933... | 4,157,045 | 70,269,400 | 1952... | 10,934,872 | 249,847,000 |
| 1934... | 4,478,907 | 94,859,400 | 1953... | 13,368,556 | 297,985,000 |
| 1935... | 6,030,508 | 128,399,100 | 1954... | 10,400,530 | 228,812,000 |
| 1936... | 8,248,755 | 169,359,700 | 1955... | 14,528,777 | 291,157,000 |
| 1937... | 8,083,144 | 165,390,900 | 1956... | 13,981,800 | 298,372,000 |
| 1938... | 7,141,811 | 112,263,000 | 1957... | 15,427,738 | 373,968,000 |
| 1939... | 10,762,631 | 153,421,100 | | | |

† Civilian production terminated April 22, 1942, by order of WPB.

## ELECTRONICS LABS

(Continued from p. 469)

**NUCLEAR DEVELOPMENT CORP. OF AMERICA**—5 New St., White Plains, N.Y. White Plains 8-5800. John R. Menke, president.

**PHILCO CORP.**—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. Leslie J. Woods, exec. v.p.-director of research and engineering; David B. Smith, v.p., research.

**POLARAD ELECTRONICS CORP.**—43-20 34th St., Long Island City, N.Y. Exeter 2-4500. Dr. D. L. Jaffe, president & research director.

**RADIO ENGINEERING LABORATORIES**—29-01 Borden Ave., Long Island City 1, N.Y. Stillwell 6-2100. C. R. Runyon Jr., president; Frank Gunther, v.p.

**RAMO-WOOLDRIDGE CORP.**—5730 Arbor Vitae, Los Angeles 45, Cal. Orchard 2-0171. Dean E. Wooldridge, president; Simon Ramo, v.p.; Ralph P. Johnson, v.p. in charge of research & development.

**RAYTHEON MFG. CO.**—Waltham, Mass. Twinbrook 3-5860. Dr. I. A. Getting, v.p. engineering & research; Dr. T. H. Johnson, v.p. & mgr. research div.

**RCA LABORATORIES**—David Sarnoff Research Center, Princeton, N.J. Telephone: Walnut 4-2700. Dr. Douglas H. Ewing, v.p. research & engineering; Dr. James Hillier, v.p.-gen. mgr. of lab; I. Wolff, research v.p.; V. K. Zworykin, honorary v.p.

**RENSSELAER POLYTECHNIC INSTITUTE**—Troy, N. Y Ashley 2-3000. George H. Lee, research director.

**RIXON ELECTRONICS INC.**—2414 Reedie Drive, Silver Spring, Md. Lockwood 5-4578. James C. Hollis, pres.; C. J. Harrison, v.p.-sales; J. C. Myrick, v.p. & chief engineer.

**HOWARD W. SAMS & CO.**—2201 E. 46th St., Indianapolis, Ind. Clifford 1-4531. James A. Milling, president; James A. Ronk, v.p. in charge of engineering.

**SHOCKLEY SEMICONDUCTOR LABORATORY (Division of Beckman Instruments Inc.)**—391 S. Antonio Road, Mountain View, Cal. Davenport 6-1300. Dr. William Shockley, director.

**SOUTHWEST RESEARCH INSTITUTE**—8500 Culebra Road, San Antonio, Tex. General 2-5221. Harold Vagtborg, president & research director.

**SPRAGUE ELECTRIC CO.**—87 Marshall St., N. Adams, Mass. Mohawk 3-5311. Robert C. Sprague, chairman; J. K. Sprague, president; Wilbur A. Lazier, v.p. & technical director.

**STANFORD RESEARCH INSTITUTE**—Menlo Park, Cal. Davenport 6-6200. E. Finley Carter, director; T. H. Morrin, director of engineering research.

**STANFORD UNIVERSITY**—Stanford, Cal. Davenport 3-4123. Dr. F. E. Terman, dean of engineering; Prof. E. L. Ginzton, director of microwave laboratory; Dr. F. E. Terman, director, Stanford Electronics Laboratories.

**SYLVANIA ELECTRIC PRODUCTS Inc.**—1740 Broadway, New York 19, N.Y. Judson 6-2424. Dr. Bennett S. Ellefson, v.p., engineering & research; Central Research Laboratories, Bayside, Long Island, N.Y. Bayside 5-5000. Dr. Robert M. Bowie, director of research.

**TEXAS UNIVERSITY ELECTRICAL ENGINEERING RESEARCH LABORATORY**—Austin, Tex. Telephone: 2-4608. Dr. Archie Waugh Straiton, director.

**UNIVERSITY OF CALIFORNIA INSTITUTE OF ENGINEERING RESEARCH**—Berkeley, Cal. Ashberry 3-6000. M. P. O'Brien, director of institute & chairman of engineering dept.; G. Maslach, asst. director of engineering research.

**VARIAN ASSOCIATES**—611 Hansen Way, Palo Alto, Cal. Davenport 5-5631 Russell H. Varian, chairman; Sigurd F. Varian, vice chairman; H. Myrl Stearns, president.

**VICTOREEN INSTRUMENT CO.**—5806 Hough Ave., Cleveland 3, O. Endicott 1-6200. Raymond F. Shima, exec. v.p. & gen. mgr.

**WESTINGHOUSE RESEARCH LABORATORIES**—Churchill Borough, Pittsburgh 35, Pa. Churchill 2-1500. Dr. J. A. Hutcheson, engineering v.p.; Dr. C. Zener, director of lab.

**WESTON ELECTRICAL INSTRUMENT CORP. (subsidiary of Daystrom Inc.)**—614 Frelinghuysen Ave., Newark, N.J. Bigelow 3-4700. Earl R. Mellen, president; Francis X. Lamb, v.p. engineering.

**YALE UNIVERSITY ELECTRICAL ENGINEERING LABORATORY**—New Haven, Conn. State 7-3131. Dr. Albert G. Conrad, chairman, dept. of electrical engineering.

## U.S. Government Electronics Laboratories

**FEDERAL COMMUNICATIONS COMMISSION**—Laboratory Division. Office of Chief Engineer, Box 31, Laurel, Md. Parkway 5-1585. E. W. Chapin, chief of lab; Wilmar K. Roberts, asst. chief.

**NATIONAL BUREAU OF STANDARDS**—U. S. Dept. of Commerce, Connecticut Ave. & Van Ness St., NW, Washington 25, D. C. Emerson 2-4040. Dr. Frederick W. Brown, chief of laboratories. Boulder, Colo.; Dr. Francis Silsbee, chief of electricity & electronics division. **Boulder Laboratories**—Boulder, Colo. Hillcrest 2-2161. Dr. Frederick W. Brown, director of laboratories.

**U. S. AIR FORCE**, Air Research & Development Command:

Air Force Cambridge Research Center, Lawrence G. Hanscom Field, Bedford, Mass. Crestview 4-6100. Maj. Gen. William M. Morgan, commander.

Air Development Center, Griffiss Air Force Base. Rome, N. Y. Rome 3200. Maj. Gen. Stuart P. Wright, commander.

Air Development Center, Wright-Patterson Air Force Base, Dayton, O. Clearwater 3-7111. Brig. Gen. Thomas L. Bryan Jr., commander.

**U. S. ARMY SIGNAL GARRISON, Ft. Monmouth, N. J.:**

Signal Engineering Laboratory, Eatontown 3-1000. Brig. Gen. Earl Cook, commander.

Evans Signal Laboratory, Belmar, N. J. Asbury Park 2-7400. Col. Robert P. Haffa, director.

**U. S. NAVY DEPARTMENT:**

Naval Research Laboratory, 4555 Overlook Ave., SW, Washington 25, D.C. Johnston 3-6600. Capt. P. H. Horn, director; Dr. R. M. Page, director of research.

U. S. Navy Electronics Laboratory, San Diego 52, Cal. Bayview 2-6311. Dr. Franz N. D. Kurie, technical director.

**RCA-7037—The New Standard in Color Camera Tubes. More than twice the average sensitivity of any previous color Image Orthicon—in each channel of color-camera systems**

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You are looking at the new RCA-7037, an improved image orthicon that has much higher sensitivity—will outperform and outlast any other image orthicon—and retain high sensitivity throughout life.

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RCA-7037 can be used in place of Type 6474 in all modern color-TV cameras—without changing color filters. RCA-7037's are available now—from your RCA Industrial Tube Distributor. For a technical bulletin, write RCA Commercial Engineering, Sec. A-48-O, Harrison, N. J.

**How RCA-7037 can improve your Color Operations**

- Reduces operating costs three ways—
  —in lower studio lighting costs, both initially and throughout tube life
  —in lower air-conditioning costs in station studios
  —in lower camera-operating costs
- Gives you greater freedom in staging and lighting techniques
- Delivers longer tube life
- Provides "stabilized" target operation
- Extends tube pro-rata warranty from 350 to 500 hours
- Extends 100% tube warranty from 15 hours to 50 hours

RCA

**RADIO CORPORATION OF AMERICA**

® *Electron Tube Division* *Harrison, N. J.*

**Manufacturers of**

# Television Picture & Receiving Tubes

## Including Makers of Transmitting & Special Purpose Tubes and Associated Equipment

## With Special Listing of Transistor Manufacturers

**All firms listed make CR Tubes, unless otherwise indicated. Asterisk (*) indicates firm also makes receiving tubes**

**AIRBORNE INSTRUMENTS LABORATORY Inc.**—160 Old Country Road, Mineola, Long Island, N.Y. Pioneer 2-0600. Hector R. Skifter, pres.; Donald M. Miller, exec. v.p.; Arthur V. Loughren, v.p., for applied research; Orville M. Dunning, v.p. & director of engineering & production; John N. Dyer, v.p. for research and engineering.

**ALLEN B. DuMONT LABORATORIES INC. (Tube Operations)**—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400. TV and industrial & special purpose CR tubes, and photoemissive & photoconductive devices. Dr. Allen B. DuMont, chairman; David T. Schultz, pres.; Stanley J. Koch, v.p. & gen. mgr., tube operations; Kenneth A. Hoagland, director of engineering; Wm. J. Voss, director of purchasing; Roy A. Olerud, industrial tubes sales mgr.; Robert G. Scott, TV tube sales mgr.; Joseph P. Gordon, mgr., industrial tube div.; Wm. Carlin, mgr., TV tube div.

* **ALLEN ELECTRONICS CORP.**—92 Branch St., Pontiac, Mich. Federal 2-6662. Charles Ellender, president. CR tube rebuilding only.

**AMERICAN STANDARD TV TUBE CORP.**—94-50 158th St., Jamaica, Long Island, N.Y. Republic 9-3774. Alan H. Shindel, president; Jack Cherches, secy.-treas.; Harold Shaw, sales mgr.

**AMPEREX ELECTRONIC CORP.**—230 Duffy Ave., Hicksville, L.I., N.Y. Wells 1-6200. Transmitting, power tubes, semiconductors & special purpose tubes. Frank L. Randall Jr., pres. & gen. sales manager.

**ATLANTIC ELECTRONICS CORP.**—89 Jefferson St., Passaic, N. J. Prescott 9-3900. Arthur Green, president; Ann Green, v.p. & secy. Also rebuilders of CR tubes.

**AUTOMETRIC CORP. (Formerly Chromatic Television Laboratories Inc.)**—(100% owned by Paramount Pictures Corp.) Headquarters: 1501 Broadway, New York 36, N.Y. Bryant 9-8700. Developer of Chromatron Lawrence tri-color TV tube. Paul Raibourn, pres.; Robert Dressler, v.p. & director of research & development; Albert Chesnes, technical director; Herbert Bomzer, operations management.

**BENDIX AVIATION CORP. (Red Bank Div.)**—Eatontown, N.J. Telephone: 3-2000. Klystrons, gas and special purpose tubes, transistors. E. F. Kolar, gen. mgr.; J. Bozzelli, marketing mgr., tubes; Dr. R. Meijer, marketing mgr.—transistors; L. Fyfe, purchasing director; Dr. W. C. Caldwell, plant mgr.—transistors; J. Wyman, chief engineer—tubes; M. Berdahl, comptroller; M. Babb, plant mgr.—tubes.

**CALVIDEO TUBE CORP.**—5222 W. 104th St., Los Angeles 45, Cal. Oregon 8-3995. Stephen Tidik, president.

* **CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic Tube and Devices, industrial & military type receiving tubes, 189 Dufferin St., Toronto, Ont. Lennox 4-6311. Manufactures receiving, transmitting, CR and special purpose tubes and semi-conductors. R. Story, mgr.; V. B. Dowdell, marketing mgr.

* **CANADIAN MARCONI CO.**—2442 Trenton Ave., Montreal, Que. Regent 8-9441. S. M. Finlayson, president; W. H. Hopkins, asst. gen. mgr. & secy.; S. Slinger, electronic tubes & components div. mgr. (Toronto); C. P. McNamara, mgr. of commercial products div.; Harry A. Rice, mgr. of magnetron & power tube plant; K. A. Jackson, production mgr. magnetron & power tubes; L. M. Daley, mgr. of broadcast & TV receivers.

* **CANADIAN WESTINGHOUSE CO. LTD. Electronic Tube Div.,** Hamilton, Ont. Jackson 8-3461. Manufactures CR, receiving, transmitting, special electronic & industrial tubes and tube parts. L. A. McCalpin, mgr.; A. A. Peters, sales mgr.; H. V. Marshall, purchasing agent.

**CARDINAL MANUFACTURING CO. Inc.**—3151 Fiberglas Road, Kansas City 15, Kan. Finley 2-2609. John Taylor, pres.; Paul J. Cook, v.p. in charge of sales.

**CASCADE RESEARCH (Formerly Lewis and Kaufman Ltd.)** division of Monogram Precision Industries Inc., 17320 El Rancho Ave., & 53 Victory Lane, Los Gatos, Cal. El Gato 4-3540—4-9900. Transmitting, rectifier, power & special purpose tubes. Frank Mansur, gen. mgr.; Dwight Caswell, director of research; W. Ray Clinton, chief tube engineer; Jay E. Stone, sales mgr.; James Hill, purchasing agent.

* **CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Spring 4-2360. Other plants in Lowell & Newburyport, Mass. and Kalamazoo, Mich. Eastern sales office: 32 Green St., Newark 2, N.J. Midwestern sales office: 1990 N. Mannheim Rd., Melrose Park, Ill. West coast sales office: 4722 W. Jefferson Blvd., Los Angeles, Cal. Manufactures cathode-ray, receiving, power & transmitting tubes; rectifiers; voltage regulators; germanium and silicon diodes; transistors; special purpose and other tubes.

Executives: Arthur L. Chapman, president; Michael F. Callahan, v.p. & gen. mgr., receiving tube operations; Robert G. Marchisio, v.p. & gen. mgr., semiconductor operations; John Q. Adams, sales v.p.; Walter J. Hungerford, controller; Edward R. Carroll, director of purchasing; Albert S. Nelson, director of personnel; Edgar K. Wimpy, director of general engineering, receiving tubes; Dr. Benjamin H. Alexander, director of engineering, semiconductors; Charles E. Coffin, Danvers plant mgr.; Joe C. Harmony, Newburyport plant mgr.; Edward J. Quirk, Lowell plant mgr.; Frederick H. Garcelon, mgr. govt. sales; Louis H. Niemann, mgr. equipment sales; John H. Hauser, mgr. distributor sales; Harry G. Burnett, advertising mgr.; Malcolm S. Jones, credit mgr.

**CINESCOPIOS DE MEXICO, S.A.**—Naucalpan, Edo de Mexico, Mex. Tube plant, fabricating the Rauland brand tube for Mexico, owned by El Capitolio, s.a., Zenith Radio manufacturer & distributor for Mexico. Thomas Montemayor, plant mgr.

**EITEL-McCULLOUGH INC.**—798 San Mateo Ave., San Bruno, Cal. Juno 8-1212. Plants in San Bruno & Salt Lake City. W. W. Eitel, president; J. A. McCullough, exec. v.p. & treas.; G. F. Wunderlich, v.p. manufacturing; E. E. McClaran, v.p. finance; J. S. McCullough, director of research & development; O. H. Brown, director of marketing; F. F. Migge, manufacturing mgr.; Clay Murdock, engineering mgr.; Wade Langley, Salt Lake City plant mgr.; Dick Chamberlin, receiving tube dept. mgr.; Donald Priest, chief research engineer; John Stenson, procurement mgr.; Berkley Baker, advertising mgr.; Warren Hoffman, export mgr.; Robert Plummer, commercial marketing; H. A. Bailey, govt. marketing mgr.; James Welch, application engineering mgr. Manufacturer of Eimac triode, tetrode, pentode and klystron transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, klystron circuit components, vacuum pumps, switches & gauges.

**ELECTRONIC TUBE CORP.**—1200 E. Mermaid Lane, Philadelphia 18, Pa. Chestnut Hill 7-6800. Kenneth C. Meinken, president; Kenneth C. Meinken Jr., exec. v.p.; Gen. J. Harry La Brum, secy.; G. M. Lytell, asst. treas.; Robert F. Brunner, v.p. in charge of sales; Albert Holmes, purchasing agent.

* **GENERAL ELECTRIC CO., Electronic Components Div.**—Owensboro, Ky., Murray 3-2401. TV picture tubes manufactured at Syracuse, N. Y. Receiving tubes manufactured at Owensboro, Ky., Tell City, Ind. & Anniston, Ala. Industrial & transmitting tubes manufactured at Schenectady, N. Y. & Scranton, Pa.

**Executives:** L. Berkley Davis, gen. mgr. electronic components div.; Irvine D. Daniels, gen. mgr. receiving tube dept., Owensboro, Ky.; J. F. McAllister, gen. mgr., power tube dept., Schenectady; Henry F. DeLong, gen. mgr., CR tube dept., Syracuse; G. W. De Sousa, mgr. equipment sales, Owensboro, Ky.; John T. Thompson, mgr., distributor sales, Owensboro, Ky.; Eugene H. Fritschel, mgr., government sales, Owensboro, Ky.; Thomas B. Jacocks, mgr., Washington office.

**HUGGINS LABORATORIES INC.**—711 Hamilton Ave., Menlo Park, Cal. Davenport 3-0013. Richard A. Huggins, president; Lester A. Roberts, chief engineer. Manufacturer & developer of traveling wave tubes, backward wave oscillators and associated solenoids.

**INDUSTRIAL TUBES INC.**—Geneva, Ill. Telephone: 806. John H. Hutchings, president; Russell K. Soderquist, v.p. Thyratrons, rectifiers and other special electronic tubes for industrial use.

**IT&T CORP., Components Div.**—100 Kingsland Road, Clifton, N.J. Nutley 2-3600. B. A. Parkhurst, pres.; F. M. Viles Jr., v.p.; W. P. Maginnis, v.p.; G. A. Banino, comptroller; F. Stote, works mgr.; J. Conto, sales mgr. semiconductors; W. C. Schmitt, product line mgr. vacuum tubes; R. W. Deutsch, sales mgr. vacuum tubes.

**KENTRON HAWAII LTD.**—1140 Waimanu St., Honolulu, Hawaii. Frederick Simpich Jr., chairman; Donald C. Kenney, president; H. Robinson, v.p.; Dwight Lowrey, v.p.; R. Waterman, v.p.; Marshall M. Goodsill, secy.

**KRISS ELECTRONICS CORP.**—191 Oraton St., Newark, N. J. Manufactures Kris-Tel CR tubes. Charles J. Kriss, president & chief engineer; Emanuel Jasuick, v.p. in charge of manufacturing.

* **LANSDALE TUBE CO. (Philco division)**—Lansdale, Pa. Ulysses 5-4681. Wm. J. Peltz, v.p. & gen. mgr.; C. H. Warshaw, gen. sales mgr.; W. F. Maher, mgr. of govt. sales; J. J. Grabiec, mgr. of tube sales; H. K. Ishler, dir. of engineering; R. S. Mandelkorn, operations mgr.; G. L. Giess, comptroller; A. McIlvaine, purchasing agent; John M. Palmer, mgr. of Spring City, Pa. plant; R. M. Cotter, Lansdale plant mgr.; J. W. Mintzer, mgr. adv. & sales promotion. Surface barrier transistors, silicon transistors, diffused base transistors, micro-alloy transistors, power transistors & crystal diodes manufactured at Spring City, Pa. Receiving tubes, CR tubes, special purpose, military and subminiature tubes manufactured at Lansdale, Pa.

# Tube Manufacturers

**MACHLETT LABORATORIES Inc.**—1063 Hope St., Springdale, Conn. Fireside 8-7511. Transmitting & special purpose tubes. W. E. Stevenson, president; J. A. Lambert, v.p. & treas.; J. W. Skehan, mfg. v.p.; T. H. Rogers, director of engineering; H. D. Doolittle, assoc. director of engineering; J. A. Miller, purchasing agent; R. Gordon Hamblen, industrial relations mgr.; R. E. Nelson, mgr. power tube sales.

**MULTI-TRON LABORATORY INC.**—4624 Washington Blvd., Chicago 44, Ill. Mansfield 6-7310. Nicholas Glyptis, president & research director. TV tubes, electron gun mounts, special purpose tubes; electronic tube research & development.

**NATIONAL TELEVISION TUBE Inc.**—Saddle Brook, N.J. Prescott 8-5900. John Sansone, sales director; A. Wasek, chief engineer.

**NATIONAL VIDEO CORP.**—4300 W. 47th St., Chicago 32, Ill. Cliffside 4-5600. Asher J. Cole, president; Melbourne L. Hayes, v.p.; A. D. Giacchetti, chief engineer; Harold Cole, sales mgr.; Marvin Rathfelder, production mgr.

**PENTA LABORATORIES INC.**—312 N. Nopal St., Santa Barbara, Cal. Woodland 5-4581. Transmitting and power tubes. R. P. Leonard, president; R. L. Norton, chief engineer.

**PIONEER ELECTRONICS CORP.**—2235 S. Carmelina, West Los Angeles, Cal. Bradshaw 2-8053. Laurence M. Perrish, pres.; Maurice Benjamin, v.p.; Zarmond Goodman, v.p. & sales mgr.; Mervin Glass, secy.-treas.; Samuel Knobler, asst. treas.; Abraham Banks, plant supt.; John Delyea, purchasing agent; Hal M. Gardner, adv. mgr.

**RAULAND CORP. (subsidiary of Zenith Radio Corp.)**—4245 N. Knox Ave., Chicago 41, Ill. Mulberry 5-5000. E. N. Rauland, president; W. E. Phillips, v.p. & gen. mgr.; C. S. Szegho, v.p. & director of research; J. J. O'Callaghan, chief engineer; F. A. Zartler, works mgr.; Aayron Anderson, chief inspector; John Loibl, purchasing agent.

* **RAYTHEON MANUFACTURING CO.**—55 Chapel St., Newton 58, Mass. Bigelow 4-7500. Plants at Newton, Quincy and Brighton, Mass., CR, receiving, special purpose tubes, semi-conductor diodes & transistors; Waltham, Mass., magnetrons, klystrons, power tubes & diathermy equipment.

**Executives, Receiving & CR Tube Operations:** N. B. Krim, v.p. & gen. mgr., receiving & CR tube operations; F. D. Edes, asst. to v.p.-gen. mgr.; O. P. Susmeyan, asst. v.p. & receiving tube div. mgr.; R. L. McCormarck, special tube div. mgr.; S. A. Standing, asst. to N. B. Krim; H. J. Finison, semiconductor div.-mgr.; C. R. Hammond, asst. v.p. & equipment sales mgr., receiving and CR tube operations; F. E. Anderson, distributor sales mgr., receiving and CR tube operations; V. R. Grammont, purchasing agent; N. P. Gowell, chief engineer, receiving tube div.; R. J. E. Whittier, engineering mgr., special tube div.; G. M. Deters, equipment sales mgr. CR.; Julius Dorfman, equipment sales mgr., special tube; J. P. Roveto, equipment sales mgr., diodes; W. S. Peters, equipment sales mgr., transistors; D. T. Lucas, equipment sales mgr., receiving tubes.

**Executives, Microwave & Power Tube Operations:** P. L. Spencer, v.p. & gen. mgr., microwave & power tube operations; W. M. Thompson, asst. v.p. & mgr. of budgets & forecasts; W. Edgar, production mgr.; W. C. Brown, asst. v.p., research & development; Palmer Derby, administrative mgr., magnetron development lab; E. N. Kather, mgr. of magnetron production engineering; P. R. Hanson, mgr. of engineering groups specializing in reflex klystrons; R. C. Hergenrother, mgr. of beam and storage tube development; W. T. Welsh, asst. v.p. & sales mgr.; W. B. Driscoll, mgr. of electronic processing, equipment manufacture & services dept.; H. T. Pekin, tube design, standards & gen. tube consultant.

**RCA ELECTRONIC COMPONENTS**—W. W. Watts, exec. v.p.—Receiving tubes, TV picture tubes, camera pickup tubes, CR oscillograph tubes, phototubes, transmitting and special purpose tubes, tube parts and machinery, test and measuring equipment, service parts, batteries and accessories, germanium and silicon transistors and diodes, power rectifiers, ferrites and materials. Manufacturing locations are Somerville, Harrison & Woodbridge, N.J.; Cincinnati; Indianapolis & Marion, Ind.; Lancaster, Pa.

**Executives RCA Electron Tube Division:** D. Y. Smith, v.p. & gen. mgr.; W. H. Painter, mgr., administration; T. J. Scanlon, purchasing agent; G. R. Shaw, chief engineer; L. S. Thees, gen. commercial mgr.; L. A. Kameen, mgr., personnel; L. F. Holleran, mgr., distributor products dept.; J. B. Farese, mgr., entertainment tube products dept.; C. E. Burnett, mgr., industrial tube products dept.

**Executives RCA Semiconductor Division:** A. M. Glover, gen. mgr.; F. R. Buchanan, controller; L. Malter, chief engineer; N. H. Green, mgr., general quality control; F. F. Neuner, mgr., marketing dept.; C. E. Sharp, mgr., personnel; T. R. Hays, mgr., sales dept.; R. E. Koehler, mgr., production dept.; D. H. Wamsley, mgr., engineering dept.

**Executives RCA Components Division:** W. D. Warrender, gen. mgr.; B. V. Dale, chief engineer; W. H. Wright, purchasing agent; H. M. Miller, controller.

**RCA VICTOR CO. LTD.**—1001 Lenoir St., Montreal 30, Que. Wellington 3-7551. F. R. Deakins, chairman; P. J. Casella, pres.; J. L. McMurray, v.p.; Frank O'Hara, manufacturing mgr., tube dept.

**SYLVANIA ELECTRIC PRODUCTS INC.**—1740 Broadway, New York 19, N.Y. Judson 6-2424.

**TV Picture Tube Div.:** Seneca Falls, N.Y. Telephone: 970. W. H. Lamb, gen. mgr.; R. K. Gessford, chief engineer; Glen W. Victory, purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants at Seneca Falls, N.Y., Fullerton, Cal., Ottawa, O.

**Radio Tube Div.:** Emporium, Pa. Telephone 301. Walter A. Weiss, gen. mgr.; Herbert A. Ehlers, gen. mfg. mgr.; Ralph Clausen, chief engineer; J. M. Parish, purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants—Altoona, Brookville, DuBois, Houtzdale, Montoursville, Williamsport, Emporium, Mill Hall, Pa.; Shawnee, Okla.; Burlington, Ia.

**Semiconductor Div.:** Woburn, Mass. C. W. Hosterman, gen. mgr.; Michael Balog, gen. mfg. mgr.; E. H. Ulm, gen. sales mgr.; Dr. Herbert Bandes, chief engineer; J. A. Taylor, purchasing agent. Plants—Woburn, Mass., Hillsboro, N.H.

**Parts Div.:** Warren, Pa. M. W. Kremer, gen. mgr.; R. F. Marlin, purchasing agent; P. M. Pritchard, gen. sales mgr. Plants—Warren, York & Titusville, Pa.; Naugatuck, Conn.; Nelsonville, O.; Cleveland; Mineola, N.Y.

**Special Tube Operations:** Williamsport, Pa. Norman L. Harvey, gen. mgr.; M. Ross Yeiter, gen. sales mgr.; E. J. Millen, procurement supervisor. Plants—Williamsport, Pa.; Woburn, Mass.

**SONOTONE CORP.**—Elmsford, N. Y. Lyric 2-6400. Irving I. Schachtel, president; Dr. L. G. Hector, A. M. Letts, J. J. Christophel, vice-presidents; George T. Sotel, v.p. & treas.; R. L. Lewis, sales mgr., electronics div. Vacuum tubes, miniature, sub-miniature, micro-miniature, ruggedized, reliable, special types, amplifiers, miniature electronic equipment, circuits using transistors, headsets, cable assemblies, microphones, nickel cadmium batteries, high-fidelity ceramic phono pickups, magnetic recording heads, hearing aids.

**TELE-RAY TUBE CO. INC.**—984 Saw Mill River Rd., Yonkers, N.Y. Yonkers 5-8950. S. W. Muldowny, chairman; W. F. Genz, president.

**TEXAS ELECTRONICS MANUFACTURING CO.**—3120 Lamar Ave., Houston 3, Tex. Capitol 7-4251. A. W. Larkin, pres.-gen. mgr.; Angus D. Gillis, v.p., production mgr.

**THOMAS ELECTRONICS INC.**—118 Ninth St., Passaic, N. J. Gregory 3-4040. Bernard T. Hart, president; Samuel J. Donnelly, secy.; C. F. Tepel, purchasing agent; Henry Schmalz, mgr. of operations; N. Broderick, mgr. quality control; Robert Hart, foreign operations.

* **TUNG-SOL ELECTRIC Inc.**—95 Eighth Ave., Newark 4, N.J. Humboldt 2-4200.

**Plants:** CR tubes and semiconductor div., E. Orange, N.J.; receiving tubes, Bloomfield, N.J.; subminiature & other special tubes, Washington, N.J.; miniature receiving tubes, Weatherly, Pa.; power tubes, hydrogen thyratron tubes, aircraft power supplies and radiation detection equipment, Livingston, N.J.; miniature lamp and flasher divs., Orange St., Newark; sealed beam lamps, Boyertown, Pa.; flasher and circuit breaker divs., Hazelton, Pa. Administrative offices & flasher div., 95 Eighth Ave., Newark.

**Executives:** H. W. Harper, chairman; Louis Rieben, president; Milton R. Schulte, exec. v.p.; D. A. Harper, v.p.; R. E. Carlson, v.p.; George W. Keown, v.p. in charge of sales; H. M. Darling, v.p. & treas.; J. E. Witbeck, v.p. lamp mfg.; A. K. Wright, v.p., engineering; Anthony Scala, v.p.; G. E. Hallett, controller; Paul J. Hemschoot, secy.; J. D. Van der Veer, gen. sales mgr.; J. M. Malone, mgr. initial equipment tube sales; L. E. Costen, mgr. renewal sales; C. F. Rork, mgr. export sales; H. F. Cook, director of adv., sales promotion & market research; C. E. Atkins, mgr. of engineering, electron tube div.; E. P. Garretson, director of purchases; E. J. Danneberg, director of industrial relations; Dr. A. M. Skellett, director of research.

**VACUUM TUBE PRODUCTS CO. Inc.**—2020 Short St., P.O. Box 810, Oceanside, Cal. Saratoga 2-6567. Harold W. Ulmer, president & chief engineer; James J. Sutherland, v.p.-treas. & sales mgr.; R. W. Sutherland, adv. mgr.

**VARIAN ASSOCIATES**—611 Hansen Way, Palo Alto, Cal. Davenport 5-5631. Russell H. Varian, chairman; Sigurd F. Varian, vice chairman; H. Myrl Stearns, president.

**VICTOREEN INSTRUMENT CO.**—5806 Hough Ave., Cleveland 3, O. Endicott 1-6200. David H. Cogan, chairman & pres.; R. F. Shima, exec. v.p.-treas.; Richard T. Brown, v.p. & secy.; D. M. Mayhew, v.p., sales; J. M. Johnston, v.p., mfg.

**WATERMAN PRODUCTS CO.**—2445 Emerald St., Philadelphia 25, Pa. Garfield 6-8600. CR oscilloscopes, CR tubes, electronic test equipment and associated equipment. William Waterman, pres. & gen. mgr.; Morris Cooper, v.p. & treas.; Malcolm Lane, v.p. & production mgr.; Samuel Marritz, secy & purchasing agent; Frank W. Parsons, sales mgr.; Isidore P. Plotkin, product mgr.; Joseph M. Boyle, field engineering mgr.

* **WESTINGHOUSE ELECTRIC CORP. (Electronic Tube Div.)**—P.O. Box 284, Elmira, N. Y. Telephone: 9-3611. CR, X-Ray, camera pick-up tubes, microwave tubes, industrial & broadcast power tubes manufactured in Elmira, N.Y.; receiving tubes in Bath, N.Y.

**Executives:** B. W. Sauter, gen. mgr.; Louis Martin, gen. sales mgr.; H. D. Hanafus, purchasing agent; H. F. Frailey, operations mgr. on power & special purpose tubes; H. F. Pulley, operation mgr. on cathode ray tubes; Walter Fleck, operations mgr. on receiving tubes.

# Electron Tube News
## -from SYLVANIA

# Creating New Design Trends—Everywhere in Electronics

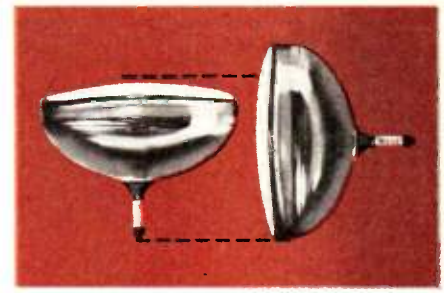
## IN 110° PICTURE TUBES...

**Sylvania goes into production on the 24AMP4, a 24-inch 110° picture tube that fosters new concepts in set design**

**In 24-inch tubes**—Sylvania applies the 110-degree deflection design to 24-inch picture tubes. The result is a tube 6″ wider than it is long. The new dimension fosters interesting new concepts in TV chassis design as well as in cabinet styling. The new 24AMP4 presents a new opportunity for TV receiver manufacturers to score again with 110-degree TV sets.

The new 110° 24-inch tube weighs 26.5 pounds, some 6 pounds less than its 90° predecessors. It measures 15⅝ inches in length, 3½ inches shorter than 24″, short neck, 90° tubes. Useful width is 21 7/16 inches. Picture area is approximately 332 square inches. It does not require an ion trap. The 24AMP4 employs a 6.3 V., 600 ma. heater and external conductive coating is rated at 2000 to 2500 uuf.

**In 21-inch tubes**—Sylvania continues to lead the way in 110-degree, 21-inch picture tubes with the 21CQP4, the shortest 21-inch picture tube on the market. The tube measures 14⅞ inches in overall length and weighs 20 pounds. The new shorter length in this Sylvania original is made possible by the new non-ion trap gun with electrostatic focus that reduces tube length up to a full inch.



Sylvania's new 24-inch 110° picture tube, type 24AMP4, is 6 inches wider than long

## IN TELEVISION...

### Sylvania 6CK4—New Low-Mu Triode

Sylvania type 6CK4 is a low-mu triode designed for service as a vertical deflection amplifier in TV sets featuring wide-angle picture tubes and high cathode-ray tube accelerating potential.

Design factors including a T9 bulb provide a safety factor for conservative, reliable operation in such applications.

Ratings of type 6CK4 include 2,000 volts peak positive plate, a plate dissipation of 12 watts, and an average cathode current of 100 ma.

### New 110-degree damper types

Sylvania's new 110-degree damper types 6DA4 and 12D4 feature high peak current capabilities, low tube drop and adequate peak inverse plate voltage rating to make it a most desirable damper for 110° deflection. The 12D4 is a half-wave rectifier for 600 ma series string usage. It is the 12-volt version of the 6DA4.

### Sylvania introduces the 6/8CY7

Sylvania adds the 6/8CY7 to its TV tube line as a supplement to the 10DE7. The new tube combines two dissimilar triodes in one T6½ envelope for use in 90-degree short neck picture tube circuits. The oscillator section features a high-mu triode.

SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.
*In Canada: Sylvania Electric (Canada) Ltd., Shell Tower Bldg., Montreal*

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# Manufacturers of Transistors

**AMPEREX ELECTRONIC CORP.**—230 Duffy Ave., Hicksville, L.I., N.Y. Wells 1-6200. Frank L. Randall Jr., pres. & gen. sales mgr.

**AUTOMATIC ELECTRIC CO.**—Wolf Rd., Northlake (Chicago), Ill. Estebrook 9-4300.

**BENDIX AVIATION CORP.**—Eatontown, N.J. Eatontown 3-2000. E. F. Kolar, gen. mgr.

**BOGUE ELECTRIC MANUFACTURING CO.**—52 Iowa Ave., Paterson, N.J. Lambert 5-2200.

**CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Spring 4-2360. Arthur L. Chapman, pres.

**CENTRALAB (Div. of Globe Union Inc.)**—900 E. Keefe Ave., Milwaukee, Wis. Woodruff 2-9200. W. S. Parsons, pres.

**DELCO RADIO DIVISION, General Motors Corp.**—700 E. Firmin St., Kokomo, Ind. Gladstone 2-8211. B. W. Cooper, gen. mgr.

**DRESSEN-BARNES CORP.**—250 N. Vinedo Ave., Pasadena 8, Cal. Ryan 1-7041.

**FEDERAL TELEPHONE & RADIO CO. (Div. of IT&T)**—100 Kingsland Rd., Clifton, N.J. Nutley 2-3600. John E. Gingrich, pres.

**FRETCO INC.**—406 N. Craig St., Pittsburgh 13, Pa. Museum 1-8116. Joseph V. Fisher, pres.

**GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N.Y. H. Brainard Fancher, gen. mgr.

**GENERAL TRANSISTOR CORP.**—91-27 138th Place, Jamaica 35, N.Y. Olympic 7-9700. Herman Fialkov, pres.

**HOFFMAN SEMICONDUCTOR DIVISION**—930 Pitner Ave., Evanston, Ill. University 9-9850. M. E. Paradise, exec. v.p.

**HUGHES AIRCRAFT CO.**—Florence Ave. & Teal St., Culver City, Cal. Texas 0-7111. Howard R. Hughes, pres.

**HYDRO-AIRE INC.**—3000 Winona Ave., Burbank, Cal. Victoria 9-1331.

**INTERNATIONAL BUSINESS MACHINES CORP.**—590 Madison Ave. New York 22, N.Y. Plaza 3-1900. T. J. Watson Jr., pres.

**KEMTRON ELECTRON PRODUCTS INC.**—14 Prince Place, Newburyport, Mass. Malden 2-0002.

**LANSDALE TUBE CO. (Philco div.)**—Church Road, Lansdale, Pa. Ulysses 5-4681. Wm. J. Peltz, v.p. & gen. mgr.

**P. R. MALLORY & CO.**—3029 E. Washington St., Indianapolis 6, Ind. Melrose 6-5353. P. R. Mallory, chairman.

**MAR VELCO ELECTRONICS (Div. of National Aircraft Corp.)**—3411 Tulare Ave., Burbank, Cal. Victoria 9-3251.

**MINNEAPOLIS-HONEYWELL REGULATOR CO.**—2753 Fourth Ave., So., Minneapolis 8, Minn. Federal 2-5225.

**MOTOROLA INC.**—5005 E. McDowell Rd., Phoenix, Ariz. Bridge 5-4411. John T. Hickey, gen. mgr.

**NATIONAL UNION ELECTRIC CORP.**—350 Scotland Rd., Orange, N.J. Orange 2-6600.

**NUCLEONICS PRODUCTS CO. INC.**—1601 Grande Vista Ave., Los Angeles 23, Cal. Angelus 2-3503.

**PACIFIC SEMICONDUCTORS INC.**—10451 W. Jefferson Blvd., Culver City, Cal. Texas 0-4881. H. Q. North, pres.

**RAYPAR INC.**—7810 W. Addison Ave., Chicago 34, Ill. Tuxedo 9-3700.

**RAYTHEON MANUFACTURING INC.**—55 Chapel St., Newton 58, Mass. C. F. Adams, pres.

**RAY-O-VAC CO.**—212 E. Washington Ave., Madison 10, Wis. Alpine 5-7201.

**RCA SEMICONDUCTOR DIV (Radio Corp. of America)**—415 S. Fifth St., Harrison, N.J. Humboldt 5-3900. W. W. Watts, exec. v.p.; A. M. Glover, div. gen. mgr.

**SHOCKLEY SEMICONDUCTOR LABS (Subsidiary of Beckman Instruments Inc.)**—391 S. San Antonio Rd., Mountain View, Cal. Davenport 6-1300.

**SPRAGUE ELECTRIC CO.**—87 Marshall St., North Adams, Mass. Mohawk 3-5311. Robert C. Sprague, chairman & treas.

**SYLVANIA ELECTRIC PRODUCTS INC.**—1740 Broadway, New York 19, N.Y. Judson 6-2424. Don G. Mitchell, chairman & pres.

**TEXAS INSTRUMENTS INC.**—6000 Lemmon Ave., Dallas 9, Tex. Fleetwood 2-1781. J. E. Jonsson, pres.

**THERMOSEN INC.**—375 Fairfield Ave., Stamford, Conn. Davis 5-1324.

**TRANSISTOR PRODUCTS INC. (Clevite)**—241 Crescent St., Waltham 54, Mass. Twinbrook 4-9330.

**TRANSISTRON ELECTRONIC CORP.**—407 Main St., Melrose 76, Mass. Melrose 4-9600.

**TUNG-SOL ELECTRIC INC.**—95 Eighth Ave., Newark 4, N.J. Humboldt 2-4200. Louis Rieben, pres.

**UNITED STATES DYNAMICS CORP.**—1250 Columbus Ave., Boston 20, Mass. Highlands 5-3850. Dr. Walter E. Strimling, pres.

**WESTERN ELECTRIC CO. INC.**—120 Broadway, New York 5, N.Y. Worth 4-2100. A. B. Goetze, pres.

**WESTINGHOUSE ELECTRIC CORP.**—P. O. Box 284, Elmira, N.Y. Elmira 9-3611. B. W. Sauter, gen. mgr.

## Tube Blank Makers

**CORNING GLASS WORKS**—Corning, N.Y. Telephone: 2-5011. Wm. C. Decker, pres.; Amory Houghton Jr., staff v.p.; Charles D. LaFollette, financial v.p.; John L. Hanigan, v.p. gen. mgr., electrical products div.; Paul T. Clark, v.p. & gen. mgr., technical products div.; R. Lee Waterman, v.p. & gen. mgr., consumer products div.; John B. Ward, gen. mgr., new products div.; Cyril T. Pacquette, sales mgr. new products div.; Campbell Rutledge, gen. sales mgr., technical products div.; Forrest E. Behm, mgr., TV sales; Allen W. Dawson, mgr. electronic components; Pierre L. Roederer, mgr., industrial bulb sales; Philip C. Leffel Jr., sales mgr., receiver bulbs.

**KIMBLE GLASS CO. (a subsidiary of Owens-Illinois Glass Co.)**—P. O. Box 1035, Toledo 1, Ohio. Cherry 2-6543. Columbus plant, 711 Southwood Ave., Columbus, O. (TV bulbs). Technical Center, Westwood Avenue, Toledo.

**Executives:** R. H. Mulford, president & gen. mgr.; J. P. Kearney, v.p. & gen. mgr. electronic products div.; F. D. Pinotti, v.p. & chief engineer; C. E. Reed, plant mgr., Columbus; J. P. Gleason, sales mgr., electronic products div.; G. Pryor Molloy, mgr. new products, electronic products.

**LANCASTER GLASS CORP.**—Lancaster, O. Olive 3-0311. Dr. Robert Fox, president; W. T. Greenlee, v.p. electronics.

## Face Plate Makers

**DEARBORN GLASS CO.**—6600 S. Harlem Ave., Bedford Park, Ill. Ludlow 5-0900. Mfrs. of reflection free tube faces, flat & bent implosion plates. Plant also at Jermyn, Pa. W. A. Williams, president; L. J. Paulick, executive v.p.; R. B. Mauritzen, v.p.; V. M. Gilstrap, gen. mgr. Bedford Park plant; B. H. Greenop, gen. mgr. Jermyn plant.

**PITTSBURGH PLATE GLASS CO.**—One Gateway Center, Pittsburgh 22, Pa. Atlantic 1-5100. E. T. Asplundh, chairman; D. G. Hill, president; R. F. Barker, v.p.; F. E. Richardson Jr., mgr. pennvernon sales; R. G. Whittemore, mgr. product development dept.

## Major Suppliers of
# Hotel Television Receivers
### Sale or Lease

**AMERICAN COMMUNICATIONS CORP.**—280 Broadway, New York City. Rector 2-0320. E. M. Lurie, pres.; Martin A. Lappin, v.p.; J. Wade Collins, sales mgr. GE receivers.

**EMERSON INDUSTRIAL PRODUCTS CORP.** (subsidiary of Emerson Radio & Phonograph Corp.)—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Louis Abrams, pres. Sale & rental.

**HOTEL RADIO CORP.**—601 W. Fort St., Detroit 26, Mich. Woodward 3-6787. H. L. Dawson, v.p.-gen. mgr.; C. A. Bonesteel, v.p.-asst. treas.; Jerry Moore, secy.; E. F. Wieneke, treas. & chairman. Motorola receivers. Manufacturers of TV-an-Tenna system; Radio-Central (radio system for hotels); Audio-Central (sound system for hotels); Video-Central (closed circuit system for hotels).

**THE IRA HIRSCHMANN CO. INC.**—654 Madison Ave., New York 21, N.Y. Templeton 8-5400. Ira Hirschmann, pres.; Eleanor Bonfield, secy-treas.

**MASTER VIDEO SYSTEMS INC.**—E. Shore Rd., Port Washington, N.Y., Port Washington 7-8790. George T. Weymouth, chairman; A. J. Moxham, pres.; W. E. Lutz, v.p., engineering; B. P. E. Wolbarst, v.p., sales; Mario A. Fog, v.p., admin.; R. G. Skinner, treas.; Wm. S. Satterthwaite, secy.; A. E. Monetti, counsel. Hoffman receivers. (Master Video Service Co. is wholly owned subsidiary.)

**RADIOMATIC OF AMERICA INC.**—760 Ramsey Ave., Hillside, N.J. Murdock 8-4973. Wm. Weiss, pres.; Robert S. Puder, v.p.; Jack A. Silva, v.p.-gen. mgr.; J. R. Poppele, secy.-treas. RCA, GE, DuMont receivers, master antenna systems.

**TELE-SOUND INC.**—1505 Race St., Philadelphia 2, Pa. Locust 4-0278. Milton A. Diamond, pres.; Malcolm O. Marple, v.p.-engineering; Robert B. Diamond, v.p.; Arthur Lorch, secy.-treas. Philco distributor to hotels & institutions. Lease only.

**TEL-HOTEL CORP.**—342 Madison Ave., New York City. Oxford 7-0330. Irving M. Kram, pres.; Alfred N. Kram, v.p.; J. Wm. Rosenbluth, secy.-treas.; Maurice Barg, sales mgr.; Guy Passanante, asst. sales mgr.; Bernard Eisenberg, gen. service mgr. Westinghouse receivers; Master Antenna Systems. Subsidiary Hospi-Tel Service Corp. specializes in hospital systems. Sales or rental.

**WELLS TELEVISION INC.**—52 Vanderbilt Ave., New York 17, N.Y. Murray Hill 4-4670. Jay Wells, pres.; Arnold Wells, exec. v.p.; Thomas A. Cronin, v.p. **Chicago:** 22 W. Madison St. Financial 6-4079. Clay Olson, mgr. **Dallas:** 4025 Maple Ave. Lakeside 0745. Lee K. Stensrud, southwestern sales mgr. **Detroit:** 19307 Freeland. University 4-2490. Peter C. Nyvall, midwestern sales mgr. RCA receivers.

**Directory of**

# Manufacturers of TV Receiving Antennas

**Data as Supplied by Companies in Response to Questionnaires.**

Note: Manufacturers of TV receivers, many of whom also offer receiving antennas, are listed on pp. 451-457

**ADVANCE ELECTRONICS CO.**—8510 North End Ave., Oak Park 37, Mich. Lincoln 6-0248. Emanuel Silverman, owner. Outdoor.

**AERIAL ELECTRONICS CO.**—220 Washington St., Beardstown, Ill. Beardstown 1415. Officers: John M. Janes, pres.; Edwin Snyder, secy.-treas. Outdoor only.

**ALLWEATHER ANTENNAS MFG. CO.**—350 S. Egg Harbor Rd., Hammonton 1, N.J. Logan 1-1990. James E. Myers Jr., pres.-gen. mgr.; James E. Myers Sr., v.p., eastern div.; Sonny Greenberg, v.p., western div. Western office: 1073 N. Vine St., Hollywood, Cal. Outdoor only.

**ALLIANCE MANUFACTURING CO. (subsidiary of Consolidated Electronics Industries Corp.)**—Lake Park Blvd., Alliance, O. Telephone: 1-5361. John Bentia, pres.-gen. mgr.; Aries Vernes, v.p.; R. G. Dettmer, secy.; Robert Dunn, treas.; R. E. Barrick, asst. treas. *Tenna-Rotor* antenna rotators.

**AMERICAN ELECTRONICS CO.**—1203 Bryant Ave., New York 59, N.Y. Dayton 9-4815. Martin Schwartz, sales mgr. Indoor only.

**ALL CHANNEL PRODUCTS CORP.**—47-39 49th St., Woodside 77, N.Y. Exeter 2-1336. Wm. Korn, pres.; Milton Samuels, adv. mgr.

**AMPHENOL ELECTRONICS CORP.**—1830 S. 54th Ave., Chicago 50, Ill. Bishop 2-1000. Arthur J. Schmitt, pres.; W. H. Rous, v.p., sales; R. M. Soria, v.p., engineering; J. F. Leach, v.p., mfg.; J. L. Woods, v.p. & controller; A. Dushek, treas.; F. Pace, secy.; R. E. Hall, gen. sales mgr.; L. J. Gallagher, field sales mgr.; R. E. Svoboda, dist. sales mgr.; K. F. Boldt, adv. mgr.; Curt Klostermann, chief engineer. Outdoor only.

**ANTENNA DESIGNS INC. (ANDI)**—225 S. Third St., Burlington, Ia. Plaza 2-2787. Robert Weiss, pres. & gen. mgr.; Lynn Lookwood, v.p. & sales mgr.; Don Wells, secy.

**BESTCRAFT PRODUCTS CO. INC.**—626 Broadway, New York 12, N. Y. Algonquin 4-7920. Martin Roffman, pres.; Joseph D. Gollon, secy.-treas. Indoor only.

**BRACH MFG. CORP. div. of General Bronze Corp.**—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. L. S. Brach, pres.; A. A. Danielsen, v.p.; J. Berger, sales mgr.

**CHANNEL MASTER CORP.**—Ellenville, N. Y. Ellenville 1300. Harry Resnick, pres.; Harold Harris, sales & engineering v.p.; Sam Schlussel, sales mgr.

**CLEAR BEAM ANTENNA CO.**—21341 Roscoe Blvd., Canoga Park, Cal. Diamond 7-2255. Harry Lieb, pres.; Harold Florence, v.p.; R. D. Raynor, sales mgr.

**CORNELL-DUBILIER ELECTRIC CORP.**—South Plainfield, N. J. Plainfield 6-9000. Octave Blake, pres.-gen. mgr.; Wm. Dubilier, 1st v.p.; Haim Beyer, exec. v.p.-treas.; Paul McK. Deeley, exec. v.p. Vice presidents: Wm. M. Bailey, Felix S. Weiss, Theodore E. Abeel, Max Bleich, Leslie A. Johnson. J. A. Bertolacci, comptroller; Mary F. Keating, secy.

**DAVIS ELECTRONICS**—4002 W. Burbank Blvd., Burbank, Cal. Thornwall 2-3032. Henry J. Davis, pres.; Henry M. Davis, production mgr.; Sidney Spector, sales & adv. mgr. Outdoor only.

**DYNAMIC ELECTRONICS-NEW YORK INC.**—73-79 Woodhaven Blvd., Forest Hills, N. Y. Illinois 9-7000. J. M. Winer, pres.; Seymour Levy, exec. v.p.; Julius D. Winer, v.p.; Louis Fafarman, treas.; George Ginsberg, secy.; Dave Cole, national sales mgr. Indoor freter-tenna.

**THE FINNEY CO.**—34 W. Interstate, Bedford, O. Bedford 2-6161. L. H. Finneburgh Jr., pres.; M. L. Finneburgh, v.p.; M. L. Finney Jr., gen. sales mgr. Outdoor only.

**FRETCO INC.**—406 N. Craig St., Pittsburgh 13, Pa. Museum 1-8116. Joseph V. Fisher, pres.; Douglas Carpenter, sales mgr.

**HI-LO MANUFACTURING CORP.**—1122 W. Newport, Chicago 13, Ill. Graceland 7-1890. Frank J. Klancnik, pres.; Eugenia M. Klancnik, v.p.; E. A. Goncoe, gen. mgr. Indoor only.

**INSULINE CORP. OF AMERICA div. of Van Norman Industries, Inc.**—186 Granite St., Manchester, N. H. Manchester 5-8511. James L. Lewis, pres.; Paul C. Eberhardt, v.p.

**JAMAC PRODUCTS CO.**—8845 N.E. Sandy Blvd., Portland 20, Ore. Alpine 2-2929. James W. Jackson, sales; F. B. Marlin, engineer.

**JFD MFG. CO. INC.**—6101 16th Ave., Brooklyn 4, N. Y. Dewey 1-1000. Julius Finkel, pres.; Albert Finkel, v.p.; Edward Finkel, gen. sales mgr.

**KAY-TOWNES ANTENNA CO.**—1511 Dean Ave., Rome, Ga. Telephone: 4-2631. Jack Townes, gen. mgr.; J. C. Kay, tech. dir.; J. F. Tinsley, controller. Outdoor only.

**LA POINTE INDUSTRIES INC.**—155 W. Main St., Rockville, Conn. Telephone: Tremont 5-3351. Jan H. Stillbach, pres. & treas.; Matthew S. Wandell, v.p.; Shirley M. Milnes, secy.

**LYNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, pres.; Samuel Sabaroff, v.p.-dir. of research; Donald R. Trilling, secy.-treas. Outdoor only.

**MARJO TECHNICAL PRODUCTS CO.**—1150 E. Henry St., Linden, N. J. Wabash 5-9807. J. M. Shuskus, pres.; M. Keck, sales mgr.; D. Martin, chief engineer. Indoor only.

**MEDAL MFG. CO. INC.**—Vine & Franklin Sts., Sharon, Pa. Diamond 2-6839. Robert Routman, pres.; Alec Routman, v.p.-treas.

**MILLER ELECTRONICS CO.**—2840 Naomi St., Burbank, Cal. Victoria 9-1659. John Miller, owner.

**PEERLESS PRODUCTS INDUSTRIES**—812 N. Pulaski Rd., Chicago 51, Ill. Belmont 5-9883. Edwin Mraz, chairman; M. Mraz, secy.-adv. mgr.; Robert Mraz, factory mgr.; R. Kriz, treas.; Walter Griffing, pres.-sales mgr.; E. J. Mraz, design eng. Indoor.

**PHOENIX ELECTRONICS INC.**—620 Essex St., Lawrence, Mass. Murdock 3-3166. Tony Lambo, Les Temple, partners.

**PHILSON MFG. CO.**—47 Bergen St., Brooklyn 1, N. Y. Ulster 5-0136. P. Morrison, mgr. Outdoor only.

**Q-LINE MFG. CORP.**—1562 61st St., Brooklyn 19, N. Y. Bensonhurst 6-9320. Harold L. Brenner, pres.; Israel Pollack, secy-treas.

**RADIO MERCHANDISE SALES INC.**—2016 Bronxdale Ave., New York 62, N. Y. Tyrone 2-6700. Sidney Pariser, pres.; Edward E. Wineblatt, gen. mgr.

**RADION CORP.**—1130 W. Wisconsin Ave., Chicago 14, Ill. Mohawk 4-4617. R. N. Leonard, pres.; R. A. Lucas, treas.-credit mgr.; Dan O'Connell, sales v.p.; M. Silver, secy. Indoor only.

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**TELCO ELECTRONICS MFG. Co. Div. of General Cement Mfg. Co.-Textron Inc.**—400 S. Wyman St., Rockford, Ill. Phone 2-6695. S. B. Valiulis, pres.; R. D. Gawne, sales mgr.

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**TELREX LABS.**—Asbury Park, N.J. Prospect 5-7252. M. D. Ercolino, pres. & chief engineer; Ralph Ercolino, sales mgr. Outdoor.

**TELEVISION HARDWARE MFG. CO.**—(See TELCO.)

**TELEVISION LABORATORIES INC.**—333 Mill St., Wauconda, Ill. Rodney 3-3800. Edward F. Classen, pres.; Walter A. Schwalm, v.p. Indoor & built-in only.

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Telephone: Murray Hill 9-7200
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Cambridge, O. Cambridge 2-3531. ("Victrola" phonographs, tape recorders).
Canonsburg, Pa., Adams Ave. Sherwood 5-4200 (radios, "Victrola" phonographs).
Findlay, O., Fostoria Rd. Findlay 6000. (component parts).
Hollywood, Calif., 1016 No. Sycamore, Hollywood 4-5171 (sound film recording, custom record pressing).
Indianapolis, Ind., 501 No. LaSalle St., Melrose 6-5321. (TV receivers, records).
Monticello, Ind., Hanawalt Rd. Monticello 100. (TV cabinets).
Rockaway, N. J., Rockaway 9-2400 (records).

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Cincinnati, O., 5040 Lester Rd. Elmhurst 1-2300. (miniature tubes).
Harrison, N. J., 415 So. Fifth St. Humboldt 5-3900 (tubes).
Indianapolis, Ind., 501 No. LaSalle St. Melrose 6-5321. (tubes).
Lancaster, Pa., New Holland Pike. Express 3-3661. (color kinescopes, power tubes, TV camera & special purpose tubes).
Marion, Ind., 3301 So. Adams St. North 4-1201 (black & white kinescopes; luminescent powder).
Somerville, N. J., Randolph 5-4500. (semiconductor devices).
Woodbridge, N. J., Humboldt 5-3900. (tubes).

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Los Angeles, Calif., 11819 W. Olympic Blvd. Bradshaw 2-8842. (govt. communications equipment).
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(For detailed listings, see pp. 44-48)

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1000 Fidelity Union Life Building, Dallas, Tex. Riverside 8-4996.
932 Fischer Building, Detroit 2, Mich. Trinity 2-5500
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1473 Barnum Ave., Bridgeport, Conn., Edison 6-0181
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(Continued)

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Telephone: MA 2277.
R. E. Tolnay, *managing director*

RCA Victor Radio S.A., Caixa Postal 8460, Sao Paulo, Brazil.
Telephones: 50 713, 80-2111.
Richard T. Scott, *president.*

RCA Victor Company, Ltd., 1001 Lenoir St., Montreal, 30 P.Q., Canada.
Telephone: Wellington 3-7551.
F. R. Deakins, *chairman of board.*
P. J. Casella, *president.*

Corporacion de Radio de Chile, S.A., Vicuna Mackenna 3333, Santiago, Chile.
Telephone: Santiago 50081.
Julio Del Rio, *v.p. & operations mgr.*

RCA Great Britain, Ltd., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex, England.
Telephone: Sunbury-on-Thames 3101.
P. A. Turnor, *managing director.*

Radio Fernseh Elektro GmbH, Rossmarkt 11, Frankfurt a.M., Germany.
Telephone: 96628 & 96781.
G. H. Schmitter, *director.*

American Radio Television (Hellas) Limited Liability Co., 38 Thessaloniki St., Athens, Greece.
Telephone: 482492.
Charilaos Petropoulos, *general manager.*

Photophone Equipments, Private Ltd., 11 Marine Lines, Bombay 1, India.
Telephone: 24 2168
M. A. Fazalbhoy, *managing director.*

RCA Italiana S.p.A., Via Tiburtina, km 12, Rome, Italy
Telephone: 209.908
Pietro Vaccari, *managing director.*

American Electronic Enterprises, Ltd., Room 420, Nikkatsu International Bldg., Tokyo, Japan.
Telephone: 27-7601; 27-7602.
P. A. Richards, *manager.*

RCA Victor Mexicana, S.A., de C.V., Avenida Cuitlàhuac 2519, Mexico 16, D.F.
Telephone: 27-60-20, LD 149.
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Telephone: 55-42-00.
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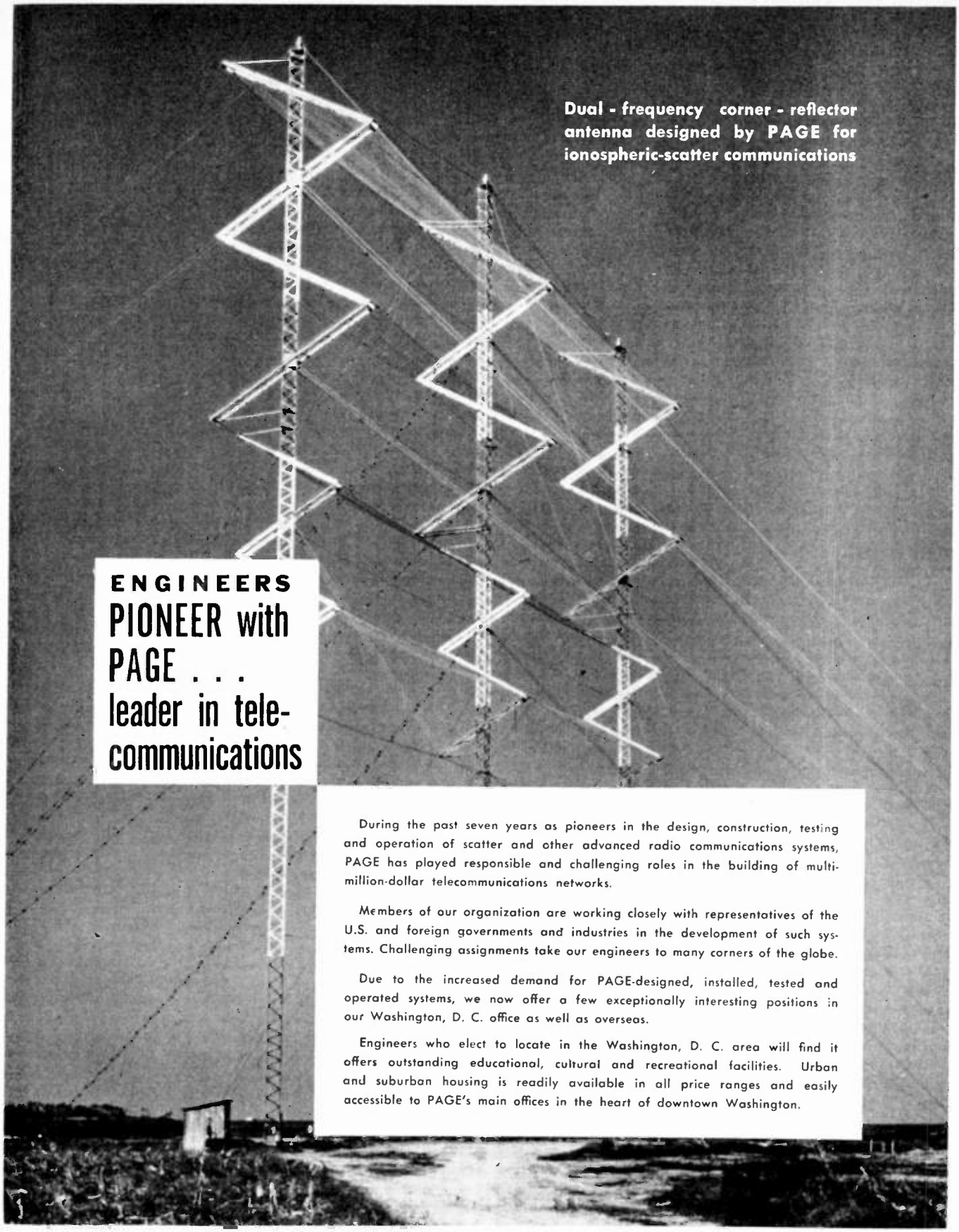

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**AMERICAN BOSCH ARMA CORP. (Arma Division)**—Roosevelt Field, Garden City, N.Y. Pioneer 2-2000. E. A. Goetz, chief engineer.

**AMERICAN MACHINE & FOUNDRY CO.**—1085 Commonwealth Ave., Boston 15, Mass. Algonquin 4-4234. Dr. W. B. Sell, gen. mgr. of electronics division.

**ARMOUR RESEARCH FOUNDATION, Illinois Institute of Technology**—10 W. 35th St., Chicago 16, Ill. Calumet 5-9600. Dr. Haldon A. Leedy, director.

**AVCO MANUFACTURING CORP. (Crosley Division)**—1329 Arlington St., Cincinnati 25, O. Kirby 1-6600. Clarence Felix, v.p. in charge; D. B. Nason, v.p. customer relations & sales.

**BARNES ENGINEERING Co.**—30 Commerce Road, Stamford, Conn. Fireside 8-5381. Dr. R. Bowling Barnes, president.

**BARTOL RESEARCH FOUNDATION, Franklin Institute**—Swarthmore, Pa. Kingswood 3-1539. Dr. W. F. G. Swann, director.

**BATTELLE MEMORIAL INSTITUTE**—505 King Ave., Columbus, O. Axminister 9-3191. Dr. B. D. Thomas, director.

**BECKMAN INSTRUMENTS**—2200 Wright Ave., Richmond, Cal. Landscape 6-7730. Robert Ward, gen. manager.

**BELL TELEPHONE LABORATORIES**—463 West St., New York 14, N.Y. Chelsea 3-1000. Dr. Mervin J. Kelly, president; Dr. William O. Baker, v.p. of research.

**BENDIX AVIATION CORP.**—10½ Mile Rd. & Northwestern Hwy., Southfield Twp., Mich., Box 5115, Detroit, Mich. Temple 2-1300. Dr. Albert C. Hall, gen. mgr.

**BROOKLYN POLYTECHNIC MICROWAVE RESEARCH INSTITUTE**—55 Johnson St., Brooklyn, N.Y. Triangle 5-4304. Dr. N. Marcuvitz, director.

**CALIFORNIA INSTITUTE OF TECHNOLOGY**—Pasadena, Cal. Ryan 1-7171. F. C. Lindvall, chairman of engineering.

**CARNEGIE INSTITUTE OF TECHNOLOGY**—Schenley Park, Pittsburgh, Pa. Mayflower 1-2600. B. R. Teare Jr., dean of College of Engineering & Science.

**CBS LABORATORIES**—485 Madison Ave., New York 22, N.Y. Plaza 1-2345. Dr. Peter C. Goldmark, president & dir. of research; John W. Christensen, v.p. & assoc. dir. of research; Thomas Petersen, acting comptroller.

**CLARK ELECTRONICS LABORATORIES**—Box 165, Palm Springs, Cal. Telephone: 8-3011. Dudley B. Clark, president.

**COLLINS RADIO CO.**—855 35th St. NE, Cedar Rapids, Ia. Empire 3-0281. R. T. Cox, v.p. of research & development.

**COLUMBIA UNIVERSITY ELECTRONICS RESEARCH LABORATORY**—632 W. 125th St., New York, N.Y. University 5-5000. Prof. L. H. O'Neill, director.

**COMMONWEALTH ENGINEERING CO. OF OHIO**—1771 Springfield St., Dayton, O. Clearwater 3-1165. Malvern J. Hiler, president.

**CURTISS-WRIGHT CORP., Electronics Div.**—Carlstadt, N.J. Geneva 8-4000. J. R. Pascuzzo, gen. mgr.

**ALLEN B. DuMONT LABORATORIES Inc.**—35 Market St., E. Paterson, N.J. Mulberry 4-7400. Dr. Thomas T. Goldsmith Jr., v.p. govt. & research; R. T. Cavanaugh, director, research & development div.; Robert E. Rutherford Sr., director, tube research, 1 Main Ave., Passaic, N.J.

**ELECTRONIC ASSOCIATES Inc.**—Long Branch Ave., Long Branch, N.J. Telephone: 6-1100. Lloyd F. Christianson, president.

**ELECTRONICS CORP. OF AMERICA**—1 Memorial Drive, Cambridge 42, Mass. University 4-8000. Arthur G. B. Metcalf, president; Burton E. Shaw, v.p. for operations.

**ELECTRONICS RESEARCH LABORATORIES**—3743 Cahuenga Blvd., N. Hollywood, Cal. Stanley 7-3223. Joseph H. Leaming, owner & chief engineer.

**EMERSON RESEARCH LABORATORIES, Div. Emerson Radio & Phonograph Corp.**—701 Lamont St., N.W, Washington 10, D.C. Tuckerman 2-6800. Dr. Donald P. Burcham, divisional v.p.

**GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N.Y.—Granite 6-4411. Dr. G. L. Haller, general manager, defense electronics div. (Syracuse, N.Y.); L. B. Davis, gen. mgr. electronics components div. (Owensboro, Ky.); H. A. Strickland, gen. mgr. industrial electronics div. (161 E. 42nd St., New York, N.Y.)

**GENERAL ELECTRIC CO.**, Microwave Laboratory at Stanford—601 California Ave., Palo Alto, Cal. Davenport 4-1661. J. W. Nelson Jr., mgr.

**GENERAL PRECISION LABORATORY Inc.**—63 Bedford Road, Pleasantville, N.Y. Rogers 9-5000. J. W. Murray, pres.; R. L. Garman, chairman & technical director.

**GENERAL RADIO CO.**—275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. Donald B. Sinclair, v.p. & chief engineer.

**GENERAL TELEPHONE CO. LABORATORIES**—1033 W. Van Buren St., Chicago, Ill. Haymarket 1-4300. Robert M. Wopat, president.

**HAZELTINE RESEARCH CORP. (subsidiary of Hazeltine Corp.)**—59-25 Little Neck Parkway, Little Neck 62, N.Y. Flushing 7-8700. L. B. Dodds, president; C. J. Hirsch, exec. v.p.; W. H. Wilson, v.p.

**HAZELTINE RESEARCH Inc. (subsidiary of Hazeltine Corp.)**—5445 W. Diversey Ave., Chicago 39, Ill. National 2-1582. L. B. Dodds, president; Charles J. Hirsch, v.p., D. F. J. Shea, v.p.

**HAZELTINE RESEARCH Inc. of Cal. (subsidiary of Hazeltine Corp.)**—3320 W. Burbank Blvd., Burbank, Cal. Victoria 9-2658. L. B. Dodds, pres.; D. E. Foster, v.p.; C. J. Hirsch, v.p.

**HEWLETT-PACKARD CO.**—275 Page Mill Road, Palo Alto, Cal. Davenport 5-4451. David Packard, president; Wm. R. Hewlett, exec. v.p.; W. F. Cavier, v.p.; W. Noel Eldred, v.p.; Noel E. Porter, v.p.; Bernard M. Oliver, v.p.; Edwin E. van Bronkhorst, secy.-treas.

**HOFFMAN LABORATORIES Inc. (subsidiary of Hoffman Electronics Corp.)**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. James D. McLean, president; R. A. Maher, chief engineer.

**HUGHES RESEARCH DEVELOPMENT LABORATORY**—Culver City, Cal. Texas 0-7111. A. V. Haeff, v.p. & director of research laboratories.

**ILLINOIS UNIVERSITY ENGINEERING EXPERIMENT STATION**—Champaign-Urbana, Ill. Telephone: 7-6611. William L. Everitt, dean of engineering; Ross J. Martin, director, engineering experiment station.

**INTERNATIONAL BUSINESS MACHINES CORP.**—590 Madison Ave., New York 22, N.Y. Plaza 3-1900. R. B. Johnson, manager of lab at San Jose, Cal.; J. J. Troy, manager of lab at Endicott, N.Y.; H. S. Beattie, manager of lab at Poughkeepsie, N.Y.

**IT&T STANDARDS LABORATORY**—100 Kingsland Rd., Clifton, N.J. Nutley 2-3600. John E. Gingrich, pres.; S. R. Calabro, mgr.; J. L. Chadwick, asst. mgr.; S. Silverman, supervisor; J. A. Abbott, informational director.

**JOHNS HOPKINS UNIVERSITY APPLIED PHYSICS LABORATORY**—8621 Georgia Ave., Silver Spring, Md. Juniper 9-7700. Ralph E. Gibson, director.

**KENTRON HAWAII LTD**—1140 Waimanu St., Honolulu, Hawaii. Frederick Simpich Jr., chairman; Donald C. Kenney, president; H. Robinson, v.p.; Dwight Lowrey, v.p.; R. Waterman, v.p.; Marshall M. Goodsill, secy.

**LABORATORY FOR ELECTRONICS**—75 Pitts St., Boston 14, Mass. Richmond 2-3200. Henry Harding, president.

**MAGNAVOX CO.**—2131 Bueter Road, Ft. Wayne, Ind. Eastbrook 9721. Lab at 2255 S. Carmelina Ave., Los Angeles 64, Cal. Granite 9-7796. Ragnar Thorensen, research director.

**GLENN L. MARTIN CO.**—Middle River, Md. Murdock 7-3800, ext. 638. G. Strickroth, electronics dept. manager; C. Prenger, director of electronics lab.

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY ELECTRONIC RESEARCH LABORATORY**—Cambridge, Mass. Kirkland 7-6900. Jerome Weisner, director.

**MELLON INSTITUTE OF INDUSTRIAL RESEARCH**—4400 Fifth Ave., Pittsburgh 13, Pa. Mayflower 1-1100. Gen. Matthew B. Ridgway, chairman; Dr. Paul J. Flory, exec. director of research.

**MELPAR Inc. (subsidiary of Westinghouse Air Brake Co.)**—3000 Arlington Blvd., Falls Church, Va. Jefferson 4-6000. Thomas Meloy, president; Charles B. Raybuck, v.p. in charge of research & engineering.

**MENLO RESEARCH LABORATORY**—538 Phelan Ave., San Jose 12, Cal. Cypress 7-0455. Charles Weeks, director; Frank J. Lohman, chief administrative engineer.

**MICROWAVE ASSOCIATES Inc.**—Northwest Industrial Park, Burlington, Mass. Browning 2-3000. Dana W. Atchely Jr., president; Richard M. Walker, v.p., research.

**MINNEAPOLIS-HONEYWELL REGULATOR CO.**—2753 4th Ave. South, Minneapolis 8, Minn. Federal 2-5225. Finn J. Larsen, director of Honeywell Research Center, 500 Washington Ave. South, Hopkins, Minn. West 8-2701.

**MINNESOTA UNIVERSITY INSTITUTE OF TECHNOLOGY**—14th & University Ave., Minneapolis, Minn. Federal 2-8158. Dr. A. F. Spilhaus, dean.

**MOORE SCHOOL OF ELECTRICAL ENGINEERING, University of Pennsylvania**—Philadelphia 4, Pa. J. G. Brainerd, director.

**MOTOROLA Inc.**—Western Military Div., 8201 E. McDowell, Phoenix, Ariz. Whitney 5-4311. Joseph Chambers, v.p. & mgr.

**NATIONAL RESEARCH CORP.**—70 Memorial Drive, Cambridge, Mass. Eliot 4-5400. Richard S. Morse, president; Robert A. Stauffer, v.p. for research.

**NATIONAL SCIENTIFIC LABORATORIES (Subsidiary of Bowser Inc., Chicago)**—2010 Massachusetts Ave. NW, Washington, D.C. Hudson 3-4030. George W. Sarbacher Jr., president.

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# Foreign Manufacturers and Assemblers OF TELEVISION RECEIVING EQUIPMENT

**Based on latest available data from embassies, foreign trade associations and other official & unofficial sources.**

### ARGENTINA

**Belloti Hnos, S.R.L.**—Av. La Plata 1669, Buenos Aires

**Cartailler & Sempels**—Estomba 3381, Buenos Aires

**Cia Standard Electric Argentina, S.I.A.C.**—Uruguay 1037, Buenos Aires

**Electrónica RAS S.R.L.**—Juncal 2818, Buenos Aires

**Industrias Eléctricas y Musicales Odeon S.R.L.**—Corrientes 485, Buenos Aires

**Isidoro Cherniavsky**—Bartolomé Mitre 2259, Buenos Aires

**Philips Argentina S.A.**—Vedia 3892, Buenos Aires

**RCA Victor Argentina S.A.I.C.**—Bartolomé Mitre 1961, Buenos Aires; J. P. Cougenc, pres.; G. P. Sanders, v.p.; A. M. MacKenzie, consumer products sales mgr.

**RICMA Argentina S.R.L.**—Sarmiento 309, Buenos Aires

**Roldán, Segundo y Juan B.**—Tacuari 828, Buenos Aires

**Radio Sandor**—Córdoba 1101, Buenos Aires

**Scheridan Radio Co. S.R.L.**—Sarmiento 1362, Buenos Aires

**Werthein Gregorio y Numa**—Sarmiento 258, Buenos Aires

### AUSTRALIA

**(Firms in parentheses are overseas associates)**

**Admiral of Australia (Pty.) Ltd.**—Gow St., Bankstown, N.S.W. (Admiral International Corp., U.S.A.)

**Amalgamated Wireless (Australasia) Ltd.**—47 York St., Sydney, N.S.W. (RCA, U.S.A., and Marconi's Wireless Telegraph Co. Ltd., U.K)

**Atlas (Aust.) Pty. Ltd.**—Associated with Thorn Electrical Industries Ltd. & Ferguson Radio, both U.K.

**Australian Electrical Industries Pty. Ltd.**—93-95 Clarence St., Sydney (E. K. Cole Ltd., and A.E.I. Ltd., U.K.)

**British General Electric Co. Pty. Ltd.**—104 Clarence St., Sydney, N.S.W.

**Bush Simpson Television**—Humphries St. & Torrens Rd., Challa Gardens, Adelaide, S.A. (Bush Radio Ltd., U.K.)

**Classic Radio and Television Pty. Ltd.**—230 Collins St., Melbourne, Vic. (Raymond Electric Ltd., U.K.)

**Electronic Industries Ltd.**—Grant St., South Melbourne, Vic. (Hazeltine Corp., U.S.A. & Collins Radio, U.S.A.)

**Electrosound Pty. Ltd.**—6a Nelson St., Annandale, N.S.W.

**Email Ltd.**—Joynton Ave., Waterloo, N.S.W. (Philco International Corp., U.S.A.)

**E.M.I. (Aust.) Pty. Ltd.**—301 Castlereagh St., Sydney, N.S.W. (E.M.I. Ltd., U.K)

**Ferris Bros Pty. Ltd.**—252 Dowling St., Sydney, N.S.W. (Raytheon Mfg. Co., U.S.A.)

**A. G. Healing Ltd.**—167 Franklin St., Melbourne, Vic. (Allen B. Du Mont Labs. Inc., U.S.A.)

**K.G.H. Holdings Ltd.**—Newland St., Bondi Junction, Sydney, N.S.W. (Cosser Ltd., U.K.)

**J. N. Kirby Manufacturing Pty. Ltd.**—75-81 Salisbury Rd., Camperdown, Sydney, N.S.W. (Crosley Div., Avco Mfg. Corp., U.S.A.)

**Kriesler Australasia Pty. Ltd.**—43 Alice St., Newtown, Sydney, N.S.W.

**L.B.N. Electronic & Nucleonic Industries Pty. Ltd.**—595 Kingway St., Miranda, N.S.W.

**Philips Electrical Industries of Australia Pty. Ltd.**—119 Grenfell St., Adelaide, S.A. (Philips Industries Ltd., Holland)

**Pye Electronics Pty. Ltd.**—65 Park St., Abbotsford, Vic. (Pye Ltd., U.K.)

**Southern Cross Radio Pty. Ltd.**—163 Oxford St., Darlinghurst, N.S.W.

**Standard Telephones & Cables Pty. Ltd.**—274 Botany Rd., Alexandria, Sydney, N.S.W. (IT&T, U.S.A.)

**Stromberg-Carlson (Australasia) Pty. Ltd.**—118 Bourke Rd., Alexandria, Sydney, N.S.W. (General Dynamics, U.S.A.)

**Tecnico Ltd.**—53 Carrington Rd., Marrickville, N.S.W.

**Television Engineering Pty. Ltd.**—Grant St., South Melbourne, Vic.

**Thom & Smith Pty. Ltd.**—919 Botany Rd., Mascot, N.S.W.

**Titan Television Ltd.**—Newland St., Bondi Junction, N.S.W. (Cosser Ltd., U.K.)

**Victorian Television Pty Ltd.**—16 Ray St., Pascoe Vale, Victoria.

**Zenith Radio Co. Pty. Ltd.**—131 Palmer St., East Sydney, N.S.W. (Zenith, U.S.A.)

### BELGIUM

**Abar S.A. Driva Radio**—96 avenue Albert Giraud, Brussels

**A.C.E. (Ateliers de Constructions Electriques de Charleroi)**—rue Vital Francoisse, a Marcinelle

**Alfa (Societe Industrielle) S.A.**—30 rue de la Senne, Brussels

**Anex (Naessens)**—19 Dorp, Elsegem

**A.S.I.A. Radio**—4 rue Cuper, Verviers

**Bell Telephone Mfg. Co. S.A.**—4 rue Boudewyns, Anvers

**Beltone Radio S.A.**—48 rue Van Ysendijck, Brussels

**Carpentier (Les Ets. G. L. Carpentier)**—Harelbekestraat 97, Kuurne

**Cobar N.V.**—Theodor Sevenslaan 106, Kortrijk.

**C.R.C. (Ets.)**—73 rue Francois Bossaert, Brussels

**Huygen S.A. (Ets. Huygen-marque Arel)**—Paalstraat 275-277, Schoten (Anvers)

**Lacora**—12 rue J. Raye, Schaerbeek, Brussels

**M.B.L.E. S.A. (Manufacture Belge de Lampes et de Materiel Electronique)**—rue des Deux Gares 80, Brussels

**Moulron Deglorie (Ets.) S.A.**—Route de'Etat 80a, Kuurne

**Novak S.A.**—65-67 rue de la Clinique, Brussels

**Philips (S.A. Cie Industrielle et Commerciale)**—rue d'Anderlecht 37, Brussels

**Precisia N.V.** —Zuidzandstraat 42, Brugge

**Prisma S.P.R.L.**—89 rue du Couvent, Anvers

**R.R. Radio S.A.**—Chaussee de Ninove 291, Brussels

**S.B.R. (Societe Belge Radioelectrique)**—Chaussee de Ruysbroek 66 Forest (Brussels)

**Socora**—25 rue des Alcyons, Berchem-Ste.-Agathe

**Telecom S.A. (Societe Belge de Telecommunications)**—5 rue Vergote, Brussels

**Van Royen et Fils (marque Rover)**—Sabbestraat 114, Menen

**Unic Radio Belge S.A.)**—51 Quai Bonaparte, Liege

**Wevo**—Luikerstraat, Halen

### BRAZIL

**(Address is for Sao Paulo unless Rio de Janeiro is listed)**

**ABC Radio e Televisao, S. A.**—Rua Cardeal Arcoverde 2958.

**General Electric, S. A.**—Av. Almirante Barroso 81, Rio de Janeiro

**Industria e Commercio de Radios Ltda.**—Rua Frei Caneca 92.

**Industria Teleantenas Ltda.**—Praca da Republica 386 s/703.

**Invictus, S.A., Radio e Televisao**—Rua Frei Caneca 92, Sao Paulo

**Philco Radio e Televisao, S. A.**—Rua Joao Fernandes 44, Tatuape.

**Sociedade Importadora de Mercadorias, S. A.**—Rua Conde de Leopoldina 670, Rio de Janeiro

**Sociedade Eletro Mercantil Paulista Ltda.**—Rua Liberdade 646.

**Windsor, S. A., Radios e Televisao**—Rua Lopes Coutinho 74.

### DENMARK

**Bang og Olufzen A/S**—Struer

**A/S Bravour**—312-316 Buddingevej, Copenhagen

**A/S Eltra**—Maelkevej 3-9, Copenhagen

**Glenhard A/S**—3 Haveselskabetsvej, Copenhagen

**I. G. Jacobsen**—90 Noerre Voldgade, Copenhagen

**Tobias Jensen A/S**—4 Industrivej, Glostrup

**V. Prahn**—4 Tegigaarstraede, Copenhagen

**Silcon**—17 Groenningen, Kolding

**To-R Radio A/S**—113 Slotsherrensvej, Vanloese

**Torotor A/S**—6 Kollegievej, Charlottenlund

**Vitrohn A/S**—40-42 Linde Alle, Vanloese

### ENGLAND

**(Brand names in parentheses)**

**Ambassador Radio and Television, Ltd.**—Princess Works, Princess Street, Brighouse, Yorks. (Ambassador) R. N. Fitton.

**A. J. Balcombe, Ltd.**—52, Tabernacle St., London, E.C.2. (Alba) E. K. Balcombe.

**Argosy Radiovision, Ltd.**—Abbey Road, Barking, Essex. (Argosy)

**Hartley Baird, Ltd.**—37, Thurloe St., Kensington, London, S.W.7. (Baird)

**Beethoven Electric Equipment, Ltd.**—89, Reddish Lane, Gorton, Manchester, 18. (Beethoven)

**British Radio Corp.**—See *Thorn Electrical Industries Ltd.*

**Bush Radio, Ltd.**—Power Rd., Chiswick, London, W.4. (Bush)

**Clark & Smith Mfg. Co. Ltd.**—Melbourne Works, Melbourne Rd., Wallington, Surrey.

**Cooperative Wholesalers Society, Ltd.**—1, Balloon St., Manchester

**A. C. Cossor, Ltd.**—Highbury Grove, London, N.5 (Cossor) J. S. Clark.

**Decca Record Co., Ltd.**—1 Brixton Rd., London, S.W.9 (Decca) A. Pitts.

**Dynaport Radio & Television, Ltd.**—Portadyne Works, Gorst Rd., North Acton, London, N.W.10. (Portadyne)

**Dynatron Radio, Ltd.**—The Firs, Castle Hill, Maidenhead, Berks. (Dynatron) R. H. Hacker.

**E. K. Cole, Ltd.**—Ekco Works, Southend-on-Sea, Essex. (Ekco)

**Electric Audio Reproducers, Ltd.**—The Square, Isleworth, Middlesex.

**English Electric Co., Ltd.**—Queens House, Kingsway, London, W.C.2 (English Electric) H. C. Timewell.

**Faraday Radio Gramophone, Ltd.**—245 Brixton Rd., London, S.W.9.

**Ferranti, Ltd.**—Moston, Manchester, 10. (Ferranti)

**The General Electric Co. of England, Ltd.**—Magnet House, Kingsway, London, W.C.2. (G.E.C.). M. M. Macqueen

**The Gramophone Company, Ltd.**—Hayes, Middlesex. (H.M.V.) See *British Radio Corp.*

**Grampian Reproducers, Ltd.**—Hanworth Trading Estate, Feltham, Middlesex.

**Haynes Radio, Ltd.**—Queensway, Ponders End, Enfield, Middlesex.

**Invicta Radio, Ltd.**—100, Gt. Portland St., London, W.1. (Invicta) D. Biscoe.

**J. S. Fielden (Devon), Ltd.**—Branscombe, nr. Seaton, Devon, (J.S.F.)

**Kolster-Brandes, Ltd.**—Footscray, Sidcup, Kent. (K-B) L. R. Tyne.

**McMichael Radio, Ltd.**—Wexham Road, Slough, Bucks (McMichael) Bentley Jones.

**Marconiphone Co., Ltd.**—Cavendish Pl., London, W.1. (Marconiphone) See *British Radio Corp.*

**Masteradio, Ltd.**—Fitzroy Place, London, N.W.1 (Masteradio) H. Burns.

**Mullard Ltd.**—Mullard House, Torrington Pl., London, W.C.1.

**Murphy Radio, Ltd.**—Welwyn Garden City, Herts. (Murphy) E. J. Power.

**Nera of England, Ltd.**—Jefferies Passage, High St., Guilford, Surrey (Nera)

**Pam (Radio & Television), Ltd.**—295, Regent St., London, W.1. (Pam)

**Peto Scott Electrical Instruments, Ltd.**—Addlestone Rd., Weybridge, Surrey, (Peto Scott) J. C. Drewe.

**Philco (Great Britain), Ltd.**—Romford Rd., Chigwell, Essex. (Philco) A. R. Mitchell.

**Philips Electrical, Ltd.**—Century House, Shaftesbury Ave., London, W.C.2 (Philips) A. L. Sutherland.

**Pilot Radio, Ltd.**—Park Royal Road, London, N.W.10 (Pilot) H. L. Levy.

**Plessey Co., Ltd.**—Vicarage Lane, Ilford, Essex. A. G. Clark.

**Pye, Ltd.**—Radio Works, Cambridge (Pye)

**Radio Gramophone Development Co., Ltd.**—Eastern Avenue West, Romford, Essex. (R.G.D.) J. H. Williams.

**Rainbow Radio Mfg. Co., Ltd.**—Mincing Lane, Blackburn, Lancs. (Bowjection)

**Raymond Electric, Ltd.**—Brent Crescent, North Circular Rd., London, N.W.10. (Raymond)

**Regentone Radio & Television, Ltd.**—Eastern Ave., Romford, Essex. (Regentone)

**Radio & Allied Industries, Ltd.**—Langley Park, Slough, Bucks. (Sobell)

## Foreign Manufacturers

**R.M. Electric, Ltd.**—Team Valley, Gateshead, 11. (Strad)

**Roberts Radio Co., Ltd.**—35-37 Greek Rd., E. Molesby, Surrey.

**Standard Telephones & Cables, Ltd.**—Connaught House, Aldwych, London. W.C.2.

**Stella Radio & Television Co., Ltd.**—Oxford House, 9 Oxford St., London, W.1. (Stella) E. W. Brades

**Thorn Electrical Industries, Ltd.**—105 Judd St., London, W.C.1. (Ferguson) Note: Gramophone & Marconiphone merged June 1957 with Thorn TV-radio div. to form jointly-owned British Radio Corp.

**Trixelectrical Co., Ltd.**—1-5 Maple Pl., Tottenham Court Rd., London, W.1.

**Ultra Electric, Ltd.**—Western Ave., Acton, London, W. 3. (Ultra) E. E. Rosen

**Valradio, Ltd.**—57, Fortess Rd., London, N.W.5. (Valradio)

**Vidor, Ltd.**—West St., Erith, Kent. (Vidor)

**White-Ibbotson, Ltd.**—Goldhawk Rd. Factory, 52a, Goldhawk Rd., Shepherds Bush, London, W.12. (White-Ibbotson)

**Wired Radio Service, Ltd.**—Carlton House, Lower Regent St., London, W.1.

### FRANCE

(Trade association: Electronic Industries Association, 23 rue de Lubeck, Paris)

**Amplivision (Ste Industrielle d'Electronique Appliquee)**—148/150 Av Gambetta, Fontenay sous Bois (Seine)

**Ets Amplix**—34 rue de Flandre, Paris

**Andre-Radio**—49 rue de Turenne, Paris

**A.R.E.S.O.**—64 rue du Landy, Plaine St Denis

**Arphone**—5 rue Gustave Goublier, Paris

**Bierinx**—67 rue Desnouettes, Paris

**Broucke (Constructions Radioelectriques Jean)**—47 Bd Fallieres, Henin-Lietard (P.de C.)

**Burel Freres et J. Delaitre**—16 rue Ginoux, Paris

**C.I.C.O.R. Ets**—5 rue d'Alsace, Paris

**Clarson**—28-30 rue Mousset-Robert, Paris

**Clarville Ets**—6 Impasse de Chevaliers, Paris

**M. Dubreuil (Construction Radio)**—32 rue des Cendriers, Paris

**Ets A. Durlent**—9 rue Haynaut, Bethune (P. de C.)

**Duscastel Freres Ets**—208 bis rue Lafayette, Paris

**E.C.R.**—127 Ave du Maine, Paris

**Edison**—27 rue Godillot, Saint Ouen

**Familial Radio**—206 rue Lafayette, Paris

**F.A.R.**—17 Ave. Chateau due Loir, Courbevoie

**Cie Francaise de Radio**—127 Bd Lefevren, Paris

**General Radio**—30 rue de Montchapet, Dijon

**General Television**—17 Ave de Paris, Vincennes, Seine

**Getou**—30 Bd Voltaire, Paris

**Grammont**—103 Bd Gabriel Peri, Malakoff

**Grandin**—72 rue Marceau, Montreuil Sous Bois

**Hannecart & Dannay**—43 Ave Faidherbe, Montreuil Sous Bois (Seine)

**Image Parlante**—27 Bd de la Chapelle, Paris

**Ets Lagier**—2 rue General Ferrier, Marsille

**Ets Lavalette**—72 rue Delerue, Saint Maur (Seine)

**L.D.T.**—16 rue de Cambronne, Paris

**L.I.E.R.R.E.**—12 rue St-Maur, Paris

**(Continued on next page)**


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over one hundred leading electronics manufacturers and government agencies know, value and use the unique ability of Howard W. Sams & Co., Inc. to perform special services and to produce special products . . .

Howard W. Sams & Co., Inc.

2201 East 46th Street, Indianapolis 5, Ind.

*See ad inside back cover

# Foreign Manufacturers

**FRANCE—(Continued)**

**L.I.R.A.R.**—72 rue des Grands Champs, Paris

**L.M.T.**—46 quai de Boulogne, Boulogne-Billancourt

**Malony Radio**—55 Chemin de Brancolar, Nice, Alpes Mmes

**Marquett-Radio**—74 rue Joseph de Maistre, Paris

**Minerva Radio**—7 Cite Canrobert, Paris

**Ste Morrisson**—104 rue Amelot, Paris

**Ets Jean Normand**—57 rue d'Arras, Douai, Nord

**Oceanic Radio**—119 rue de Montreuil, Paris

**Ondiola**—20 Faubourg du Temple, Paris

**Ora**—66/72 rue Marceau, Montreuil Sous Bois

**Pathe Marconi**—19 rue Lord Byron, Paris

**Philips**—50 Ave Montaigne, Paris

**Ets Pinteaux Exelsior Radio**—9 rue de la Madeleine, Compiegne (Cise)

**Point-Bleu**—22 Ave de Villiers, Paris

**Pyrus Buis**—145 bis Bd Voltaire, Paris

**Radiax**—12 rue de l'Abbe Groult, Paris

**Radio Air (Applications Industrielles Radioelectriques)**—4 Ave de la Marne, Asnieres

**Radio-Antena**—16 rue de l'Evangile, Paris

**Radio L.G.**—48 rue de Malte, Paris

**Radio L.L.**—5 rue de Javel, Paris

**Radiomuse**—18 rue de Saisset, Montrouge (Seine)

**Radio-Star**—31 Ch. de Brancolar, Nice, Alpes Mmes

**La Radiotechnique**—9 Av Matignon, Paris

**Radio France**—19 rue Ernest Cognacq, Levallois Perret

**Radio Test**—6 bis rue Auguste Vity, Paris

**Radio V.P.**—76 Bd Victor-Hugo, Clichy

**R.C.T.**—13 rue Daguerre, Paris

**Ribet Desjardins**—13/17 rue Perire, Montrouge

**R.T.R.**—12 Ave de l'Observatoire, Paris

**S.A.C.M.**—69 rue de Monceau, Paris

**Schneider Freres**—16 rue Lecourbe, Paris

**S.E.C.R.E.**—214 Fg Saint-Martin, Paris

**Sectrad**—167 Ave Michel Bizot, Paris

**Sefat**—30 rue de Vesoul, Besancon

**S.G.E.R.**—5 rue des Margueritois, Faches Thumesnil

**Sonolor (S.A.)**—61 rue Archereau, Paris

**Sonora Radio**—5 rue de la Mairie, Puteaux

**Sovirel**—19 rue de la Michodiere, Paris

**S.R.E.B.**—55 Ave Edouard Vaillant, Boulogne-Billancourt (Seine)

**S.T.E.F.I.**—18 rue du General Lassalle, Paris

**S.T.I.R.**—44 rue Segoffin, Courbevoie

**Teleariane**—67 rue de Richelieu, Paris

**Teleavia**—48 Ave Victor Hugo, Paris

**Telefrance**—176 rue Montmartre, Paris

**Telemaster**—28 bis rue de l'Aigle, Colombes

**Telemondial**—3 ter et 9 Bd de Champigny, Varenne

**Teletec**—Ste. 95 rue d'Aguesseau, Boulogne-Billancourt

**Teletechnique**—6 Ave Alphonce Chovet, Compiegne (Oise)

**TEVEA (Societe Nouvelle R.B.V. RI**—45 Ave Kleber, Paris

**Thomson-Houston**—10 rue de Nanteuil, Paris

**Trans-Radio**—27 rue Carnot, Villetaneuse (S. & O.)

**Vechambre Freres**—1 rue J. J. Rousseau, Asnieres

**Zodiac-Radio**—29 Ave Parmentier, Paris

**GERMANY**

**AEG**—Westendplatz 34, Frankfort (Main)

**Blaupunkt-Werke GmbH**—Hildesheimer-Wald-Str 200, Hildesheim

**Max Braun**—Osteiner Str 22, Frankfort (Main)

**Continental Rundfunk GmbH**—Haupstr 60, Osterode (Harz).

**C. Lorenz Aktiengesellschaft**—Hellmuth-Hirth Str 42, Stuttgart-Zuffenhausen

**Fernseh GmbH**—Landgraf-Philipps-Anlage 6, Darmstadt

**Graetz Kommandit-Gesellschaft**—Westiger Str 172, Altena (Westf)

**Grundig Radio-Werke GmbH**—Kurgartenstr 33, Furth (Bay)

**Hellowatt Werke Elektrizitäts-Aktiengesellschaft**—Wilmersdorfer Str 39, Berlin-Charlottenburg 4

**Ilse-Mobel-Werke GmbH**—Uslar (Hannover)

**Kaiser-Radio-Werke GmbH**—Kenzingen (Baden)

**Körting Radio Werke Oswald Ritter GmbH**—Grassau-Chiemgau

**KUBA Tonmobel und App. Bau Gerhard Kubetschek**—Lindener Str 15, Wolfenbuttel

**Loewe-Opta A.G.**—1 Industriestr, Kronach

**Ernest Mastling, EMUD**—Romerstrasse 12, Ulm (Donau)

**Metz Transformatoren-u, Apparatebrabrik**—Ritterstr 5, Furth (Bay)

**Nora-Radio GmbH**—Wilmersdorfer Str 39, Berlin-Charlottenburg

**Norddeutsche Mende-Rundfunk GmbH**—Diedrich-Wilkensstr 39-45, Bremen-Hemelingen

**Nord-Mende Norddeutsche Mende-Rundfunk GmbH**—Ludwigstr 39, Bremen-Hemelingen

**Pawerphon Werner & Rottger**—Boppstr 10, Berlin

**Deutsche Philips GmbH**—Hauptniederlassung, Moenckebergstr 7, Hamburg 1

**SABA Schwarzwalder Apparate-Bauanstalt August Schwer Sohne GmbH**—Villingen (Schwarzw)

**G. Schaub Apparatebau**—Karl-Friedrich Str 132, Pforzheim (Baden)

**Siemens & Halske Aktiengesellschaft**—Wittesbacher, Platz 4, Munchen 2

**Sueddeutsche Telef.-App.-Kabel u Kraft-werke A.G.**—Nornenstr 33, Nuernberg

**Telefunk GmbH**—Werderstr 57, Karlsruhe.

**Telefunken GmbH**—Hoga-Export, Mehringdamm 32, Berlin SW 61; Hoelderlin Platz 1, Stuttgart W.

**WEGA-Radio GmbH**—Wilhelmsplatz 13A, Stuttgart

**W. Krefft, A.G.**—31 Muehlenstr 31, Gevelsberg

**ITALY**

**A.B.C. Radio**—Via Tellini 16, Milan

**Admiral Italiana SpA**—Via Degli Umiliati 8, Taliedo, Milan

**Anelli, SpA.**—Via Montello 1/A, Cremona

**AROS, SpA.**—Via Belinzaghi 17, Milan

**A.R.S. Apparecchiature Radioelettriche Scientifiche, S.r.l.**—Via Mantovo 21, Milan

**A.R.T., Amplificazione Radio Television, S.r.l.**—Via Certosa 34, Milan

**ASTER, Applicazione Studio Tecnico Elettro Radio del Dr. Mario Liguori**—Via Baldinucci 22, Milan

**Autovox, SpA.**—Via Salaria 981, Rome

**Capax, Elettrocodensatori, S.r.l.**—Via Canonica 6, Casalecchio di Reno, Bologna

**CO.EL.TO, S.r.l.**—Via Arsenale 14, Turin

**Compagnia Generale di Elettricita'**—Via Bergognone 34, Milan

**C.R.E.A.S., Costruzioni Radio Elettriche Applicazioni Speciali, SpA.**—Via Pantigliato 5, Milan

**Ducati Elettrotecnica, SpA.**—Via M.E. Lepido 178, Borgo Panigale, Bologna

**EBESA, S.r.l.**—Via Mecenato 86, Milan

**Effedibi Radio**—Via Nicola Fabrizi 37, Turin

**Elettrocostruzioni Chinaglia Belluno**—Via Col di Lana 36, Nelluno

**ELIT, Elettronica Italiana, S.r.l.**—Via Salvioni 14, Milan

**ELSI, l'Elettronica Sicula, S.r.l.**—Via Villagrazia 79, Palermo

**ERRE ERRE, S.r.l., Costruzioni Radio Televisione**—Via Cola di Rienzo 9, Milan

**Fabbrica Apparecchi Radio e Televisione**—Via Monzambano 9, Rome

**Fabbrica Apparecchiature per Communicazioni Elettriche, SpA.**—Via L. Bodio 33-39, Milan

**Fabbrica Italiana Apparecchi Radio**—Via G.B. Grassi 98, Milan

**Fabrica Italiana Magneti Marelli**—Via Guastalla 2, Milan

**Fabbriche Riunite, SpA.**—Casalmaggiere, Cremona

**FACON, Fabbrica Condensatori Elettrici, S.r.l.**—Via Appiani 14, Varese

**F.A.R. "Serena" Fabbrica Apparechhi Radiofonici, SpA.**—Via Durazzo 4, Milan

**F.A.T.M.E., SpA.**—Via Appia Nuova 572, Rome

**FIMI, SpA.**—Corso Matteotti 10, Milan

**FIVRE, Fabbrica Italiana Valvolo Radio Elettriche, SpA.**—Via Guastalla 2, Milan

**Gallo Ing. Giuseppe, Officine Elettromeccaniche**—Via Ugo Bassi 23a, Milan

**Imcaradio & Iot**—Spalto Gamondio 1, Alessandria

**Industria Nazionale Construzioni Apparecchi Radio**—Via Bruno Buozzi, Alessandria via Cairoli 1, Vercelli

**Irradio, S.r.l.**—Via Aprica 14, Milan

**La Voce del Padron**—Columbia Marconiphone, SpA.—Via Domenichino 14, Milan

**Magnadyne Radio**—Via Avellino 6, Turin

**Marconi Italiana, SpA.**—Via Barberini 86, Rome

**Mercurio Fabricca Italiana Apparechi Televisione**—Via Valparaiso 4, Milan

**Nova, SpA.**—Via C. Battisti 21, Novate Milanese (Milan)

**OREM, Officina Radio Elettromeccanica**—Via Smareglia 17, Milan

**P.E.C., Produzione Electronica Condensatori, S.r.l.**—Via S. Vincenzo 12, Milan

**Pertusati F.**—Via Montello 3, Alessandria

**Philips Radio, SpA.**—Piazza IV Novembre 3, Milan

**Radio Allochio Bacchini**—Piazza S.Maria Beltrade 1, Milan

**Radio Marelli, SpA.**—Corso Venezia 51, Milan

**Radio Sinudyne di Berti & Longhi**—Via Ghisiliera 17, Bologna

**Ricagni**—Via Cavriano 7, Milan

**SABA ITALIA, SpA.**—Viala Romangna 56, Milan

**S.I.C.A.R.T., S.r.l.**—Via F. 111 Roselli 61, Firenze

**SIEMENS, SpA.**—Via F. Filzi 29, Milan

**Societa Italiana Televisione, S.r.l.**—Via Paletta 1, Novara

**Tecno-Vidicon**—Via Crescenzio 82, Rome

**Telefunken Radiotelevisione, SpA.**—Piazzale Bacone 3, Milan.

**Ultravox, S.r.l. Autoradio Radio Televisione**—Via Sebenico 9, Milan

**UNA, S.r.l. Apparechhi Radioelettrici**—Via Cola di Rienzo 53a, Milan

**Unda-Radio, S.A.**—Via Mentana 20, Como

**VEGA Radio Televisione S.A.S. di Brion & C.**—Via Priv. Viotti 2, Milan

**Watt Radio**—Via Le Chiuse 61, Turin

**Zada, S.A.**—Via Gaggia 1, Milan

### JAPAN

**Chitose Television K.K.**—26 Kurumacho, Shiba, Minato-ku, Tokyo

**Chuo Musen K.K.**—5 Tashirocho, Kanda, Chiyoda-ku, Tokyo.

**Fuji Seisakusho K.K.**—5 Mita 1-chome, Shiba, Minato-ku, Tokyo

**Fuji Onkyo Television K.K.**—51 Minami Sakumacho 1-chome, Shiba, Minato-ku, Tokyo

**Hayakawa Electric Co. Ltd.**—232 Nishi-tanabecho 1-chome, Abenoku, Osaka

**Hitachi Ltd.**—Shin-Marunouchi Bldg., 4 Marunouchi 1-chome, Chiyoda-ku, Tokyo

**Hope Television K.K.**—O.S.K. Bldg., 2 Kyobashi 1-chome, Chuo-ku, Tokyo

**Ikegami Tsushinki Kabushiki Kaisha**—666 Tsutsumikata-machi, Ohta-ku, Tokyo

**Kobe Kogyo K.K.**—5 Wadayama-dori 1-chome, Hyogo-ku, Kobe

**Kyoritsu Denpa K.K.**—1 2-chome, Muromachi, Nihombashi, Chuo-ku, Tokyo

**Kyoritsu Denpa Seiki K.K.**—1869 Kanimeguro 3-chome, Meguro-ku, Tokyo

**Matsushita Electric Industrial Co. Ltd.**—Kadomacho, Kitaka-wachigun, Osakatu

**Minami Television K.K.**—11 Tashirocho, Kanda, Chiyoda-ku, Tokyo

**Mitaka Electric Mfg. Co. Ltd.**—452 Honan-cho Suginami-ku, Tokyo

**Mitsubishi Denki K.K.**—Marunouchi Bldg., 3 Marunouchi 2-chome Chiyoda-ku, Tokyo.

**Mitsuoka Denki Seisakusho**—388 Itabashi 5-chome, Itabashi-ku, Tokyo

**Nanao Tsushinki Kabushiki Kaisha**—Mitsui Bekkan, 3 Muro-machi 3-chome Nihombashi, Chuo-ku, Tokyo

**Nichibei Television K.K.**—80 Ogawa-machi, Kawaski-shi, Kanagawa-ken, Kanagawa

**Nichi-Bei Television Kabushiki Kaisha**—80 Ogawa-cho, Kawasaki

**Nippon Alpha Denki K.K.**—6 Fujimi-cho, Azabu, Minato-ku, Tokyo

**Nippon Columbia K.K.**—125 Minato-machi, Kawasaki

**Nippon Columbia K.K.**—125 Minato-machi, Kawasaki-shi, Yokohama. Kichiaburo Nomura, president; Hitoshe Momose, executive v.p.; Yoshiro Kitano, managing director.

**Nippon Electric Co., Ltd.**—2 Mita Shikoku-machi, Shiba, Minato-ku, Tokyo

**Nippon Denkyo K.K.**—807 Kyodomachi, Setagaya-ku, Tokyo

**Nippon Victor K.K.**—12 Moriya-cho 3-chome, Kanagawa-ku, Yokohama. Kichisaburo Nomuna, president; Hitoshe Momose, executive v.p.; Yoshiro Kitano, managing director.

**Riken Telebi-Kogyo K.K.**—Aoki Bldg., 14 Tamura-cho 2-chome, Shiba, Minato-ku, Tokyo

**Sankosha Seisakusho**—c/o Yutaka Sangyo K.K., 4 Chojamachi 1-chome, Daito-ku, Tokyo

# Foreign Manufacturers

**Sanyo Electric Co. Ltd.**—18 Keihan-Hondori 2-chome, Moriguchi, Osakatu

**Shin Nippon Television Kogyo K.K.**—16 Minami-Ohtsudori 6-chome, Naka-ku, Nagoya

**Taiyo Musen Kogyo K.K.**—3-8 Higasehi-Juijo 6-chome, kita-ku, Tokyo

**Taiho Denki K.K.**—43 Bakurocho 4-chome, Higashi-ku, Osaka

**Toyko Shibaura Electric Co. Ltd.**—30 Akasaka-tameikecho, Minatoku, Tokyo

**Yamanaka Denki K.K.**—198 Omori 2-chome, Ohta-ku, Tokyo

**Yaou Electric Co. Ltd.**—2776 Ooi-Sakashitacho, Shinagawaku, Tokyo.

### MEXICO

**Admiral de Mexico, S.A.**—Calle 25 y Avenida Industria, Col. Moctezuma, Mexico, D.F.

**Beckwith y Cia., S.A.**—Calle 62 Norte No. 126, Mexico, D.F.

**Central de Television, S.A.**—I la Catolica No. 160, Mexico, D.F.

**Cia. Mexicana Electro Mercantil, S.A.**—Calle 11 Poniente No. 79, Mexico, D.F.

**Corporacion Mercantil de Mexico, S.A.**—Pino Mo. 588, Mexico, D.F.

**Corporacion Nacional Electronica, S.A.**—Insurgentes Norte 1314, Mexico, D.F.

**Distribuidora Mercantil, S.A.**—Calle de Rhin No. 33, Mexico, D.F.

**Elektra Mexicana, S.A.**—Monterrey 47, Mexico, D.F.

**El Capitolio, S.A.**—Calz. San Bartolo y Plasticos, Naucalpan, Estado de Mexico.

**Industrias Nacionales del Sonido, S.A.**—Calz. Mexico-Xochimilco No. 4861.

**Manufacturera General Electric, S.A. de C.V.**—Kilometro 17½, Cerro Gordo, Estado de Mexico

**Packard Bell de Mexico, S.A.**—Fco. Morazon No. 411, Mexico, D.F.

**Philco, S.A.**—Zaragosa No. 280, Mexico, D.F.

**Philips Mexicana, S.A.**—Norte 45 No. 669, Mexico D.F.

**Radio y T.V. de Mexico, S.A.**—Enrique Gonzales Martinez No. 7, Mexico, D.F.

**R.C.A. Victor Mexicana, S.A.**—Av. Cuitlahuac 2519, Mexico, D.F.

**Rivera, S.A.**—Insurgentes 264, Mexico, D.F.

**Semsa Electronica, S.A.**—Estacion La Leona, Garza Garcia, N.L.

**Television Continental, S.A.**—Zacatecas 152, Mexico, D.F.

### NEW ZEALAND

**Bell Radio-Television Corp.**—347 Queen St., Auckland. A. Bell

**Collier & Beale Ltd.**—100 Dixon St., Wellington

**His Master's Voice (N.Z.) Ltd.**—162-172 Wakefield St., Wellington. A. J. Wyness, managing director.

**Philips Electrical Industries of New Zealand Ltd.**—181-195 Wakefield St., Wellington C. 3. Dick Hudig, managing director. Factory: Vogel St. & Nae Nae Rd, Lower Hutt.

**Pye Ltd.**—Chancery St., Auckland, C. 1. G. A. Wooller, managing director

**Radio Corp. of New Zealand Ltd.**—80 Courtenay Place, Wellington

### SWEDEN

**Centrum Radio AB, Gyilling & Co.**—Lordonviadukten (Box 4013), Stockholm

**Dux Radio AB**—Svarvagatan 9-11, Stockholm

**Industri AB Luxor**—Motala.

**Norrkopings Elektrotekniska Fabriker AB (NEFA)**—Finspangsvagen 41, Norrkoping

**Smith Radio AB**—Humlegardsgatan 17, Stockholm

**Standard Radio & Telefon AB**—Johannesfredsvagen 9-11, Bromma, Stockholm

**Stern & Stern AB**—Box F6, Bromma 1, Stockholm

**AGA, Svenska AB Gasaccumulator, AGA**—Lidingo

**Svenska Radio AB**—Alstromergatan 12, Stockholm

**Svenska AB Philips**—1 Gavlegatan 16 (Box 6077), Stockholm

### SWITZERLAND

**Autophon A.G.**—Ziegelmattstrasse 3, Solothurn. Dr. Louis Beguin, pres.

**Dewald A.G.**—Seestrasse 561, Zurich. Paul Dewald, pres.

**Sondyna A.G.**—Hedwigstrasse 25, Zurich. Hans Kull, pres.

**Usines Philips Radio S.A.**—Rue de la Paix 155-157, La Chaux-de-Fonds. Dr. Walker Muri, pres.

**Velectra A.G.**—Unterer Quai 31a, Biel. Dr. Hans Kunz, pres.

### VENEZUELA

**La Electronica Venezolana, S.A.**—49 Avenida Sucre, Los Dos Caminos, Caracas

Selected List of

# TV-Radio Editors of Major Newspapers & Magazines

(For Trade, Technical and Advertising Publications, see pp. 477-478)

Note: Due to frequent turnover, mailings should always include designation "TV-Radio Editor"

### MAGAZINES AND NEWS SERVICES

**New York City**

American Weekly—Wm. A. Coleman
Associated Press—Charles Mercer
Bell Syndicate—Margaret McManus
Cue Magazine—Philip Minoff
International News Service—Milton L. Kaplan, Robert R. Metz
King Features Syndicate—Ed Misurell
Life Magazine—Tom Prideaux, Joe Roddy
Look Magazine—George Eels
McClure News Features—Steven Scheuer
Newspaper Enterprise Assn.—Dick Kleiner
Newsweek Magazine—Marvin Barrett, Elizabeth Knox
New York Herald Tribune Syndicate—John Crosby, Marie Torre
Saturday Review—Robert Lewis Shayon
This Week—Leslie Lieber
Time Magazine—Lester Bernstein, Robert Jennings, Jean Sulzberger, Ann Booth
TV Guide—Robert Stahl
TV KEY—Steven H. Scheuer
TV-Radio Mirror—Ann Mosher
United Features Syndicate—James Freeman, Faye Emerson
United Press—Jack Gaver, William Ewald

### ALABAMA

Birmingham News—Roger Thames
Birmingham Post-Herald—Jim Atkins
Mobile Press—Betty Jo Hempfeng
Mobile Register—Ellen Bodden
Montgomery Advertiser and Journal—Robert Hugger

### ARIZONA

Phoenix Gazette—Bobbie Johnston
Phoenix Arizona Republic—Patricia Smith
Tucson Daily Citizen—Mitcheline Kearing

### ARKANSAS

Little Rock Arkansas Democrat—Gene King
Little Rock Gazette—Martha Douglas

### CALIFORNIA

Beverly Hills Citizen—Gene Inge
Hollywood Citizen-News—Zuma Palmer
Long Beach Independent and Press-Telegram—Tom Hoxie
Los Angeles Examiner—Jack Lait Jr., Paul Baessler
Los Angeles Herald & Express—Bob Hull
Los Angeles Mirror-News—Hal Humphrey, Paul Henniger
Los Angeles Times—Cecil Smith
Oakland Tribune—James Abbey
Pasadena Indepndent-Star-News—Patricia Nogler
Sacramento Bee—Lillian K. Hickey
San Bernardino Sun—Mary Sanchez
San Diego Tribune—Dave McIntyre
San Diego Union & Copley News Service Syndicate—Donald Freeman
San Francisco Call-Bulletin—Paul Speegle
San Francisco Chronicle—Terrence O'Flaherty
San Francisco Examiner—Dwight Newton
San Francisco News—Guy Wright
San Jose Mercury and News—Gerry C. Howe

### COLORADO

Denver Post—Thompson R. Watt
Denver Rocky Mountain News—Walter Saunders

### CONNECTICUT

Bridgeport Herald—Harvey Katz
Bridgeport Telegram & Post—Fred H. Russell
Hartford Courant—H. Viggo Andersen
Hartford Times—Tony Davenport
Waterbury Republican-American — E. Christy Erk

### DISTRICT OF COLUMBIA

Washington Daily News—Dave Reque
Washington Post—Lawrence Laurent
Washington Star—Bernie Harrison

### FLORIDA

Miami Daily News—Arthur Grace
Miami Herald—Jack E. Anderson
Miami Beach Sun—Si Steinhauser
St. Petersburg Independent—R. Bothwell
St. Petersburg Times—John M. McAleenan
Tampa Times—Earl Dobert
Tampa Tribune—Clyde Shaffer

### GEORGIA

Atlanta Constitution—Paul Jones
Atlanta Journal—Norman Shavin
Macon Telegraph & News—Mrs. Donald McDonald
Savannah Press—John L. Sutlive

### ILLINOIS

Chicago American—Janet Kern
Chicago Daily News—Terry Hunter
Chicago Defender—Alfred Monroe
Chicago Sun-Times—Paul Molloy
Chicago Tribune—Larry Wolters
Moline Dispatch—Carla Reynolds
Peoria Journal-Star—William H. Lyttleton
Rockford Star & Register Republic—William H. Klusmeier
Rock Island Argus—Charles Sanders
Springfield Illinois State Journal—John Muraro Jr.
Springfield Illinois State Register—James E. Armstrong
Waukegan News-Sun—Mrs. Doris Paizer

### INDIANA

Anderson Bulletin—Floyd Schuyler
Evansville Courier—Bernita Dougan
Evansville Press—Sara Knight
Fort Wayne Journal-Gazette—Jean Mack
Indianapolis News—Jackie Stahl
Indianapolis Star—Julia Daugherty
Indianapolis Times—"Casey"
Muncie Press—Leon J. Parkinson
Muncie Star—Basil Romonovich
South Bend Tribune—James P. McNeile

### IOWA

Cedar Rapids Gazette—Nadine Subotnik
Council Bluffs Nonpareil—Mrs. Rose Witke
Davenport Democrat—Forrest Kilmer
Davenport Newspapers Inc.—Miss Ina Wickham
Des Moines Register & Tribune—Mrs. Marjorie Hummel

### KANSAS

Topeka Daily Capital—Mrs. Georgia Foster
Topeka State-Journal—Bernice Milne
Wichita Beacon—Bill Anderson
Wichita Eagle—Robert L. Tonsing

### KENTUCKY

Louisville Courier-Journal—Bill Ladd
Louisville Times—John Walsh

### LOUISIANA

Baton Rouge State Times and Morning Advocate—Charles Magee
New Orleans Item—Ted R. Liuzza
New Orleans States—Robert Sublette
New Orleans Times-Picayune—Sim Myers
Shreveport Journal—Lillie M. Cella
Shreveport Times—Jim Briggs

### MAINE

Portland Herald & Express—Hal Call

### MARYLAND

Baltimore News-Post—Aldine R. Bird
Baltimore Sun and Sunday Sun—Donald Kirkley
Baltimore Evening Sun—Louis Cedrone Jr.

### MASSACHUSETTS

Boston American and Sunday Advertiser—Anthony LaCamera
Boston Globe—Elizabeth L. Sullivan
Boston Herald-Traveler—Arthur E. Fetridge
Boston Record—William Buchanan
Christian Science Monitor (Boston)—Mabelle Joyce
New Bedford Standard-Times—Joseph Wicherski
Springfield Daily News—Lawrence P. Sullivan
Worcester Evening Gazette—James A. Gourgouras
Worcester Telegram—Frederick L. Rushton; Don Williams (Sunday)

### MICHIGAN

Detroit Free Press—Bettelou Peterson
Detroit News—Herschell Hart, TV; Betty Hyde, radio
Detroit Times—Andrew Wilson
Flint Journal—Ralph G. Coulter
Grand Rapids Herald—Sue Rogers
Grand Rapids Press—Mrs. June Tengowski
Kalamazoo Gazette—Mrs. Edward D. Curren
Lansing State Journal—Thelma Harnett
Saginaw News—Leslie A. Wahl

### MINNESOTA

Duluth News Tribune—Earl Finberg
Minneapolis Star—Forrest Powers
Minneapolis Tribune and Sunday Tribune—Will Jones
St. Paul Pioneer Press and Dispatch—John Harvey

### MISSISSIPPI

Jackson Clarion-Ledger—Purser Hewitt
Jackson Daily News—Frank Hains
Jackson State Times—Cal Turner
Meridian Star—Jerry Kerns
Vicksburg Evening Post—Burrell Conway

### MISSOURI

Kansas City Times and Star—Robert J. Hoyland
St. Louis Globe-Democrat—Peter V. Rahn
St. Louis Post-Dispatch—Warner O. Schoyen

### NEBRASKA

Omaha World-Herald—Irene Provost

### NEW HAMPSHIRE

Concord Monitor & New Hampshire Patriot—Arthur Babineau
Manchester New Hampshire Sunday News—Paul Tracy

### NEW JERSEY

Camden Courier-Post—Nancy C. Van Tine
Newark News—Roland E. Lindbloom
Newark Star-Ledger—Jack Elliott, Dorothy Herzog
New Brunswick Home News—Edward Olly
Passaic Herald-News—William H. Pohle
Paterson Morning Call—Ida Brullo
Paterson News—Henry C. Schwartz
Trenton Times and Sunday Times-Advertiser—Jay C. Standiford

### NEW MEXICO

Albuquerque Tribune—Howard Bryan
Santa Fe New Mexican—Tony Hillerman

### NEW YORK

Albany Knickerbocker News—Walter Hawver
Albany Times-Union—Charles E. Davis
Binghamton Press—Donald C. Johnson
Binghamton Sun—Ed Collins
Buffalo Courier-Express—Donald Schlaerth
Buffalo Evening News—Sturgis Hedrick
Long Island Newsday, Garden City—Jo Coppola
Jamaica Long Island Daily Press—Bill Cotter
Long Island City Star-Journal—Robert Wright
New York Daily Mirror—Nick Kenny

**NEW YORK CITY—(Continued)**

New York Daily News—Ben Gross, Kay Gardella
New York Herald Tribune—Hy Gardner, Marie Torre, Sid Bakal, Ruth Gilbert
New York Journal-American—Jack O'Brien
New York Post—Bob Willias, Jo Coppola
New York Times—Jack Gould, J. P. Shanley, Valda Adams, Dick Shepard
New York Wall Street Journal—Joseph M. Guilfoyle
New York World-Telegram & Sun—Harriet Van Horne, Fred Biancolli, Ed Leamy
New York Journal of Commerce—Ethel Colby
New York Morning Telegraph—Leo Mishkin
Rochester Democrat & Chronicle—Harold A. Nichols
Rochester Times-Union—John C. Hadley
Schenectady Union-Star—Everett Finch
Syracuse Herald-Journal—R. L. Sokolsky
Syracuse Post-Standard—Peg Stevens

**NORTH CAROLINA**

Asheville Citizen-Times—Claude Ramsey
Charlotte Observer—Dick Banks
Raleigh News & Observer—R. Lowery
Winston-Salem Journal & Sentinel—Bobby D. Isaacs

**NORTH DAKOTA**

Fargo Forum—Del Johnson

**OHIO**

Akron Beacon Journal—Art Cullison
Canton Repository—Mary Ellen Robertson
Cincinnati Enquirer—James Devane
Cincinnati Post—Mary H. Wood
Cincinnati Times-Star—Charlton Wallace, Herb Young
Cleveland News—Maurice Van Metre
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Columbus Star—Pauline Smith
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Dayton Journal-Herald—Brainard W. Platt
Lima Citizen—Hope Strong
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Toledo Times—Ruth Elgutter
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Roanoke World-News and Times—Jesse R. Chapman

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**WISCONSIN**

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**JOURNAL OF THE SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS,** 55 W. 42nd St., New York 36, N. Y. LOngacre 5-0172. Pierre Mertz, chairman, board of editors; Victor H. Allen, editor. Monthly.

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**McKITTRICK DIRECTORY OF ADVERTISERS INC.** (Geographical & Classified Directory of Advertisers & Advertising Agency List), 108 Fulton St., New York 38, N.Y. BArclay 7-4827.

**MEDIA/SCOPE,** 1740 Ridge Ave., Evanston, Ill. University 9-9697. Walter E. Botthof, publisher; John F. Klatt, exec. mgr.; Roger Barton, editor. Monthly.

**MIKE & SCREEN PRESS DIRECTORY AND NEWS GUIDE,** 527 Lexington Ave., New York 17, N. Y. Plaza 1-2720. Radio-Newsreel-TV Working Press Assn. Julian Anthony, editor. Annual.

**MILITARY ELECTRONICS,** Shaker Square, Cleveland 20, O. WYoming 1-1565 Electronic Periodicals Inc. Howard Markt, publisher; Raymond M. Ellis, editor; James C. Kinkaid, editorial director. Monthly.

**(Continued on next page)**

# Publications

**MOTION PICTURE DAILY,** including *Television Today,* 1270 Sixth Ave., New York 20, N. Y. CIrcle 7-3100. Quigley Publishing Co. Martin Quigley, president and editor-in-chief; Sherwin Kane, editor.

**MOTION PICTURE HERALD,** 1270 Sixth Ave., New York 20, N.Y. Circle 7-3100. Quigley Publishing Co. Martin Quigley, editor-in-chief & publisher; Martin Quigley Jr., editor. Weekly.

**NAEB JOURNAL,** 14 Gregory Hall, Urbana, Ill. Empire 7-6611, ext. 671. National Assn. of Educational Broadcasters. Tracey F. Tyler, editor. Monthly (except June through Sept.).

**NAEB NEWSLETTER,** 14 Gregory Hall, Urbana, Ill. Empire 7-6611, ext. 3394. National Assn. of Educational Broadcasters. Hans J. Massaquoi, editor. Monthly.

**NARDA NEWS, Merchandise Mart, Chicago 54, Ill. MIchigan 2-5505. National Appliance & Radio-TV Dealers Assn. A. W. Bernsohn, publisher. Weekly.**

**NATESA SCOPE,** 5908 S. Troy Ave., Chicago 29, Ill. GRovehill 6-6363. National Alliance of TV & Electronic Service Assns. Frank Moch, publisher. J. L. Noga, business mgr. Monthly.

**NEDA JOURNAL,** 343 S. Dearborn St., Chicago 4, Ill. National Electronic Distributors Assn. Sam P. Karr, editor; H. V. Hedeen, exec. officer.

**PARTS JOBBER & ELECTRONICS DISTRIBUTION, 56 E. Walton Dr., Chicago 11, Ill. Whitehall 4-0676. The Parks Publishing Co. Inc. Mal Parks Sr., editor & publisher. Monthly.**

**PAY-TV NEWSLETTER & DIGEST,** 25 California St., San Francisco 11, Cal. Yukon 2-6594. Edward J. Cory, publisher; Don Rico, editor. Bi-weekly.

**PF REPORTER,** 2201 E. 46th St., Indianapolis 5, Ind. Clifford 1-4531. Howard W. Sams & Co. Inc. Howard W. Sams, publisher; Mal Parks Jr., gen. mgr.; Verne Ray, editor. Monthly.

**PIKE & FISCHER RADIO REGULATION, 1735 DeSales St., N. W., Washington 6, D.C. STerling 3-3660. Henry G. Fischer, exec. editor. Weekly.**

**POPULAR ELECTRONICS.** 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. MUrray Hill 7-8080. Oliver Read, publisher; Vin Zeluff, managing editor. Monthly.

**PRINTERS' INK, 205 E. 42nd St., New York 17, N. Y. MUrray Hill 3-6500. Vision Inc., Robert T. Lund, publisher; Carroll J. Swan, editor. Weekly.**

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**QST,** 38 La Salle Rd., West Hartford 7, Conn. ADams 6-2535. American Radio Relay League. A. L. Budlong, editor. Monthly.

**RADIO & TV NEWS,** 1 Park Ave., New York 16, N. Y. Ziff-Davis Publishing Co. W. Ziff, pres.; Oliver Read, publisher; Wm. Stocklin, editor. Monthly.

**RADIO & TELEVISION WEEKLY, 99 Hudson St., New York 13, N. Y. WAlker 5-2576. John E. Riesenfeld, pub.; Cy Kneller, ed.**

**RECORD & SOUND RETAILING, 274 Madison Ave., New York 16, N. Y. MUrray Hill 5-5383. M. & N. Harrison Inc. Neil F. Harrison, publisher; Arnold Farber, editor. Monthly.**

**RADIO-ELECTRONICS, 154 W. 14th St., New York 11, N. Y. Algonquin 5-7755. Hugo Gernsback, editor-in-chief & publisher. Monthly.**

**RADIO & TELEVISION JOURNAL,** 1475 Broadway, New York 36, N. Y. Oxford 5-5151. V. L. McKernin, publisher; H. Clay Fischer, editor. Monthly.

**RADIO-TELEVISION DAILY, 1501 Broadway, New York 36, N. Y. WIsconsin 7-6336. John W. Alicoate, president; Charles A. Alicoate, editor & publisher; Marvin Kirsch, assoc. publisher-gen. mgr.**

**RCA REVIEW,** Princeton, N. J. Walnut 4-2700. RCA Laboratories. C. C. Foster, mgr. Quarterly.

**RORABAUGH REPORT ON SPOT TELEVISION ADVERTISING, 347 Madison Ave., New York 17, N. Y. MUrray Hill 6-2193. N. C. Rorabaugh Co. Inc. N. Charles Rorabaugh, publisher; Greta Lanvin, editor. Quarterly.**

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**STANDARD ADVERTISING REGISTER,** 147 W. 42nd St., New York 36, N.Y. Longacre 4-1710. National Register Publishing Co. R. W. Ferrel, pres.; C. H. Brown, gen. mgr.

**STANDARD RATE & DATA SERVICE (SRDS), 1740 Ridge Ave.,** Evanston Ill. HOllycourt 5-2400. Walter E. Botthof, publisher; Edward D. Gorman, editorial mgr. *Spot Television Rates & Data; Films for Television;* issued separately. Monthlies.

**TELECOMMUNICATIONS REPORTS,** National Press Bldg., Washington 4, D. C. District 7-2654. Roland C. Davies, ed. Weekly.

**TELEFILM MAGAZINE,** 1580 Crossroads of the World, Hollywood 28, Cal. Hollywood 3-5134. Al Preiss, ed. & publisher. Bi-monthly.

**TELEVISION,** 422 Madison Ave., New York 17, N. Y. PLaza 3-9944. Frederick Kugel Co. Inc. Frederick A. Kugel, editor & publisher; Hermand Land, exec. editor. Monthly.

**TELEVISION AGE,** 444 Madison Ave., New York 22, N.Y. PLaza 1-1122. S. J. Paul, publisher; Art King, editor. Bi-weekly.

**TELEVISION DIGEST WITH ELECTRONICS REPORTS,** Wyatt Bldg., Washington 5, D. C. STerling 3-1755. Radio News Bureau. Martin Codel, editor & publisher. Weekly.

**TIDE,** 386 Fourth Ave., New York, N. Y. Lexington 2-1760. Executive Publications Inc. Hartley W. Barclay, publisher; Morgan Browne, editor. Semi-monthly.

**TIME BUYERS REGISTER,** Larchmont, N. Y. TEnnyson 4-0833. Executives Radio-TV Service. James M. Boerst, publisher. Jan. May & Sept.

**TV AVAILABILITIES,** 1564 Broadway, New York 36, N. Y. Plaza 7-2800. Billboard Publishing Co. Sam Chase, editor & gen. mgr. Monthly.

**TV FILM PROGRAM DIRECTORIES,** "Series, Serials & Packages", "Feature Film", "Free Films." 535 Fifth Ave., New York 17, N.Y. MUrray Hill 7-1668. Broadcast Information Bureau. Martin Lawrence, membership secy. Bimonthly.

**TV GUIDE, 400 N. Broad St., Philadelphia, Pa. Rittenhouse 6-1600. Triangle Publications Inc. Walter H. Annenberg, editor;** Merrill Panitt, managing ed.; James Quirk, publisher. Weekly.

**U. S. RADIO,** 50 W. 57th St., New York 19, N. Y. Circle 5-2170. Arnold Alpert, editor & publisher; Jonah Gitlitz, managing editor. Monthly.

**VARIETY,** 154 W. 46th St., New York 36, N. Y. JUdson 2-2700. Syd Silverman, president; Abel Green, editor; Robert J. Landry, managing editor; George Rosen, TV-radio editor. Weekly.

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**WESTERN APPLIANCES & TELEVISION,** 274 Brannan St., San Francisco 7, Cal. EXbrook 7-0070. Frederic M. Rea, publisher; John J. Joyce, editor. Monthly.

**WHO'S WHO AND WHAT'S WHERE AT TV STATIONS, 535 Fifth Ave., New York 17, N.Y. MUrray Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Semimonthly.**

**WHO'S WHO IN TV FILM PRODUCTION & DISTRIBUTION,** 535 Fifth Ave., New York 17, N.Y. MUrray Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Semi-annual.

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(Continued from page 476)

**WDSU-TV, New Orleans**—520 Royal St., New Orleans 16. Associate non-resident: Wm. B. Monroe Jr.

**WESTINGHOUSE BROADCASTING CO.**—1625 K St., NW. Sterling 3-0903. Roderick MacLeish.

**WGN Inc.**—441 N. Michigan Ave., Chicago 11, Ill. Associate non-resident: Stephen Fentress, Bruce Macfarlane.

**WHK, Cleveland**—3001 Dent Pl. NW. Decature 2-5040. Katherine M. Halle.

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**WHO, Des Moines**—1100 Walnut St., Des Moines 7. Associate non-resident: John D. (Jack) Shelley.

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**WTIC, Hartford.** Associate non-resident: Tom Eaton.

**WTOP, Washington**—40th & Brandywine Sts. NW. Emerson 2-9300. Julian Barber, Lawrence Beckerman, Stephen Walker Cushing, Roger Mudd, Henry B. Norton Jr., Edward E. Ryan, Harold (Hal) E. Saylor, Scott Sutton. Associate resident: John S. Hayes.

**WTTG, Washington**—Raleigh Hotel. Sterling 3-5300. Matthew Warren.

**WTTV, Bloomington-Indianapolis**—5755 Wildwood Ave., Indianapolis 20. Associate non-resident: Frank A. Edwards.

**WTVJ, Miami**—316 N. Miami Ave., Miami. Associate non-resident: Ralph Renick.

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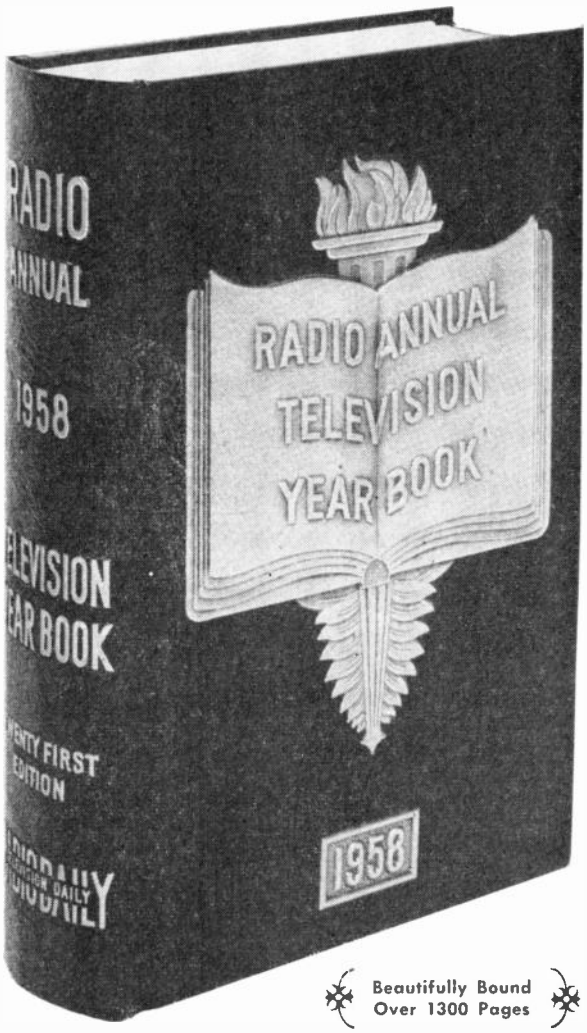


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(Continued on next page)

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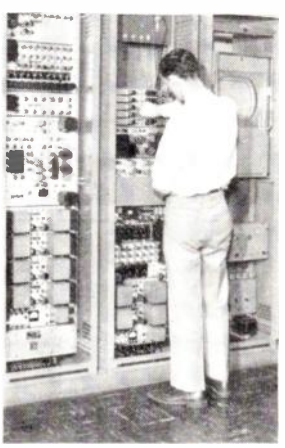

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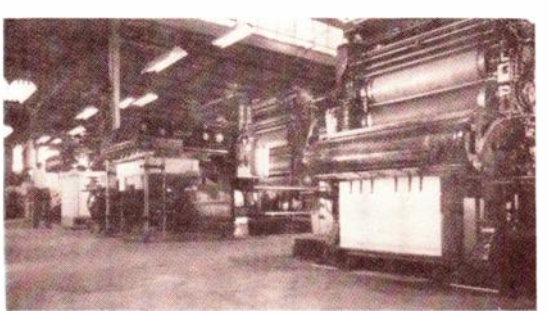

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ADDENDA 26-A
TV FACTBOOK NO. 26
FEBRUARY 1, 1958

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(JANUARY 27 TO FEBRUARY 1, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

EDITOR'S NOTE: THIS ADDENDA BEGINS NEW SERIES OF WEEKLY REPORTS ON GRANTS, APPLICATIONS, CHANGES, HEARING SCHEDULES, ETC., DESIGNED TO ENABLE YOU TO KEEP YOUR RECORDS UP-TO-DATE. FULL DATA ON ALL EXISTING STATIONS AND ON ALL APPLICATIONS AND CPs TO FEB. 15, 1958 WILL BE FOUND IN SPRING-SUMMER EDITION OF TV FACTBOOK (No. 26) GOING TO PRESS SHORTLY AND DUE TO REACH SUBSCRIBERS IN MARCH. WEEKLY ADDENDA (OFTEN CALLED "THE BLUE SHEETS") ARE AVAILABLE ONLY TO SUBSCRIBERS TO FULL TV SERVICES OF TELEVISION DIGEST.

### STATIONS NOW OPERATING

GRAND TOTAL: 529 (438 VHF, 91 UHF)
INCLUDES 30 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 158 (40 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (7 VHF, 16 UHF)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

MANCHESTER, N. H. (CH. 9)--WMUR-TV, RADIO VOICE OF NEW HAMPSHIRE INC. EXAMINER JAY A. KYLE ISSUED AN INITIAL DECISION 1-28-58 LOOKING TOWARD GRANT OF APPLICATION FOR RENEWAL OF LICENSE. FCC-58D-5.

### STATIONS GOING ON AIR

WLOF-TV, ORLANDO, FLA. (CH. 9)--BEGINS OPERATION 2-1-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:5.).

KTRX-TV, KENNEWICK-PASCO, WASH. (CH. 25)--BEGAN OPERATION 1-28-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:5.)

WRIK-TV, PONCE, PUERTO RICO (CH. 7)--BEGINS OPERATION 2-2-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:5.)

### CP RELINQUISHED

TWIN FALLS, IDA. (CH. 13)--KHTV, MAGIC VALLEY BCSTG. CO. CP CANCELLED 1-29-58 AT REQUEST OF ATTORNEY.

BATON ROUGE, LA. (CH. 40)--WCNS, BAYOU BCSTG. CORP. CP CANCELLED AT REQUEST OF GRANTEE.

SAN ANGELO, TEX. (CH. 3)--KVTX, SAN ANGELO TELEVISION CO. CP CANCELLED 1-28-58 BY FCC FOR LACK OF PROSECUTION.

### CHANGES GRANTED IN TV STATIONS OPERATING

FORT SMITH, ARK. (CH. 5)--KNAC-TV, AMERICAN TELEVISION CO. GRANTED CHANGE TO 28.2-KW VISUAL, 14.1-KW AURAL, 640-FT. ABOVE AV. TERRAIN. BMPCT-4969.

LIMA, O. (CH. 35)--WIMA-TV, WLOK INC. GRANTED CHANGE TO 195-KW VISUAL, 97.7-KW AURAL. BPCT-2448.

CHATTANOOGA, TENN. (CH. 9)--WTVC, MARTIN THEATRES OF GEORGIA INC. GRANTED CHANGE TO 158-KW AURAL, 1040-FT. ABOVE AV. TERRAIN, 275-FT. ABOVE GROUND, 2353-FT. ABOVE SEA LEVEL. BMPCT-4945.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 122 (92 VHF, 30 UHF)

#### OREGON

PORTLAND (CH. 2)--KPOJ INC., BOX 31 (KPOJ-MBS). 100-KW VISUAL, 50-KW AURAL, 1165-FT. ABOVE AV. TERRAIN, 283-FT. ABOVE GROUND, 2093-FT. ABOVE SEA LEVEL, LAT. 45° 40' 39", LONG. 122° 22' 25". TRANSMITTER, 6.3-MI. N OF CAMAS. PLANT, $650,611; YEARLY OPERATING, $1,100,726. EQUIPMENT, RCA. JOURNAL PUBLISHING CO. (OREGON JOURNAL), 100%. WM. W. KNIGHT, PRES.; ARDEN X. PANGBORN, V. P.; R. M. BROWN, V. P.-SECY.; ROBERT D. YOUNG, TREAS.; DAVID L. DAVIES, ASST. TREAS. COUNSEL, DEMPSEY & KOPLOVITZ; CONSULTING ENGINEERS, KEAR & KENNEDY.

#### TEXAS

LUBBOCK (CH. 5)--WESTERN TELEVISION CO., BOX 270, LUBBOCK. 20.4-KW VISUAL, 10.2-KW AURAL, 360-FT. ABOVE AV. TERRAIN, 400-FT. ABOVE GROUNS, 3598-FT. ABOVE SEA LEVEL, LAT. 33° 35' 07", LONG. 101° 50' 54". TRANSMITTER, GREAT PLAINS LIFE BLDG., BROADWAY & AVE. L. PLANT, $163,526; YEARLY OPERATING, $250,000. EQUIPMENT, GE. GENERAL PARTNERSHIP CONSISTING OF DAVID P. PINKSTON, 50% (50% OF KDAV, LUBBOCK; 75% OF KPEP, SAN ANGELO; 50% OF KZIP, AMARILLO; 50% OF KPIK, COLORADO SPRINGS, COLO.) AND LEROY ELMORE, 50% (REAL ESTATE; 30% OF KDAV, 50% OF KPIK). EACH OWN 40% OF APPLICATION FOR RADIO STATION IN ALBUQUERQUE, N. M. COUNSEL, HARRY J. DALEY; CONSULTING ENGINEER, GUY C. HUTCHESON, ARLINGTON, TEX.

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

WAYCROSS, GA. (CH. 8)--JOHN H. PHIPPS. CHANGE POWER TO 5.8-KW VISUAL, 2.99-KW AURAL; ANTENNA TO 357-FT. ABOVE AV. TERRAIN, 395-FT. ABOVE GROUND, 325-FT. ABOVE SEA LEVEL. BPCT-2423.

### CHANGES REQUESTED IN TV STATIONS OPERATING

PEORIA, ILL. (CH. 31)--WMBD-TV, WMBD INC. REQUESTS CHANGE TO 331-KW MAX. AND 291-KW HORIZONTAL VISUAL, 166-KW MAX. AND 146-KW HORIZONTAL AURAL, 624-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 1268-FT. ABOVE SEA LEVEL, LAT. 40° 38' 03", LONG. 89° 32' 21". BPCT-2461.

PLATTSBURGH, N. Y. (CH. 5)--WPTZ, ROLLINS BCSTG.-TELECASTING OF N. Y. INC. CHANGE REQUEST TO 51.288-KW VISUAL, 31.621-KW AURAL, 2961-FT. ABOVE AV. TERRAIN, 4788-FT. ABOVE SEA LEVEL, LAT. 44° 22' 00", LONG. 73° 54' 22"; TRANSMITTER TO WHITEFACE MT., 7.1-MI. NE OF LAKE PLACID. BMPCT-4667.

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## MODIFICATION OF CP GRANTED

OAKLAND, CAL. (CH. 2)--KTVU, SAN FRANCISCO-OAKLAND TELEVISION INC. GRANTED CHANGE TO 50-KW AURAL, 1190-FT. ABOVE AV. TERRAIN. BMPCT-4965.

## MODIFICATION OF CP REQUESTED

ATHENS, GA. (CH. 8, EDUCATIONAL)--WGTV, REGENTS OF THE UNIVERSITY SYSTEM OF GEORGIA FOR THE U OF GA. REQUESTS CHANGE TO 1164-FT. ABOVE AV. TERRAIN, 1021-FT. ABOVE GROUND, 2046-FT. ABOVE SEA LEVEL, LAT. 33° 49' 12", LONG. 84° 12' 48"; TRANSMITTER TO 1-MI. NE OF CLARKSTON. BMPET-171. (THIS IS CORRECTION TO REQUEST SHOWN IN ADDENDA 25-L WHICH STILL PENDS APPROVAL.)

LOUISVILLE, KY. (CH. 15, EDUCATIONAL)--WFPK-TV, BOARD OF TRUSTEES, LOUISVILLE FREE PUBLIC LIBRARY. REQUESTS CHANGE TO 14.8-KW MAX. AND 13.4-KW HORIZONTAL VISUAL, 8-KW MAX. AND 7.2-KW HORIZONTAL AURAL, 310-FT. ABOVE AV. TERRAIN. BMPET-181.

## TRANSFER AUTHORIZED

NORTH PLATTE, NEB. (CH. 2)--KWSL, GOLDENROD TELE-RADIO CO. INC. ASSIGNMENT OF CP TO NORTH PLATTE TELEVISION INC. APPROVED 1-30-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:5.)

## 'McFARLAND LETTER' SENT BY FCC
(INDICATING HEARING REQUIRED)

LAFAYETTE, LA. (CH. 10)--KLFY-TV, CAMELIA BCSTG. CO. INC. ADVISED 1-30-58 THAT APPLICATION TO CHANGE TRANSMITTER SITE AND TO CHANGE ANTENNA HEIGHT INDICATES NECESSITY OF A HEARING.

## CHANGES IN ALLOCATION PLAN
EFFECTIVE 3-7-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| BRADFORD, PA..... | 80 | 70 |

## CALL LETTERS

LOUISVILLE, KY. (CH. 15, EDUCATIONAL)--BOARD OF TRUSTEES, LOUISVILLE FREE PUBLIC LIBRARY...WFPK-TV
GREENWOOD, MISS. (CH. 6)--GREENWOOD BCSTG. CO. INC.....WABG-TV

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING
TOTAL: 95

## TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 39

PALMERTON-SLATEDALE-SLATINGTON, PA. (CH. 73)--UPPER LEHIGH TRANSLATOR SERVICE CORP. GRANTED 1-30-58; INPUT CH. 28 (WBRE-TV, WILKES-BARRE). BPTT-173.

## APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 19

## CHANGES GRANTED IN TRANSLATOR STATIONS

OLEAN, N. Y. (CH. 70)- W. H. D. L. INC. CP GRANTED 1-22-58 RECONSIDERED AND SET ASIDE 1-30-58 BY FCC.

## APPLICATIONS DESIGNATED FOR HEARING

TWENTY-NINE PALMS, CAL. (CH. 74)--JAMES E. PEADEN. APPLICATION DESIGNATED 1-30-58 FOR HEARING.

## CALL LETTERS

LEWISTON, IDA. (CH. 70)--ORCHARDS COMMUNITY TV ASSN. INC.....K70AB
LEWISTON, IDA. (CH. 76)--ORCHARDS COMMUNITY TV ASSN. INC.....K76AH

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-B
TV FACTBOOK NO. 26
FEBRUARY 8, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(FEBRUARY 3 TO FEBRUARY 8, 1958)

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### STATIONS NOW OPERATING

GRAND TOTAL: 530 (439 VHF, 91 UHF)
INCLUDES 30 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (39 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (7 VHF, 16 UHF)

### STATIONS GOING ON AIR

WTVC, CHATTANOOGA, TENN. (CH. 9)--STATION, WHICH WENT AIR 12-5-57 AS A ROME, GA. OUTLET, RESUMES OPERATION 2-11-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:6.)

KIRO-TV, SEATTLE, WASH. (CH. 7)--BEGINS OPERATION 2-8-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:6.)

### CHANGES GRANTED IN TV STATIONS OPERATING

SAN FRANCISCO, CAL. (CH. 32)--KSAN-TV, S. H. PATTERSON. GRANTED CHANGE TO 16.2-KW VISUAL, 9.12-KW AURAL, 1090-FT. ABOVE AV. TERRAIN. BMPCT-4937.

WATERBURY, CONN. (CH. 53)--WATR-TV, WATR INC. GRANTED CHANGE TO 24.5-KW VISUAL, 13.2-KW AURAL, 770-FT. ABOVE AV. TERRAIN, 120-FT. ABOVE GROUND, 1020-FT. ABOVE SEA LEVEL. BMPCT-4824.

SALT LAKE CITY, UTAH (CH. 7, EDUCATIONAL)--KUED, UNIVERSITY OF UTAH. GRANTED LICENSE FOR 25.7-KW VISUAL, 15.1-KW AURAL, 305[illegible]. BLET-26.

CHARLESTON, W. VA. (CH. 8)--WCHS-TV, WCHS-TV INC. GRANTED LICENSE FOR 158-KW VISUAL, 93.3-KW AURAL, 1240-FT. BLCT-676.

### CHANGES REQUESTED IN TV STATIONS OPERATING

SWEETWATER, TEX. (CH. 12)--KPAR-TV, TEXAS TELECASTING INC. REQUESTS MOD. OF CP TO 145-KW VISUAL, 72.5-KW AURAL. BMPCT-5021.

HAMPTON, VA. (CH. 13)--WVEC-TV, PENINSULA BCSTG. CORP. CHANGE REQUEST TO 410-FT. ABOVE AV. TERRAIN, 436-FT. ABOVE GROUND, 446-FT. ABOVE SEA LEVEL, LAT. 36° 51' 21", LONG. 76° 18' 11"; TRANSMITTER TO THIRD & WOODIS STS. BMPCT-4721.

### EXPERIMENTAL AUTHORIZATION

CHICAGO, ILL.--KS2XBR, ZENITH RADIO CORP. GRANTED LICENSE FOR CH. 38 (614-620 MC). BLEX-78.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 121 (91 VHF, 30 UHF)

#### CALIFORNIA

BAKERSFIELD (CH. 17)--LINCOLN DELLAR, 281 HOT SPRINGS RD., SANTA BARBARA, CAL. 186.6-KW VISUAL, 94.2-KW AURAL, 607-FT. ABOVE AV. TERRAIN, 392-FT. ABOVE GROUND, 1282-FT. ABOVE SEA LEVEL, LAT. 35° 27' 36", LONG. 119° 01' 09". TRANSMITTER, WOODY HWY., 2-MI. N OF NORTH HIGH SCHOOL IN OILDALE. PLANT, $130,600; YEARLY OPERATING, $300,000. EQUIPMENT, COMPOSITE RCA & GE TRANSMITTER, GE ANTENNA. LINCOLN DELLAR (100%) IS 14.2% OWNER OF KOVR, STOCKTON (CH. 13); 100% OWNER OF RADIO KXOA, SACRAMENTO; AND WITH WIFE, 50% OWNER OF RADIOS KJR, SEATTLE, KXL, PORTLAND, KNEW, SPOKANE -- ALL OF WHICH ARE NOW IN PROCESS OF BEING SOLD. (VOL. 13:48, 52 & 14:2). COUNSEL, FLY, SHUEBRUK, BLUME & GAUGINE. ENGINEER, EWALD W. BERGER, SACRAMENTO.

### AMENDMENT TO APPLICATION FOR NEW STATION

ERIE, PA. (CH. 66)--L. E. U. BROADCASTING CO. CHANGE POWER TO 225-KW MAX. AND 222.1-KW HORIZONTAL VISUAL, 122.3-KW MAX. AND 120-KW HORIZONTAL AURAL; COST OF PLANT TO $211,000; YEARLY OPERATING TO $360,000. BPCT-2362.

### APPLICATIONS DISMISSED

TOLEDO, O. (CH. 30, EDUCATIONAL)--GREATER TOLEDO EDUCATIONAL TELEVISION FOUNDATION. APPLICATION (BPET-53) DISMISSED AT REQUEST OF APPLICANT.

LUBBOCK, TEX. (CH. 5)--WESTERN TELEVISION CO. APPLICATION RETURNED 2-3-58 AS UNACCEPTABLE UNDER RULES.

### PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| BAKERSFIELD, CAL.--KBAK-TV, BAKERSFIELD BCSTG. CO. (CH. 29), REQUESTS FOLLOWING ALTERNATIVES TO ITS PETITION OF 4-9-57: | | |
| BAKERSFIELD, CAL..... | 8 | -- |

ALSO REQUESTS ORDER TO KBAK-TV TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 8 IN LIEU OF CH. 29.

FRESNO, CAL.--KMJ-TV, MCCLATCHY NEWSPAPERS (CH. 24), REQUESTS IMMEDIATE STEPS TO REQUIRE KFRE-TV (CH. 12) TO OPERATE ON A UHF CHANNEL; OR, IN THE ALTERNATIVE:

(OVER)

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PETITION FOR RULE MAKING (CONT'D)

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| FRESNO, CAL. | 2,5,*7,9 | -- |
| GOLDFIELD, NEV. | -- | 5 |
| TONOPAH, NEV. | -- | 9 |

ALSO REQUESTS ORDER TO KMJ-TV TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 5 IN LIEU OF CH. 24.

APPLICATIONS SCHEDULED FOR HEARING

YUMA, ARIZ. (CH. 13)--KYAT, WRATHER-ALVAREZ BCSTG. INC. APPLICATION FOR EXTENSION OF TIME TO CONSTRUCT STATION SCHEDULED FOR HEARING 2-28-58.

LOS ANGELES, CAL. ( .. 34)--SHERRILL C. CORWIN AND K-UHF. APPLICATIONS FOR NEW STATIONS SCHEDULED FOR HEARING 3-17-58.

CALL LETTERS

LOUISVILLE, KY. (CH. 21)--MID-AMERICA BCSTG. CORP.....WEZI
(EFF. 2-3-58; FORMERLY WKLO-TV)

TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING
TOTAL: 94

TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 39

TRANSLATOR GOING OFF AIR

K71AA, ELLENSBURG, WASH. (CH. 71)--QUIT AIR DUE TO LACK OF FUNDS.

APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 19

CALL LETTERS

LEWISTON, IDA. (CH. 70)--ORCHARDS COMMUNITY TV ASSN. INC.....K7CDA
(WRONG CALL LETTERS SHOWN IN ADDENDA 26-A)

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-C
TV FACTBOOK NO. 26
FEBRUARY 15, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(FEBRUARY 10 TO FEBRUARY 15, 1958)

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### STATIONS NOW OPERATING

GRAND TOTAL: 531 (440 VHF, 91 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 158 (39 VHF, 119 UHF)

SAN FRANCISCO, CAL. (CH. 38)--GOLDEN STATE TELECASTING CO. GRANTED 2-12-58; 16.6-KW VISUAL, 9.12-KW AURAL, 490-FT. BPCT-2276. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

INTERNATIONAL FALLS, MINN. (CH. 11)--MINNEONTO TELEVISION INC. GRANTED 2-12-58; 1.58-KW VISUAL, .794-KW AURAL, 270-FT. BPCT-2411. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

MEMPHIS, TENN. (CH. 48)--MALCO THEATRES INC. GRANTED 2-12-58; 562-KW VISUAL, 302-KW AURAL, 370-FT. BPCT-2344. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATIONS GOING ON AIR

WETV, ATLANTA, GA. (CH. 30, EDUCATIONAL)--BEGINS OPERATION 2-17-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7.)

WSUR-TV, PONCE, PUERTO RICO (CH. 9)--BEGINS OPERATION 2-15-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7.)

### INSTRUCTION TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 2-12-58 DIRECTED PREPARATION OF DOCUMENT IN THE ALBANY-SCHENECTADY-TROY-VAIL MILLS, N. Y. RULE MAKING PROCEEDING IN DOC. 11751 LOOKING TOWARD ISSUANCE OF AN ORDER TO WKTV, UTICA, TO SHOW CAUSE WHY IT SHOULD NOT OPERATE AT AN ALTERNATE SITE SUGGESTED BY WSYR-TV, SYRACUSE, WHICH, ALTHOUGH OVER 60 MI. FROM WSYR-TV, IS ONLY 169 MI. FROM WCBS-TV, NEW YORK CITY, AND SIMULTANEOUSLY ORDER CBS INC. TO SHOW CAUSE WHY ITS LICENSE SHOULD NOT BE MODIFIED TO ACCOMODATE OPERATION OF CO-CHANNEL STATION WKTV AT THE SITE 169 MI. AWAY.

### CP RELINQUISHED

TULARE-FRESNO, CAL. (CH. 27)--KVVG, UHF TELECASTING CORP. CP CANCELLED 2-10-58 BY FCC FOR LACK OF PROSECUTION.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (91 VHF, 28 UHF)

COLORADO

STERLING (CH. 3)--BI-STATE CO., 414 EAST AVE., HOLDREGE, NEB. 27.9-KW VISUAL, 15.1-KW AURAL, 669-FT. ABOVE AV. TERRAIN, 602-FT. ABOVE GROUND, 4882-FT. ABOVE SEA LEVEL, LAT. 40° 40' 41", LONG. 102° 58' 13". TRANSMITTER, U. S. HWY. 6, 13-MI. E OF STERLING. PLANT, $205,833; YEARLY OPERATING, $36,000. EQUIPMENT, GE. SAME OWNERSHIP AS KHOL-TV, KEARNEY, NEB. (CH. 13) AND KHPL-TV, HAYES CENTER, NEB. (CH. 6). COUNSEL, FISHER, WAYLAND, DUVALL & SOUTHMAYD; CONSULTING ENGINEERS, COMMERCIAL RADIO EQUIPMENT CO.

### APPLICATIONS DISMISSED

TOLEDO, O. (CH. 30, EDUCATIONAL)--GREATER TOLEDO EDUCATIONAL TELEVISION FOUNDATION. APPLICATION (BPET-53) DISMISSED IN ADDENDA 26-B WAS REQUEST FOR HIGHER POWER. CH. 30 CP FOR LOW-POWER STATION IS STILL OUTSTANDING.

### CHANGES REQUESTED IN TV STATIONS OPERATING

PEORIA, ILL. (CH. 31)--WMBD-TV, WMBD INC. CHANGE REQUEST TO CH. 25, 290-KW HORIZONTAL VISUAL, 145-KW HORIZONTAL AURAL, 626-FT. ABOVE AV. TERRIAN, 539-FT. ABOVE GROUND, 1271-FT. ABOVE SEA LEVEL.

### MODIFICATION OF CP REQUESTED

MCKEESPORT, PA. (CH. 4, ALLOCATED TO IRWIN)--WTAE, TELEVISION CITY INC. REQUESTS CHANGE TO 1062-FT. ABOVE GROUND, LAT. 40° 16' 49", LONG. 79° 48' 11". BMPCT-5022.

MONAHANS, TEX. (CH. 9)--KVKM-TV, TRI-CITIES BCSTG. CO. REQUESTS CHANGE TO 103.5-KW VISUAL, 51.8-KW AURAL, 569-FT. ABOVE AV. TERRAIN, 637-FT. ABOVE GROUND, 3327-FT. ABOVE SEA LEVEL, LAT. 31° 38' 48", LONG. 102° 59' 55"; TRANSMITTER TO KERMIT HWY., 7-MI. NW OF MONAHANS. BMPCT-5023.

### TRANSFER AUTHORIZED

SCRANTON, PA. (CH. 16)--WARM-TV, UNION BCSTG. CO. TRANSFER OF CONTROL FROM WILLIAM W. SCRANTON TO TRANSCONTINENT TELEVISION CORP. APPROVED 2-12-58. BTC-2663. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7.)

WILKES-BARRE, PA. (CH. 34)--WILK-TV, WYOMING VALLEY BCSTG. CO. ASSIGNMENT OF CP TO UNION BCSTG. CO. APPROVED 2-12-58. BAPCT-243. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7.)

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## APPLICATION FOR TRANSFER FILED

FORT SMITH, ARK. (CH. 5)--KNAC-TV, AMERICAN TELEVISION CO. INC. TRANSFER OF CONTROL TO HARRY POLLOCK BY PURCHASE OF 50% FROM GEORGE T. HERNREICH FOR $175,000. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:7.)

## CHANGES IN ALLOCATION PLAN

EFFECTIVE 3-20-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 12255 | | |
| IRWIN, PA. | -- | 4 |
| PITTSBURGH, PA. | 4 | -- |

ALSO MODIFIED CP OF WTAE TO SPECIFY OPERATION ON CH. 4 IN PITTSBURGH IN LIEU OF MCKEESPORT.

| | | |
|---|---|---|
| DOCKET 12247 | | |
| LEWISTOWN, PA. | 75 | 74 |

SUBJECT TO RULE-MAKING

COMMENTS & BRIEFS DUE 3-20-58; REPLIES 3-30-58

FOLLOWING RELATED PETITIONS:

| | | | |
|---|---|---|---|
| 1) | CHARLESTON, S. C. | *8- | *13 |
| | FLORENCE, S. C. | 13+ | 8- |
| | GREENSBORO, N. C. | 8+ | -- |
| 2) | CHARLESTON, S. C. | *8 | *13 |
| | FLORENCE, S. C. | 13+ | 8 |
| | GREENSBORO-HIGH POINT-WINSTON-SALEM, N. C. | 8- | -- |
| | OR | | |
| | WINSTON-SALEM, N. C. | 8- | -- |
| 3) | CHARLESTON, S. C. | *8 | *13 |
| | FLORENCE, S. C. | 13 | 8 |
| | WINSTON-SALEM, N. C. | 8 | -- |
| 4) | CHARLESTON, S. C. | *7 | *13 |
| | FLORENCE, S. C. | 13 | -- |

IN CONNECTION WITH THE ABOVE, WBTW, FLORENCE, WAS ORDERED TO SHOW CAUSE WHY ITS LICENSE SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 13 IN LIEU OF CH. 8, AND WTOB-TV, WINSTON-SALEM, WAS ORDERED TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY TEMPORARY OPERATION ON CH. 8.

## PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| HUTCHINSON, KAN. KTVH, WICHITA-HUTCHINSON CO. (CH. 12), REQUESTS: | | |
| HUTCHINSON, KAN. | -- | 12 |
| WICHITA, KAN. | 12,*22 | *22+ |

## PROTEST TO GRANTED CP

SANTA FE, N. M. (CH. 2)--KVIT, VIDEO INDEPENDENT THEATRES INC. PROTEST BY KGGM-TV AND KOAT-TV, ALBUQUERQUE, TO 12-18-57 GRANT TO KVIT FOR MOD. OF CP TO CHANGE TRANSMITTER AND STUDIO SITE AND INCREASE POWER GRANTED 2-12-58. EFFECTIVE DATE OF CP POSTPONED PENDING OUTCOME OF EVIDENTIARY HEARING. ORAL ARGUMENT ON ECONOMIC ISSUE SCHEDULED FOR 3-24-58.

## ORAL ARGUMENTS SCHEDULED

HATFIELD, IND. (CH. 9)--OWENSBORO ON THE AIR INC. AND OWENSBORO PUBLISHING CO. APPLICATIONS FOR NEW STATIONS SCHEDULED FOR ORAL ARGUMENT 3-24-58.

## PETITIONS DENIED

PETITION BY WATR-TV, WATERBURY, CONN. (CH. 53) TO SHIFT CH. 53 FROM WATERBURY TO HARTFORD FOR NONCOMMERCIAL USE THERE, AND TO SHIFT NONCOMMERCIAL CH. 24 FROM HARTFORD TO WATERBURY FOR COMMERCIAL USE DENIED 2-12-58.

## 'MCFARLAND LETTER' SENT BY FCC

MIAMI, FLA. (CH. 6)--PUBLIX TELEVISION CORP., SOUTH FLORIDA AMUSEMENT CO. INC. AND WITV, FORT LAUDERDALE. ADVISED THAT APPLICATIONS OF PUBLIX AND FLORIDA AMUSEMENT FOR NEW STATION AND WITV FOR CHANGE FROM CH. 17 IN FORT LAUDERDALE TO CH. 6 IN MIAMI, INDICATE NECESSITY OF HEARING.

DURHAM, N. C. (CH. 11)--WTVD, DURHAM BCSTG. ENTERPRISES INC. ADVISED THAT APPLICATION FOR MOD. OF CP TO MOVE TRANSMITTER TO ABOUT 32 MI. SE OF DURHAM AND 10 MI. SE OF RALEIGH AND INCREASE ANTENNA HEIGHT, INDICATES NECESSITY OF HEARING.

## EXPERIMENTAL AUTHORIZATION

MANSON, WASH.--KO2XBX, MANSON COMMUNITY T. V. CO. INC. GRANTED CHANGE TO CH. 14 (470-476 MC). BPEX-148.

# TRANSLATOR ACTIONS

## TRANSLATORS GOING ON AIR

K74AK, UKIAH, CAL. (CH. 74)--BEGAN OPERATION 11-24-57.

K78AD, UKIAH, CAL. (CH. 78)--BEGAN OPERATION 11-24-57.

## TRANSLATORS NOW OPERATING

TOTAL: 96

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 42

TWENTYNINE PALMS, CAL. (CH. 70)--MORONGO BASIN TV CLUB INC. GRANTED 2-12-58; INPUT CH. 4 (KRCA, LOS ANGELES). BPTT-180.

REDWOOD FALLS, MINN. (CH. 77)--REDWOOD TV IMPROVEMENT CORP. GRANTED 2-12-58; INPUT CH. 5 (KSTP, TV, ST. PAUL). BPTT-177.

REDWOOD FALLS, MINN. (CH. 70)--REDWOOD TV IMPROVEMENT CORP. GRANTED 2-12-58; INPUT CH. 4 (WCCO-TV, MINNEAPOLIS). BPTT-181.

LIBBY, MONT. (CH. 78)--LIBBY VIDEO CLUB. GRANTED 2-12-58; INPUT CH. 6 (KHQ-TV, SPOKANE). BPTT-179.

POWERS, ORE. (CH. 76)--POWERS T. V. TRANSLATOR INC. GRANTED 2-12-58; INPUT CH. 4 (KPTC, ROSEBURG). BPTT-183.

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL: 14

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-D
TV FACTBOOK NO. 26
FEBRUARY 22, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(FEBRUARY 17 TO FEBRUARY 22, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

EDITOR'S NOTE: THIS ADDENDA IS FOURTH OF NEW SERIES OF WEEKLY REPORTS ON GRANTS, APPLICATIONS, CHANGES, HEARING SCHEDULES, ETC., DESIGNED TO ENABLE YOU TO KEEP YOUR RECORDS UP-TO-DATE. FULL DATA ON ALL EXISTING STATIONS AND ON ALL APPLICATIONS AND CPs TO FEB. 15, 1958, WILL BE FOUND IN SPRING-SUMMER EDITION OF TV FACTBOOK (NO. 26) GOING TO PRESS SHORTLY AND DUE TO REACH SUBSCRIBERS IN MARCH. WEEKLY ADDENDA (OFTEN CALLED "THE BLUE SHEETS") ARE AVAILABLE ONLY TO SUBSCRIBERS TO FULL TV SERVICES OF TELEVISION DIGEST.

### STATIONS NOW OPERATING

GRAND TOTAL: 532 (442 VHF, 91 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 158 (39 VHF, 119 UHF)

HIBBING, MINN. (CH. 13)--CARL BLOOMQUIST. GRANTED 2-20-58; 10.7-KW VISUAL, 5.37-KW AURAL, 630-FT. BPCT-2422. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:8; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATIONS GOING ON AIR

KDUH-TV, HAY SPRINGS, NEB. (CH. 4)--BEGAN OPERATION 2-20-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:8.)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

ST. LOUIS, MO. (CH. 2)--EXAMINER HERBERT SHARFMAN ISSUED INITIAL DECISION 2-17-58 LOOKING TOWARD DISMISSING APPLICATION OF LOUISIANA PURCHASE CO. FOR A NEW TV STATION AND GRANTING APPLICATION OF KTVI, SIGNAL HILL TELECASTING CORP., FOR MOD. OF CP TO OPERATE ON CH. 2 IN LIEU OF CH. 36. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:8.)

### CHANGES GRANTED IN TV STATIONS OPERATING

PEORIA, ILL. (CH. 31)--WMBD-TV, WMBD INC. GRANTED CHANGE TO 331-KW MAX. AND 288-KW HORIZONTAL VISUAL, 166-KW MAX. AND 144-KW HORIZONTAL AURAL, 620-FT. ABOVE AV. TERR., 536-FT. ABOVE GROUND, 1268-FT. ABOVE SEA LEVEL, LAT. 40° 38' 03", LONG. 89° 32' 21".

SCRANTON, PA. (CH. 16)--WNEP-TV (FORMERLY WARM-TV), UNION BCSTG. CO. GRANTED CHANGE TO 955-KW VISUAL, 479-KW AURAL, 1090-FT. ABOVE AV. TERRAIN, 242-FT. ABOVE GROUND, 2362-FT. ABOVE SEA LEVEL, LAT. 41° 10' 58", LONG. 75° 52' 25"; TRANSMITTER TO PENOBSCOT KNOB S OF WILKES-BARRE. BMPCT-4809.

### MODIFICATION OF CO GRANTED

MCKEESPORT, PA. (CH. 4, ALLOCATED TO IRWIN)--WTAE, TELEVISION CITY INC. GRANTED CHANGE TO 1062-FT. ABOVE GROUND, LAT. 40° 16' 49", LONG. 79° 48' 11". BMPCT-5022.

### MISCELLANY

MONROE, LA. (CH. 8)--KNOE-TV, JAMES A. NOE. ASSIGNMENT OF LICENSE TO NOE ENTERPRISES INC. APPROVED 2-12-58.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (90 VHF, 29 UHF)

#### WASHINGTON

TACOMA (CH. 56, EDUCATIONAL)--CLOVER PARK SCHOOL DISTRICT #400, PIERCE COUNTY, 5214 STEILACOOM BLVD. (KCPS-FM). .700-KW VISUAL, .426-KW AURAL, 138-FT. ABOVE AV. TERRAIN, 97.6-FT. ABOVE GROUND, 367.7-FT. ABOVE SEA LEVEL, LAT. 147° 11' 10", LONG. 122° 29' 30". TRANSMITTER, 5214 STEILACOOM BLVD. PLANT, $78,645; YEARLY OPERATING, $5000. EQUIPMENT, GE. EDWIN R. JOHNSON, PRES. OF BOARD; T. OLAF HAGENESS, SECY OF BOARD AND SUPT. OF SCHOOLS.

### AMENDMENT TO APPLICATION FOR NEW STATION

PROVIDENCE, R. I. (CH. 22)--STATE BOARD OF EDUCATION, STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS. CHANGE CHANNEL REQUESTED TO CH. 36; POWER TO 215.5-KW VISUAL, 125.7-KW AURAL; ANTENNA TO 449-FT. ABOVE AV. TERRAIN, 392-FT. ABOVE GROUND, 672-FT. ABOVE SEA LEVEL, LAT. 41° 48' 20", LONG. 71° 28' 21". BPET-41.

### CHANGES REQUESTED IN TV STATIONS OPERATING

SPRINGFIELD, MASS. (CH. 40)--WHYN-TV, HAMPDEN-HAMPSHIRE CORP. REQUESTS CHANGE TO 141-KW VISUAL, 72.4-KW AURAL, 999-FT. ABOVE AV. TERRAIN, 141-FT. ABOVE GROUND, 1341-FT. ABOVE SEA LEVEL, LAT. 42° 14' 32", LONG. 72° 38' 55". BMPCT-5026.

PONCE, PUERTO RICO (CH. 9)--WSUR-TV, AMERICAN COLONIAL BCSTG. CORP. REQUESTS CHANGE TO 2.74-KW VISUAL, 1.37-KW AURAL, 2594-FT. ABOVE AV. TERRAIN, 237-FT. ABOVE GROUND, 4177-FT. ABOVE SEA LEVEL, LAT. 18° 09' 17", LONG. 66° 33' 14".

### TRANSFER AUTHORIZED

MOBILE, ALA. (CH. 5)--WKRG-TV, WKRG-TV INC. TRANSFER OF CONTROL FROM SHIRLEY R. KONRAD, ET AL., TO GIDDENS TV INC. APPROVED 2-20-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:8.)

CARLSBAD, N. M. (CH. 6)--KAVE-TV, VOICE OF THE CAVERNS INC. TRANSFER OF CONTROL FROM NANCY H. & JOHN BATTISON TO EDWARD P. TALBOTT AND 6 OTHERS APPROVED 2-20-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:8.)

### CALL LETTERS

WILMINGTON, N. C. (CH. 6)--ATLANTIC TELECASTING CORP. (FORMERLY WMFD-TV).....WECT

ENID, OKLA. (CH. 5)--STREETS ELECTRONICS INC....KGCO (EFF. 3-1-58; FORMERLY KGEO-TV)

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## CHANGES IN ALLOCATION PLAN

EFFECTIVE 3-27-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 12262 | | |
| GALVESTON, TEX..... | -- | 11 |
| HOUSTON, TEX..... | 11 | -- |

ALSO MODIFIED LICENSE OF KGUL-TV TO SPECIFY OPERATION ON CH. 11 HOUSTON, INSTEAD OF GALVESTON.

## PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DETROIT, MICH.--WTVS, DETROIT EDUCATIONAL TELEVISION FOUNDATION INC. (CH. 56), PROSPECTIVE APPLICANT, REQUESTS: | | |
| DETROIT, MICH..... | *12 | -- |
| FLINT, MICH..... | -- | 12 |

-(END)-

## ORAL ARGUMENTS SCHEDULED

HATFIELD, IND. (CH. 9)--OWENSBORO ON THE AIR INC. AND OWENSBORO PUBLISHING CO. ACTION SCHEDULING ORAL ARGUMENT 3-24-58 RESCINDED 2-20-57 BY FCC.

## APPLICATION SCHEDULED FOR HEARING

SANTA FE, N. M. (CH. 2)--KVIT, VIDEO INDEPENDENT THEATRES INC. APPLICATION FOR MODIFICATION OF CP SCHEDULED FOR HEARING 3-31-58.

## PETITIONS DENIED

PETITIONS BY WTVJ, MIAMI, FLA. (CH. 4) AND WITV, FT. LAUDERDALE, FLA. (CH. 17) FOR RECONSIDERATION OF 4-24-57 REPORT & ORDER WHICH ADDED CH. 6 TO MIAMI DENIED 2-20-58.

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ADDENDA 26-E
TV FACTBOOK NO. 26
MARCH 1, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(FEBRUARY 24 TO MARCH 1, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 534 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (39 VHF, 118 UHF)

LOGAN, UTAH (CH. 12)--CACHE VALLEY BCSTG. CO. GRANTED 2-26-58; 2.95-KW VISUAL, 1.48-KW AURAL, MINUS 470-FT. BPCT-2260. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:9; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATIONS GOING ON AIR

KTVU, OAKLAND, CAL. (CH. 2)--BEGINS OPERATION 3-2-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:9.)

WBPZ-TV, LOCKHAVEN, PA. (CH. 32)--BEGINS OPERATION 3-2-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:9.)

### MODIFICATION OF CP REQUESTED

ATHENS, GA. (CH. 8, EDUCATIONAL)--WGTV, REGENTS OF THE UNIV. SYSTEM OF GA. CHANGE REQUEST TO 901-FT. ABOVE AV. TERRAIN, 1039-FT. ABOVE GROUND, LAT. 33° 45' 23.5", LONG. 84° 19' 55"; TRANSMITTER TO 110 ARIZONA AVE., ATLANTA. BMPET-171.

### CHANGES GRANTED IN TV STATIONS OPERATING

SAN FRANCISCO, CAL. (CH. 9, EDUCATIONAL)--KQED, BAY AREA EDUCATIONAL TELEVISION ASSN. GRANTED CHANGE TO 25.7-KW VISUAL, 12.9-KW AURAL, 1210-FT. ABOVE AV. TERRAIN, 190-FT. ABOVE GROUND, 1415-FT. ABOVE SEA LEVEL, LAT. 37° 41' 22", LONG. 122° 26' 10"; TRANSMITTER TO SAN BRUNO MT., 2.5-MI. NW OF SOUTH SAN FRANCISCO. BMPET-180.

PANAMA CITY, FLA. (CH. 7)--WJDM, WJDM-TV INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-789.

PEORIA, ILL. (CH. 43)--WEEK-TV, WEST CENTRAL BCSTG. CO. GRANTED LICENSE FOR 317-KW VISUAL, 186-KW AURAL, 710-FT. ABOVE AV. TERRAIN, 602-FT. ABOVE GROUND, 1349-FT. ABOVE SEA LEVEL. BLCT-778.

BLOOMINGTON-INDIANAPOLIS, IND. (CH. 4)--WTTV, SARKES TARZIAN INC. GRANTED LICENSE FOR 44.55-KW VISUAL, 26.75-KW AURAL, 1250-FT. ABOVE AV. TERRAIN, 1222-FT. ABOVE GROUND, 2097-FT. ABOVE SEA LEVEL, LAT. 39° 24' 26.5", LONG. 86° 08' 52"; TRANSMITTER TO TRAFALGAR, IND. BLCT-713.

AMARILLO, TEX. (CH. 10)--KFDA-TV, AMARILLO BCSTG. CO. GRANTED CHANGE TO 125-KW AURAL, 804-FT. ABOVE AV. TERRAIN, 722-FT. ABOVE GROUND, 4295-FT. ABOVE SEA LEVEL. BPCT-2453.

### PETITION DENIED

PETITION BY KCOR-TV, SAN ANTONIO, TEX. TO ASSIGN A FOURTH COMMERCIAL VHF CHANNEL TO THAT CITY DENIED 2-26-58.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 120 (90 VHF, 30 UHF)

#### ALABAMA

HUNTSVILLE (CH. 31)--ROCKET CITY TELEVISION INC., 1500 GLENWOOD DR. 9.08-KW VISUAL, 4.54-KW AURAL, 982-FT. ABOVE AV. TERRAIN, 119-FT. ABOVE GROUND, 1718-FT. ABOVE SEA LEVEL, LAT. 34° 44' 16", LONG. 86° 32' 02". TRANSMITTER, MONTE SANO BLVD. & SUNSET AVE. PLANT, $59,700; YEARLY OPERATING, $140,000. EQUIPMENT, GE. JOHN S. GREGORY JR., PRES., 24% (INSURANCE); JAMES R. CLEARY, V.P., 24% (ATTORNEY); JOHN A. HIGDON, SECY.-TREAS., 2.3% (AIRLINE STATION MGR.); WHARTON K. BURGREEN, 21.6% (CAFETERIA OWNER); ROBERT M. DARBY, 21.6% (REAL ESTATE & FARMING); LLOYD W. ROOT JR., 2.3% (ARMY OFFICER); ROBERT N. YARBROUGH, 2.3% (FARMER & REAL ESTATE); JAMES T. SLEEMAN, 1.9% (RADIO ENGINEER). COUNSEL, BELL, MORRING & RICHARDSON, HUNTSVILLE; CONSULTING ENGINEER, RAYMOND C. WATSON JR., ANNISTON.

#### OREGON

PORTLAND (CH. 2)--FISHER BCSTG. CO., 902 PUBLIC SERVICE BLDG., PORTLAND, 4. 100-KW VISUAL, 60.3-KW AURAL, 1075-FT. ABOVE AV. TERRAIN, 269-FT. ABOVE GROUND, 1993-FT. ABOVE SEA LEVEL, LAT. 45° 40' 32", LONG. 122° 22' 42". TRANSMITTER, 14-MI. NE OF PORTLAND ON LIVINGSTON MT. PLANT, $1,044,539; YEARLY OPERATING, $1,164,164. EQUIPMENT, RCA. O. D. FISHER, PRES.; W. W. WARREN, EXEC. V.P.; L. H. HOFFMAN, V.P., 10% (CONTRACTOR); JOSEPH E. FRANZ, V.P., 10% (PRES. & 26% OWNER OF BAKERY); FISHER'S BLEND STATION INC., 80% (KOMO-TV & KOMO, SEATTLE WASH.). COUNSEL, FISHER, WAYLAND, DUVALL & SOUTHMAYD; CONSULTING ENGINEERS, A. D. RING & ASSOC.

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

SAN DIEGO, CAL. (CH. 21)--SHERRILL C. CORWIN. CHANGE CHANNEL REQUESTED TO CH. 27; POWER TO 206.2-KW MAX. AND 130.4-KW HORIZONTAL VISUAL, 103.1-KW MAX. AND 65.2-KW HORIZONTAL AURAL; ANTENNA TO 642-FT. ABOVE AV. TERRAIN, 192-FT. ABOVE GROUND, 917-FT. ABOVE SEA LEVEL. BPCT-2406.

LAFAYETTE, LA. (CH. 3)--EVANGELINE BCSTG. CO. INC. CHANGE ANTENNA TO 978-FT. ABOVE AV. TERRAIN, 1034-FT. ABOVE GROUND, 1039-FT. ABOVE SEA LEVEL, LAT. 30° 02' 38", LONG. 92° 22' 16.7"; TRANSMITTER TO 5.8-MI. NW OF KAPLAN AND ADJACENT TO COULEE DES ILES BAYOU. BPCT-2335.

LAFAYETTE, LA. (CH. 3)--ACADIAN TELEVISION CORP. CHANGE ANTENNA TO 978-FT. ABOVE AV. TERRAIN, 1034-FT. ABOVE GROUND, 1039-FT. ABOVE SEA LEVEL, LAT. 30° 02' 38", LONG. 92° 22' 16.7"; TRANSMITTER TO 5.8-MI. NW OF KAPLAN AND ADJACENT TO COULEE DES ILES BAYOU. BPCT-2351.

### APPLICATION DISMISSED

PENSACOLA, FLA. (CH. 3)--WEAR-TV, GULFPORT BCSTG. CO. APPLICATION FOR CHANGE IN ANTENNA HEIGHT AND TRANSMITTER LOCATION DISMISSED 2-24-58.

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## CHANGES IN ALLOCATION PLAN
EFFECTIVE 4-7-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 11251 | | |
| PANAMA CITY, FLA..... | 13 | -- |
| SUBJECT TO RULE-MAKING | | |
| COMMENTS & BRIEFS DUE 4-7-58; REPLIES 4-17-58 | | |
| LITTLE ROCK, ARK..... | 7 | -- |
| PINE BLUFF, ARK..... | -- | 7 |
| ----- | | |
| BRAINERD, MINN..... | -- | 12 |
| WALKER, MINN..... | 12 | -- |

## MODIFICATION OF CP GRANTED

LOUISVILLE, KY. (CH. 15, EDUCATIONAL)--WFPK-TV, BOARD OF TRUSTEES, LOUISVILLE FREE PUBLIC LIBRARY. GRANTED CHANGE TO 14.8-KW MAX. AND 13.5-KW HORIZONTAL VISUAL, 8-KW MAX. AND 7.24-KW HORIZONTAL AURAL, 310-FT. ABOVE AV. TERRAIN. BMPET-181.

## APPLICATION DESIGNATED FOR HEARING

HAMPTON-NORFOLK, VA.--DESIGNATED FOR CONSOLIDATED HEARING APPLICATIONS OF WVEC-TV FOR MOD. OF CP TO CHANGE FROM CH. 15 TO CH. 13 AND WTOV-TV TO CHANGE FROM CH. 27 TO CH. 13 AND NORFOLK-NEWPORT NEWS TELEVISION CORP. AND VIRGINIAN TELEVISION CORP. FOR NEW TV STATIONS ON CH. 13.

## APPLICATION FOR EXPERIMENTAL TV STATION

PHILADELPHIA, PA.--STORER BCSTG. CO. APPLICATION FOR EXPERIMENTAL STATION TO OPERATE ON CH. 12 WITH POWER OF 89.33-KW VISUAL, 44.67-KW AURAL, TO CARRY OUT ONE-YEAR TEST OF NEWLY DESIGNED DIRECTIONAL ANTENNA. BPEX-149.

## CALL LETTERS

EUREKA, CAL. (CH. 6)--CALIFORNIA NORTHWEST BCSTG. CO.....KVIQ-TV (FORMERLY KHUM-TV)

ALEXANDRIA, MINN. (CH. 7)--CENTRAL MINNESOTA TELEVISION CO.....KCMT

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING
TOTAL: 101

## TRANSLATORS GOING ON AIR

K70BB, K73AI, K77AI, K80AL & K83AE, REDWOOD FALLS, MINN.--BEGAN OPERATING 2-19-58.

K78AI, LIBBY MONT. (CH. 78)--BEGAN OPERATION 2-18-58.

## TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 35

## TRANSLATOR CP CANCELLED

SALMON, IDA. (CH. 73)--K73AG, LEMHI TELEVISION CORP. CP CANCELLED 2-25-58 AT REQUEST OF ATTORNEY.

## APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 14

## MISCELLANY

ELY, NEV. (CH. 70)--K70AT, WHITE PINE BCSTG. CO. ASSIGNMENT OF CP FROM DAVID I. HANSEN TO WHITE PINE TV DISTRICT # 1 APPROVED 2-26-58.

## CALL LETTERS

TWENTYNINE PLAMS, CAL. (CH. 70)--MORONGO BASIN TV CLUB INC.....K70BC

REDWOOD FALLS, MINN. (CH. 70)--REDWOOD TV IMPROVEMENT CORP.....K70BB

REDWOOD FALLS, MINN. (CH. 77)--REDWOOD TV IMPROVEMENT CORP.....K77AI

LIBBY, MONT. (CH. 78)--LIBBY VIDEO CLUB.....K78AI

POWERS, ORE. (CH. 76)--POWERS TV TRANSLATOR..K76AI

BLUE MOUNTAIN, PA. (CH. 73)--UPPER LEHIGH TRANSLATOR SERVICE CORP.....W73AA

-(END)-

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ADDENDA 26-F
TV FACTBOOK NO. 26
MARCH 8, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MARCH 3 TO MARCH 8, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 534 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (39 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### CHANGES REQUESTED IN TV STATIONS OPERATING

YOUNGSTOWN, O. (CH. 27)--WKBN-TV, WKBN BCSTG. CORP. REQUESTS CHANGE TO 430-KW VISUAL 215-KW AURAL, 637-FT. ABOVE AV. TERRAIN, 657-FT. ABOVE GROUND, 1774-FT. ABOVE SEA LEVEL. BPCT-2470.

### ORAL ARGUMENTS SCHEDULED

PARMA-ONONDAGA, MICH. (CH. 10)--TRIAD TELEVISION CORP. OF MICH. INC., JACKSON BCSTG. & TV CORP. AND STATE BOARD OF AGRICULTURE. APPLICATIONS FOR NEW STATIONS SCHEDULED FOR ORAL ARGUMENT 4-21-58.

### PETITION WITHDRAWN

PETITION BY BOARD OF REGENTS OF UNIV. OF STATE OF N. Y. TO ALLOCATE CH. 13, NEWARK, TO NEW YORK CITY FOR EDUCATIONAL USE WITHDRAWN BY PETITIONER.

### MISCELLANY

LOS ANGELES, CAL. (CH. 22)--KBIC-TV, JOHN POOLE BCSTG. CO. ASSIGNMENT OF CP TO JOHN POOLE BCSTG. CO. INC. GRANTED 2-19-58.

AUGUSTA, GA. (CH. 12)--WRDW-TV, RADIO AUGUSTA INC. ASSIGNMENT OF LICENSE TO SOUTHEASTERN NEWSPAPERS INC. APPROVED 2-25-58.

### TRANSFER AUTHORIZED

FORT SMITH, ARK. (CH. 5)--KNAC-TV, AMERICAN TELEVISION CO. INC. TRANSFER OF CONTROL TO HARVEY POLLOCK BY PURCHASE OF ADDITIONAL 50% FROM GEORGE T. HERNREICH APPROVED 3-5-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:10.)

ENID, OKLA. (CH. 5)--KGEO-TV, STREETS ELECTRONICS INC. TRANSFER OF CONTROL FROM LOUIS E. CASTER AND ASHLEY L. ROBISON TO CASTER-ROBISON TELE. CORP. APPROVED 3-5-58.

### APPLICATIONS SCHEDULED FOR HEARING

HAMPTON-NORFOLK, VA.--APPLICATIONS OF WVEC-TV FOR MOD. OF CP TO CHANGE FROM CH. 15 TO CH. 13 AND WTOV-TV TO CHANGE FROM CH. 27 TO CH. 13 AND APPLICATIONS FOR NEW STATIONS BY NORFOLK-NEWPORT NEWS TELEVISION CORP. AND VIRGINIAN TELEVISION CORP. ALL SCHEDULED FOR HEARING TO COMMENCE 4-30-58.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 123 (91 VHF, 32 UHF)

#### CALIFORNIA

BAKERSFIELD (CH. 17)--KERN COUNTY BCSTG. CO., 1709 30TH ST. 232.8-KW VISUAL, 125.8-KW AURAL, 670-FT. ABOVE AV. TERRAIN, 451-FT. ABOVE GROUND, 1341-FT. ABOVE SEA LEVEL, LAT. 35° 27' 36", LONG. 119° 01' 11". TRANSMITTER, WOODY RD., 1.2-MI. N OF JAMES RD. PLANT, $319,952; YEARLY OPERATING, $300,000. EQUIPMENT, RCA. EDWARD E. URNER, 25% (OWNS KLYD, BAKERSFIELD; EX-SALES MGR. OF KERO-TV, BAKERSFIELD, CH. 10); BRYAN J. COLEMAN, 25% (BANKER); MAURICE ST. CLAIR, 25% (CONSTRUCTION; REAL ESTATE; FARMING, INSURANCE); MONROE HOMER JR., 12 1/2% (BUSINESS EXEC.); JOHN M. BROCK, 12 1/2% (V.P. MALCOLM BROCK CO.). COUNSEL, HALEY, WOLLENBERG & KENEHAN; CONSULTING ENGINEERS, GAUTNEY & JONES.

WEST SACRAMENTO (CH. 40)--CAPITOL TELEVISION CO., BOX 608. 20.7-KW VISUAL, 12.3-KW AURAL, 175-FT. ABOVE AV. TERRAIN, 200-FT. ABOVE GROUND, 210-FT. ABOVE SEA LEVEL, LAT. 38° 34' 47", LONG. 121° 33' 47". TRANSMITTER, 3400 CAPITOL AVE. PLANT, $26,333; YEARLY OPERATING, $43,200. EQUIPMENT, RCA. MELVYN E. LUCAS, GEN. MGR., 30% (AUTO SALESMAN); CLARENCE A. HOLIEN, 20% (AUTO SALES MGR.; EX-ANNOUNCER-DIRECTOR AT OFF-AIR KCCC-TV, SACRAMENTO, WHICH OPERATED ON REQUESTED CHANNEL); HARRY BARTOLOMEI, CHIEF ENGR., 10% (CHIEF ENGR., KLAS-TV, LAS VEGAS); HENRY P. DEANE, 20% (AUTO DEALER); FREDERICK C. HUGHSON, 20% (AUTO SALES MGR.). CONSULTING ENGINEER, HARRY BARTOLOMEI.

#### HAWAII

WAILUKU, MAUI (CH. 8)--KAISER HAWAIIAN VILLAGE TELEVISION INC. 2005 KALIA RD., HONOLULU. 4.03-KW VISUAL, 2.02-KW AURAL, 6159-FT. ABOVE AV. TERRAIN, 67-FT. ABOVE GROUND, 10,017-FT. ABOVE SEA LEVEL, LAT. 20° 42' 43", LONG. 156° 15' 22". TRANSMITTER, KOLE KOLE HILL, 20.5-MI. SE OF WAILUKU. PLANT, $89,985; YEARLY OPERATING, $20,000. EQUIPMENT, RCA. SAME OWNERSHIP AS KHVH-TV, HONOLULU (CH. 13) OF WHICH APPLICANT WILL BE A SATELLITE. COUNSEL, HALEY, WOLLENBERG & KENEHAN; CONSULTING ENGINEERS, JANSKY & BAILEY INC.

### PETITIONS FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| LAFAYETTE, LA.--KLFY-TV, CAMELLIA BCSTG. CO. INC. (CH. 10), REQUESTS: | | |
| LAKE CHARLES-ABBEVILLE-KAPLAN, LA. | 3 | -- |
| LAFAYETTE-LAKE CHARLES, LA. | -- | 3 |
| MOUNT AIRY, N. C.--UNITED BCSTG. CO., PROSPECTIVE APPLICANT FOR ROCKY MOUNT, REQUESTS: | | |
| CHAPEL HILL, N. C. | *8 | *4+ |
| ROCKY MOUNT, N. C. | 4 | -- |
| CHARLESTON, S. C. | *8 | *13 |
| FLORENCE, S. C. | 13 | 8- |

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## PETITION FOR RULE MAKING (CONT'D)

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| MOUNT AIRY, N. C.--WOOD'S BCSTG. CO., PROSPECTIVE APPLICANT, REQUESTS: | | |
| MOUNT AIRY, N. C. | 10 | -- |
| ROANOKE, VA. | 9- | 10 |
| MACON, GA.--WBML, MIDDLE GEORGIA BCSTG. CO., REQUESTS ONE OF THE FOLLOWING ALTERNATIVES: | | |
| (1)DOTHAN, ALA. | 8 | 9 |
| SELMA, ALA. | -- | 8 |
| TUSCALOOSA, ALA. | 8 | -- |
| COLUMBUS, GA. | 9 | -- |
| MACON, GA. | 3 | -- |
| SAVANNAH, GA. | *46 | 3 |
| WAYCROSS, GA. | -- | 8 |
| WAYCROSS-BRUNSWICK, GA. | 8 | -- |
| (2)EUFAULA, ALA. | -- | 44 |
| COLUMBUS, GA. | 34,*44,62 | 4,*34 |
| MACON, GA. | 3 | -- |
| SAVANNAH, GA. | 9,*46 | 3,*9 |
| (3)MACON, GA. | 3 | -- |
| SAVANNAH, GA. | 9,*46 | 3,*9 |

-(END)-

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING
TOTAL: 103

### TRANSLATORS GOING ON AIR
K70BC, TWENTYNINE PALMS AND MARINE CORPS BASE, CAL.--BEGAN OPERATION 3-4-58.

K76AI, POWERS, ORE.--BEGAN OPERATION 2-26-58.

### TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 33

### APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 14

### TRANSLATOR SCHEDULED FOR HEARING
LEWISTON, IDA.--ORCHARDS COMMUNITY TELEVISION ASSN. INC. APPLICATIONS FOR NEW TRANSLATOR STATIONS SCHEDULED FOR HEARING TO COMMENCE 4-21-58.

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WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-G
TV FACTBOOK NO. 26
MARCH 15, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MARCH 10 TO MARCH 15, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 535 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (38 VHF, 119 UHF)

UTICA, N. Y. (CH. 54)--MALCO THEATRES INC. GRANTED 3-12-58; 25.7-KW VISUAL, 13.8-KW AURAL, MINUS 170-FT. BPCT-2321. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:11; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATION GOING ON AIR

KGHL-TV, BILLINGS, MONT. (CH. 8)--BEGINS OPERATION 3-15-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:11.)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

RENO, NEV. (CH. 4)--KAKJ, NEVADA TELECASTING CORP. EXAMINER HERBERT SHARFMAN ISSUED AN INITIAL DECISION 3-10-58 LOOKING TOWARD REVOKING CP HELD BY KAKJ. FCC-58D-12. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:11.)

### INSTRUCTION TO FCC STAFF IN DOCKET CASE

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 3-12-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DISMISSING, AT APPLICANT'S REQUEST, BUT WITH PREJUDICE, APPLICATION OF PORT CITY TELEVISION CO. INC. FOR NEW TV STATION TO OPERATE ON CH. 18 IN BATON ROUGE, LA.

COMMISSION ON 3-12-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANTING APPLICATION OF MIDWESTERN BCSTG. CO. FOR NEW TV STATION TO OPERATE ON CH. 4 IN CHEBOYGAN, MICH. AND DENYING APPLICATION OF STRAITS BCSTG. CO.

COMMISSION ON 3-12-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING PETITIONS BY KXA AND KVI, SEATTLE, DIRECTED AGAINST COMMISSION'S 7-25-57 DECISION WHICH GRANTED QUEEN CITY BCSTG. CO. A NEW TV STATION TO OPERATE ON CH. 7 IN SEATTLE AND DENIED KXA AND KVI.

### MODIFICATION OF CP REQUESTED

NORTH PLATTE, NEB. (CH. 2)--KNOP (FORMERLY KWSL), NORTH PLATTE TELEVISION INC. REQUESTS CHANGE TO 25.9-KW VISUAL, 13-KW AURAL, 631-FT. ABOVE AV. TERRAIN, 603-FT. ABOVE GROUND, 3621-FT. ABOVE SEA LEVEL, LAT. 41° 12' 13", LONG. 100° 43' 58"; TRANSMITTER TO 4.7-MI. NNE OF CENTER OF NORTH PLATTE. BMPCT-5042.

### PETITION TO DISMISS APPLICATION

WILMINGTON, N. C. (CH. 3)--UNITED BCSTG. CO. INC. PETITION TO DISMISS APPLICATION FILED 3-14-58.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 122 (91 VHF, 31 UHF)

### APPLICATION DESIGNATED FOR HEARING

ERIE, PA. (CH. 66)--APPLICATIONS BY L. E. U. BCSTG. CO., THE JET BCSTG. CO. INC. AND WERC BCSTG. CORP. FOR NEW TV STATIONS DESIGNATED 3-12-58 FOR HEARING.

### APPLICATION FOR EXPERIMENTAL TV STATION

NEW ROCHELLE, N. Y.--KE2XTI, ADLER COMMUNICATIONS LABORATORIES. REQUESTS CHANGE IN POWER TO 100 WATTS PEAK VISUAL, 50 WATTS PEAK AURAL. BPEX-150.

### CHANGES GRANTED IN TV STATIONS OPERATING

HAY SPRINGS, NEB. (CH. 4)--KDUH-TV, DUHAMEL ENTERPRISES INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-791.

WILKES-BARRE, PA. (CH. 28)--WBRE-TV, WBRE-TV INC. GRANTED LICENSE FOR 1000-KW MAX. AND 589-KW HORIZONTAL VISUAL, 500-KW MAX. AND 302-KW HORIZONTAL AURAL, 1200-FT. ABOVE AV. TERRAIN, 429-FT. ABOVE GROUND, 2529-FT. ABOVE SEA LEVEL. BLCT-783.

RAPID CITY, S. D. (CH. 7)--KRSD-TV, THE HEART OF THE BLACK HILLS STATIONS. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-781.

### CHANGES REQUESTED IN TV STATIONS OPERATING

SAVANNAH, GA. (CH. 3)--WSAV-TV, WSAV INC. REQUESTS CHANGE TO 100-KW VISUAL, 50-KW AURAL, 477-FT. ABOVE AV. TERRAIN, 515-FT. ABOVE GROUND, 536-FT. ABOVE SEA LEVEL, LAT. 32° 02' 48.2", LONG. 81° 04' 41.8"; TRANSMITTER TO 1430 EAST VICTORY DR. BPCT-2477.

### PROTEST TO GRANTED CP

DAYTONA BEACH, FLA. (CH. 2)--WESH-TV, TELRAD INC. BY DECISION OF 3-12-58, COMMISSION DISMISSED PROTEST BY WLOF, ORLANDO, AND AFFIRMED 2-6-57 GRANT TO WESH-TV FOR MOD. OF CP TO MOVE TRANSMITTER SITE 25 MI. FROM DAYTONA BEACH IN DIRECTION OF ORLANDO AND INCREASE POWER.

WICHITA, KAN. (CH. 3)--BY ORDER OF 3-12-58, COMMISSION, ON REQUEST OF KFH, WICHITA, DISMISSED LATTER'S PETITIONS FOR REHEARING AND REAFFIRMED 6-9-55 GRANT TO KARD-TV TO OPERATE ON CH. 3.

ROCHESTER, N. Y. (CH. 10, SHARE-TIME)--BY DECISION OF 3-12-58 COMMISSION (1) DISMISSED PROTEST OF WSAY, ROCHESTER, AND (2) AFFIRMED 3-11-53 GRANTS TO WHEC-TV AND WVET-TV FOR NEW TV STATIONS TO OPERATE ON A SHARE-TIME BASIS IN ROCHESTER.

### CALL LETTERS

HIBBING, MINN. (CH. 13)--CARL BLOOMQUIST..... WIRT
ST. LOUIS, MO. (CH. 4)--COLUMBIA BCSTG. SYSTEM INC...(EFF. 3-16-58; FORMERLY KWK-TV) KMOX-TV
NORTH PLATTE, NEB. (CH. 2)--NORTH PLATTE TELEVISION INC.. (FORMERLY KWSL)..... KNOP

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# FCC TYPE-ACCEPTED TRANSMITTERS AND MONITORS

## FOR TELEVISION BROADCAST SERVICE

AS COMPILED BY THE TECHNICAL RESEARCH DIVISION, OFFICE OF THE CHIEF ENGINEER
(FCC MIMEO NO. 55804, FEB. 21, 1958; RELEASED MAR. 11, 1958)

THE TRANSMITTERS, TRANSLATORS, AND MONITORS LISTED HEREIN ARE CONSIDERED ACCEPTABLE FOR USE IN THE TELEVISION BROADCAST SERVICE, PROVIDED OPERATION IS IN ACCORDANCE WITH THE COMMISSION'S RULES AND THAT THE TECHNICAL SPECIFICATIONS AS LISTED HEREIN ARE NOT EXCEEDED. "TYPE ACCEPTANCE" IS REQUIRED FOR LISTING OF TRANSMITTERS. FOR TRANSLATORS AND MONITORS, "TYPE APPROVAL" IS REQUIRED FOR LISTING.

IN MOST CASES, TYPE ACCEPTANCE IS BASED ON MEASUREMENTS MADE UPON THE TRANSMITTER WHEN USED WITH CERTAIN EXTERNAL COMPONENTS. IN SUCH CASES, THE TYPE NUMBER LISTED IDENTIFIES THE ASSEMBLY, INCLUDING THE TRANSMITTER AND EXTERNAL COMPONENTS IDENTICAL TO THOSE USED FOR THE TYPE ACCEPTANCE MEASUREMENTS.

## TRANSMITTERS

| TYPE NUMBER | POWER | | | | CHANNELS |
|---|---|---|---|---|---|
| | VISUAL | | AURAL | | |
| | DBK | KW | DBK | KW | |
| | | GENERAL ELECTRIC CO. | | | |
| TT-10-A | 6.99 | 5.0 | 4.31 | 2.7 | 2-6 |
| TT-22-A | 15.44 | 35.0 | 12.74 | 18.8 | 2-6 |
| TT-32-B | 10.00 | 10.0 | 7.40 | 5.5 | 7-13 |
| TT-36-A | 16.99 | 50.0 | 14.25 | 26.6 | 7-13 |
| | | RADIO CORPORATION OF AMERICA | | | |
| TT-100AH | 20.0 | 100.0 | 17.78 | 60.0 | 7-13 |
| TT-10AH | 10.00 | 10.0 | 7.78 | 6.0 | 7-13 |
| TT-10AL | 10.41 | 11.0 | 7.78 | 6.0 | 2-6 |
| TT-20AH | 13.01 | 20.0 | 10.79 | 12.0 | 7-13 |
| TT-20BH1 | 13.01 | 20.0 | 10.79 | 12.0 | 7-13 |
| TT-25AL | 13.98 | 25.0 | 11.76 | 15.0 | 2-6 |
| TT-25BH | 13.98 | 25.0 | 11.46 | 14.0 | 7-13 |
| TT-25BL | 13.98 | 25.0 | 11.76 | 15.0 | 2-6 |
| TT-25BL1 | 13.98 | 25.0 | 11.76 | 15.0 | 2-6 |
| TT-25CL | 13.98 | 25.0 | 11.76 | 15.0 | 2-6 |
| TT-2AH | 3.01 | 2.0 | 0.79 | 1.2 | 7-13 |
| TT-2BL | 3.01 | 2.0 | 0.21 | 1.05 | 2-6 |
| TT-50AH | 16.99 | 50.0 | 14.77 | 30.0 | 7-13 |
| TT-5A | 6.99 | 5.0 | 4.77 | 3.0 | 2-13 |
| TT-6AL | 7.78 | 6.0 | 4.98 | 3.15 | 2-6 |
| TTU-12A | 11.00 TO 10.13 | 12.6 TO 10.3 | 8.79 TO 7.92 | 7.56 TO 6.2 | 14-83 |
| TTU-1B | 0.00 | 1.0 | -2.22 | 0.6 | 14-83 |
| TTU-25B | 13.98 TO 12.70 | 25.0 TO 18.6 | 11.76 TO 10.49 | 15.0 TO 11.2 | 14-83 |

## TRANSLATORS

| | | | | |
|---|---|---|---|---|
| | ADLER ELECTRONICS INC. | | | |
| UST-10 | -20.00 | 0.01 | 70-83 | NOTE 1 |
| UST-10A | -20.00 | 0.01 | 70-83 | NOTE 1 |

NOTE 1 - LIMITED TYPE APPROVAL. APPLICABLE TO TRANSLATORS INSTALLED PRIOR TO JAN. 1, 1959.

## MONITORS

| TYPE NUMBER | CHANNELS | TYPE OF MONITOR | EMISSION |
|---|---|---|---|
| | BERKELEY DIV. OF BECKMAN INSTRUMENTS INC. | | |
| 5571&55R0&5581 | 2-13 | FREQUENCY | A5 OR F3 |
| | GENERAL ELECTRIC CO. | | |
| 4TM12A1 | 2-13 | FREQUENCY | A5 OR F3 |
| | | MODULATION | F3 |
| | GENERAL RADIO CO. | | |
| 1183-T-A | 2-68 | FREQUENCY | A5 OR F3 |
| | | MODULATION | F3 |
| 1184-A-A | 2-83 | FREQUENCY | A5 OR F3 |
| | | MODULATION | F3 |

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ADDENDA 26-H
TV FACTBOOK NO. 26
MARCH 22, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MARCH 17 TO MARCH 22, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 535 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (38 VHF, 119 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### CHANGES GRANTED IN TV STATIONS OPERATING

CHATTANOOGA, TENN. (CH. 9)--WTVC, MARTIN THEATRES OF GEORGIA INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-790.

### CHANGES REQUESTED IN TV STATIONS OPERATING

YORK, PA. (CH. 49)--WNOW-TV, WNOW INC. REQUESTS CHANGE TO 11.7-KW VISUAL, 6.9-KW AURAL, 382-FT. ABOVE GROUND, 1172-FT. ABOVE SEA LEVEL, LAT. 40° 00' 00", LONG. 76° 41' 33"; TRANSMITTER TO APPROX. 2.9-MI. NE OF CITY LIMITS. BMPCT-5048.

### CHANGES IN ALLOCATION PLAN

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 12011 | | |
| CARBONDALE, ILL. | *8,61 | *61 |
| HARRISBURG, ILL. | 3 | -- |
| INDIANAPOLIS, IND. | 8+ | 8- |
| GRAND RAPIDS, MICH. | 8 | 8+ |
| CLEVELAND, O. | 8+ | 8 |
| MEMPHIS, TENN. | 3- | 3 |
| CHARLESTON, W. VA. | 8- | 8+ |

ALSO MODIFIED LICENSE OF WSIL-TV, HARRISBURG, TO OPERATE ON CH. 3 IN LIEU OF CH. 22, WITH CONDITIONS, AND TEMPORARY AUTHORITY WILL EXPIRE AUTOMATICALLY UPON COMMENCEMENT OF OPERATION ON CH. 3 IN HARRISBURG BY A PERMITEE SO AUTHORIZED BY FINAL ACTION OF THE FCC ON ANY APPLICATION OR APPLICATIONS FOR REGULAR OPERATION ON THAT CHANNEL. AT SAME TIME, DENIED (1) PETITION OF TURNER-FARRAR TO ASSIGN CH. 8 TO HARRISBURG, (2) SOUTHERN ILL. PARTNERSHIP TO ASSIGN CH. 3 TO CARBONDALE, AND (3) COUNTERPROPOSAL OF MOUNT VERNON RADIO & TV CO. TO ASSIGN CH. 8 TO MOUNT VERNON.

### TRANSFER AUTHORIZED

MARINETTE, WIS. (CH. 11)--WMBV-TV, M & M BCSTG. CO. TRANSFER OF CONTROL FROM WM. WALKER, ET AL., TO EVENING TELEGRAM CO., NORMAN M. POSTLES AND WALTER C. BRIDGES APPROVED 3-19-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:12.)

### 'McFARLAND LETTER' SENT BY FCC
(INDICATING HEARING REQUIRED)

LIMA, O. (CH. 35)--WIMA-TV, WLOK INC. ADVISED 3-19-58 THAT APPLICATION FOR PRIVATE TV INTERCITY RELAY SYSTEM FOR OFF-THE-AIR PICKUP OF PROGRAMS OF WKJG-TV AND WANE-TV, FORT WAYNE, IND., INDICATES NECESSITY OF A HEARING.

### EXPERIMENTAL TV STATION MODIFICATION

NEW ROCHELLE, N. Y.--KE2XTI, ADLER COMMUNICATIONS LABS. GRANTED CHANGE IN POWER TO 100 WATTS PEAK VISUAL, 50 WATTS PEAK AURAL. BPEX-150.

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### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 122 (91 VHF, 31 UHF)

IDAHO

POCATELLO (CH. 6)--KBLI INC., BOX 192, BLACKFOOT, IDA. 12.66-KW VISUAL, 6.33-KW AURAL, 5897-FT. ABOVE AV. TERRAIN, 133-FT. ABOVE GROUND, 5938-FT. ABOVE SEA LEVEL, LAT. 42° 52' 26", LONG. 112° 30' 47". TRANSMITTER, 3.5-MI. W OF POCATELLO ON UNNAMED MOUNTAIN PEAK. PLANT, $150,000; YEARLY OPERATING, $227,000. EQUIPMENT, RCA. APPLICANT IS OWNED 70% BY GRANITE DISTRICT RADIO BCSTG. CO., LICENSEE OF KNAK, SALT LAKE CITY. HOWARD D. JOHNSON, PRES.; LUCILLE M. JOHNSON, V.P.; GAGE R. ANDERSON, SECY.; L. JOHN MINER, TREAS. COUNSEL, ROBERT W. HUGHES, SALT LAKE CITY.

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

DULUTH, MINN. (CH. 10)--REX TELEVISION CO. CHANGE ANTENNA TO 803-FT. ABOVE AV. TERRAIN, 573-FT. ABOVE GROUND, 1873-FT. ABOVE SEA LEVEL, LAT. 46° 47' 50", LONG. 92° 07' 00"; TRANSMITTER TO CLEARVIEW PARK DISTRICT. BPCT-2379.

### APPLICATIONS DISMISSED

WILMINGTON, N. C. (CH. 3)--UNITED BCSTG. CO. INC. PETITION TO DISMISS APPLICATION GRANTED 3-18-58.

### APPLICATIONS SCHEDULED FOR HEARING

ERIE, PA. (CH. 66)--APPLICATIONS OF L. E. U. BCSTG. CO., THE JET BCSTG. CO. INC. AND WERC BCSTG. CORP. FOR NEW TV STATIONS SCHEDULED FOR HEARING 5-12-58.

### APPLICATIONS DESIGNATED FOR HEARING

WESTON, W. VA.--DESIGNATED FOR CONSOLIDATED HEARING APPLICATIONS OF WJPB-TV INC., WEST VIRGINIA RADIO CORP. AND TELECASTING INC. FOR NEW TV STATIONS TO OPERATE ON CH. 5.

### PETITIONS DENIED

PETITIONS BY WICS, SPRINGFIELD AND WTVP, DECATUR, ILL. TO DEINTERMIX CHAMPAIGN-URBANA, ILL. AREA DENIED 3-21-58.

PETITION BY WTTV, BLOOMINGTON, IND. TO ASSIGN CH. 13 TO CARTTER, ILL. DENIED 3-21-58.

DENIED PETITION FOR REHEARING BY KDAL-TV, DULUTH, MINN. DIRECTED AGAINST 12-11-57 GRANT OF APPLICATION OF WDSM-TV TO CHANGE MAIN STUDIO LOCATION FROM SUPERIOR, WIS. TO DULUTH, MINN.

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 109

### TRANSLATORS GOING ON AIR

K70AT, K75AF & K80AI, ELY, NEV.--BEGAN OPERATION 3-17-58.

K73AH, K78AE & K83AD, MCGILL, NEV.--BEGAN OPERATION 3-17-58.

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ADDENDA 26-1
TV FACTBOOK NO. 26
MARCH 29, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MARCH 24 TO MARCH 29, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 535 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 158 (39 VHF, 119 UHF)

NAMPA, IDA. (CH. 6)--RADIO BOISE INC. GRANTED 3-27-58; 12.6-KW VISUAL, 6.3-KW AURAL, 340-FT. BPCT-2302. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:13; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

ALLIANCE, NEB. (CH. 13)--WESTERN NEBRASKA TELEVISION INC. FAVORED IN INITIAL DECISION ISSUED 3-26-58 BY EXAMINER H. GIFFORD IRION. FCC-58D-14. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:13.)

SALEM, ORE. (CH. 3)--KSLM-TV, OREGON RADIO INC. EXAMINER CHARLES J. FREDERICK ISSUED AN INITIAL DECISION 3-26-58 LOOKING TOWARD DENIAL OF APPLICATION FOR EXTENSION OF TIME TO COMPLETE CONSTRUCTION OF STATION. FCC-58D-15.

### CHANGES GRANTED IN TV STATIONS OPERATING

WASHINGTON, D. C. (CH. 5)--WTTG, DUMONT BCSTG. CORP. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL, 500-FT. ABOVE AV. TERRAIN, 538-FT. ABOVE GROUND, 738-FT. ABOVE SEA LEVEL, LAT. 38° 55' 29", LONG. 77° 03' 22"; TRANSMITTER TO SHERATON PARK HOTEL. BPCT-2431.

SPRINGFIELD, MASS. (CH. 40)--WHYN-TV, HAMPDEN-HAMPSHIRE CORP. GRANTED CHANGE TO 141-KW VISUAL, 70.8-KW AURAL, 1000-FT. ABOVE AV. TERRAIN, 141-FT. ABOVE GROUND, 1341-FT. ABOVE SEA LEVEL, LAT. 42° 14' 32", LONG. 72° 38' 14". BMPCT-5026.

MCKEESPORT, PA. (CH. 4)--WTAE, TELEVISION CITY INC. GRANTED CHANGE IN STATION LOCATION TO PITTSBURGH PURSUANT TO REPORT AND ORDER IN DOC. 12255.

### TRANSFER AUTHORIZED

FLORENCE, ALA. (CH. 15)--WOWL-TV, TV MUSCLE SHOALS INC. ACQUISITION OF POSITIVE CONTROL BY RICHARD B. BIDDLE, ET AL., APPROVED 3-18-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:13.)

### CALL LETTERS

MINNEAPOLIS, MINN. (CH. 9)--UNITED TV INC.....KMSP
(FORMERLY KMGM-TV)

GREAT FALLS, MONT. (CH. 3)--CASCADE BCSTG. CO...KRTV
(FORMERLY KCTL)

LOGAN UTAH (CH. 12)--CACHE VALLEY BCSTG. CO.....KVNU

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 ( 89 VHF, 30 UHF)

### APPLICATION FOR TRANSFER FILED

ASHEVILLE, N. C. (CH. 13)--WLOS-TV, SKYWAY BCSTG. CO. REQUESTS TRANSFER OF CONTROL OF 35.26% TO WTVJ INC. (PRESENT 36.9% OWNER) FROM CHARLES B. BRITT GROUP FOR $277,940. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:13.)

### APPLICATIONS DISMISSED

BATON ROUGE, LA. (CH. 18)--PORT CITY TELEVISION CO. INC. APPLICATION DISMISSED 3-27-58 WITH PREJUDICE.

NORFOLK, VA. (CH. 13)--NORFOLK-NEWPORT NEWS TELEVISION CORP.' APPLICATION DISMISSED 3-25-58 AT REQUEST OF APPLICANT.

### APPLICATIONS SCHEDULED FOR HEARING

WESTON, W. VA. (CH. 5)--APPLICATION OF WJPB-TV INC., WEST VIRGINIA RADIO CORP. AND TELECASTING INC. FOR NEW TV STATION SCHEDULED FOR HEARING 5-19-58.

### PETITION FOR RULE MAKING

SPRINGFIELD, MASS.--WWLP, SPRINGFIELD TV BCSTG. CORP. (CH. 22), PROSPECTIVE APPLICANT FOR TRANSLATOR, REQUESTS:

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| CONCORD, N. H..... | 76 | 75 |
| BENNINGTON, VT..... | 69 | 74 |

THIS PETITION REPLACES EARLIER PETITIONS FILED BY SPRINGFIELD (ADDENDA 25-K & T.)

MOUNT AIRY, N. C.--PAUL E. JOHNSON, PROSPECTIVE APPLICANT, REQUESTS:

| | | |
|---|---|---|
| GREENSBORO, N. C..... | 8 | 2 |
| MOUNT AIRY, N. C..... | 2 | - |
| CHARLESTON, S. C..... | *8 | - |
| FLORENCE, S. C..... | 13 | 8 |
| SNEEDVILLE, TENN..... | 55 | 2 |

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 111

### TRANSLATORS GOING ON AIR

W73AA, PALMERTON SLATEDALE-SLATINGTON, PA.--BEGAN OPERATION 3-19-58.

K81AA, W. RICHLAND-BENTON, WASH.--BEGAN OPERATION 2-20-58.

### TRANSLATOR CP CANCELLED

MYTON, UTAH (CH. 70)--K70AV, UINTAH BASIN TELEVISION CO. CP CANCELLED 3-7-58 BY FCC.

ROOSEVELT, UTAH (CH. 75)--K75AB, UINTAH BASIN TELEVISION CO. CP CANCELLED 3-7-58 BY FCC.

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## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 28

TWENTYNINE PALMS, CAL. (CH. 76)--MORONGO BASIN TV CLUB INC. GRANTED 3-27-58; INPUT CH. 2 (KNXT, LOS ANGELES). BPTT-187. (SEE TRANSLATOR APPLICATIONS.)

OLEAN, N. Y. (CH. 70)--W. H. D. L. INC. GRANTED 3-12-58; INPUT CH. 17 (WBUF-TV, BUFFALO). BPTT-165.

NORTH WARREN, PA. (CH. 70)--CONEWANGO VALLEY TELEVISION INC. GRANTED 3-12-58; INPUT CH. 2 (WGR-TV, BUFFALO). BPTT-147.

## TRANSLATOR APPLICATIONS DISMISSED

TWENTYNINE PALMS, CAL. (CH. 74)--JAMES E. PEADEN. APPLICATION DISMISSED WITH PREJUDICE 3-20-58.

## CALL LETTERS

OLEANS, N. Y. (CH. 70)--WHDL INC.....W70AA

NORTH WARREN, PA. (CH. 70)--CONEWANGO VALLEY TV INC.....W70AB

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 18

BIG SANDY VALLEY, ARIZ. (CH. 75)--MOHAVE COUNTY BOARD OF SUPERVISORS, BOX 390, KINGMAN, ARIZ. INPUT CH. 3 (KTVK-TV, PHOENIX). GEORGE C. RICCA, CHAIRMAN. BPTT-191.

CHLORIDE, ARIZ. (CH. 74)--MOHAVE COUNTY BOARD OF SUPERVISORS. INPUT CH. 2(KLRJ-TV, HENDERSON, NEV.). BPTT-190.

PEACH SPRINGS, ARIZ. (CH. 73)--MOHAVE COUNTY BOARD OF SUPERVISORS. INPUT CH. 70 (K70AC, KINGMAN). BPTT-189.

WINDOW ROCK, ARIZ. (CH. 72)--THE NAVAJO TRIBAL COUNCIL, WINDOW ROCK, ARIZ. INPUT CH. 4(KOB-TV, ALBUQUERQUE). J. MAURICE MCCABE, EXEC. SECY. BPTT-192.

WINDOW ROCK, ARIZ. (CH. 76)--THE NAVAJO TRIBAL COUNCIL. INPUT CH. 7 (KOAT-TV, ALBUQUERQUE). BPTT-193.

WINDOW ROCK, ARIZ. (CH. 80)--THE NAVAJO TRIBAL COUNCIL. INPUT CH. 13 (KGGM-TV, ALBUQUERQUE). BPTT-194.

TWENTYNINE PALMS AND MARINE CORPS BASE, CAL. (CH. 76)--MORONGO BASIN T V CLUB INC., BOX 864 (MILDRED R. RONDE). INPUT CH. 2 (KNXT, LOS ANGELES). ALSO OPERATES K70BC, TWENTYNINE PALMS. BPTT-187.

SEASIDE, ORE. (CH. 75)--SEASIDE VIDEO CLUB, BOX 74 (DONALD E. GERBER). INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-188.

-(END)-

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ADDENDA 26-J
TV FACTBOOK NO. 26
APRIL 5, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MARCH 31 TO APRIL 5, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 157 (38 VHF, 119 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATION GOING ON AIR

KVIQ-TV, EUREKA, CAL. (CH. 6)--BEGAN OPERATION 4-1-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:14.)

### FINAL DECISION

ST. LOUIS, MO. (CH. 2)--KTVI, SIGNAL HILL TELECASTING CORP. GRANTED MODIFICATION OF CP TO OPERATE ON CH. 2 IN LIEU OF CH. 36.

### INSTRUCTION TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DEICSION AT LATER DATE)

COMMISSION ON 4-2-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING PROTESTS BY WKNX-TV, SAGINAW, WTOM-TV, LANSING AND WWTV, CADILLAC, AND AFFIRMING GRANT TO WJRT, FLINT, FOR MOD. OF CP TO MOVE TRANSMITTER SITE, MAKE ANTENNA CHANGES AND CHANGE STUDIO LOCATION.

COMMISSION ON 4-2-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANT OF APPLICATION OF WJR, THE GOODWILL STATION INC., FOR A NEW TV STATION TO OPERATE ON CH. 12 IN FLINT, MICH.

COMMISSION ON 4-2-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING ALL RULE-MAKING PROPOSALS IN DOCKET 12076 AFFECTING TV CHANNEL 12 RELATIVE TO ERIE, PA.; AKRON-CLEVELAND, O.; CLARKSBURG AND WESTON, W. VA., AND FLINT-SAGINAW-BAY CITY, MICH.

### CHANGES GRANTED IN TV STATIONS OPERATING

DURHAM-RALEIGH, N. C. (CH. 11)--WTVD, DURHAM BCSTG. ENTERPRISES INC. GRANTED CHANGE TO 1510-FT. ABOVE AV. TERRAIN, 1495-FT. ABOVE GROUND, 1845-FT. ABOVE SEA LEVEL, LAT. 35° 40' 09", LONG. 78° 32" 01"; TRANSMITTER TO 4-MI. NW OF CLAYTON, N. C. NEAR US HWY. 70. BMPCT-4812.

### CHANGES REQUESTED IN TV STATIONS OPERATING

TERRE HAUTE, IND. (CH. 10)--WTHI-TV, WABASH VALLEY BCSTG. CORP. CHANGE REQUEST FOR CH. 2 TO 100-KW VISUAL. 59.24-KW AURAL, 921-FT. ABOVE AV. TERRAIN, 987-FT. ABOVE GROUND, 1543-FT. ABOVE SEA LEVEL, LAT. 39° 14' 36", LONG. 87° 23' 07"; TRANSMITTER TO .34-MI. S OF FARMERSBURG CITY LIMITS AND E OF US RTS. 41 & 150. BPCT-2293.

SCRANTON, PA. (CH. 16)--WNEP-TV, NORTHEASTERN PENNSYLVANIA BCSTG. INC. REQUESTS CHANGE TO 1000-KW VISUAL, 501-KW AURAL, 1245-FT. ABOVE AV. TERRAIN, 425-FT. ABOVE GROUND, 2545-FT. ABOVE SEA LEVEL. BMPCT-5071.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (89 VHF, 30 UHF)

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

MIAMI, FLA. (CH. 6)--PUBLIX TELEVISION CORP. CHANGE OWNERSHIP AS FOLLOWS: CHARLES DANTON, PRES., 32 1/2% (ATTORNEY); LAWRENCE L. LAZAR, V.P., 32 1/2% (ATTORNEY); JOHN SERBIN, V.P. 33% (WOMEN'S APPAREL MFR.); DANIEL DANTON, SECY.-TREAS., 2% (ATTORNEY). BPCT-2393.

HOUMA, LA. (CH. 11)--WTVJ INC. CHANGE COORDINATES TO LAT. 29° 43' 45", LONG. 90° 50' 00"; TRANSMITTER TO STATE HWY. 20, 1.3-MI. SW OF SCHRIEVER, LA. BPCT-2354.

NEW BEDFORD, MASS. (CH. 6)--NEW ENGLAND TELEVISION CO. INC. CHANGE POWER TO 100-KW VISUAL; ANTENNA TO 965-FT. ABOVE AV. TERRAIN, 950-FT. ABOVE GROUND, 1045-FT. ABOVE SEA LEVEL. BPCT-2425.

BUFFALO, N. Y. (CH. 7)--WKBW-TV INC. CHANGE POWER TO 71.1-KW VISUAL, 42.7-KW AURAL; ANTENNA TO 1420-FT. ABOVE AV. TERRAIN, 1073-FT. ABOVE GROUND, 2808-FT. ABOVE SEA LEVEL, LAT. 42° 38' 17", LONG. 78° 36' 51"; TRANSMITTER TO 3.5-MI. W OF HOLLAND NEAR HOLLAND-GLENWOOD RD. BPCT-1841. DOC. 10970.

### TRANSFER AUTHORIZED

GREAT FALLS, MONT. (CH. 5)--KFBB-TV, WILKINS BROADCAST INC. TRANSFER OF CONTROL TO CASCADE SERVICE INC. FOR $600,000 APPROVED 4-2-58 (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:14.)

NEWARK, N. J. (CH. 13)--WATV, BREMER BCSTG. CORP. GRANTED TRANSFER OF CONTROL FROM IRVING R. ROSENHAUS ET AL., TO NATIONAL TELEFILM ASSOCIATES INC. FOR $2,500,000 PLUS $988,000 FOR CONSULTANTS' SERVICES AND AGREEMENTS NOT TO COMPETE. (SEE TELEVISION DIGEST, VOL. 14:14.)

WESLACO, TEX. (CH. 5)--KRGV-TV, KRGV TELEVISION INC. TRANSFER OF CONTROL TO THE LBJ CO. APPROVED 3-24-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:14.)

MADISON, WIS. (CH. 33)--WMTV, WMTV INC. ASSIGNMENT OF LICENSE TO FORWARD TELEVISION INC. (LEE P. LOOMIS, PRES.) FOR $339,333 APPROVED 4-2-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:14.)

### 'McFARLAND LETTER' SENT BY FCC

(INDICATING HEARING REQUIRED)

TACOMA, WASH. (CH. 13)--KTVW, J. ELROY McCAW. ADVISED 4-2-58 THAT APPLICATION TO INCREASE POWER AND ANTENNA HEIGHT AND CHANGE TRANSMITTER LOCATION INDICATES NECESSITY OF A HEARING.

### PETITIONS DENIED

PETITIONS BY WFAM-TV, LAFAYETTE, IND. TO SHIFT CH. 10 FROM TERRE HAUTE TO LAFAYETTE AND BY WDAN-TV, DANVILLE, ILL FOR SAME CHANNEL TO DANVILLE DENIED 4-2-58.

(OVER)

## PETITIONS DENIED (CONT'D)

PETITION BY KDAL-TV, DULUTH, MINN. FOR RECONSIDERATION AND REHEARING DIRECTED AGAINST 1-8-58 GRANTS OF (1) ASSIGNMENT OF CP OF WJMS-TV, IRONWOOD, MICH. TO LAKE SUPERIOR BCSTG. CO. FOR USE AS A SATELLITE TO LAKE SUPERIOR STATION WDMJ-TV, MARQUETTE, AND (2) EXTENSION OF TIME TO CONSTRUCT WJMS-TV, DISMISSED 4-2-58.

## CALL LETTERS

UTICA, N. Y. (CH. 54)--MALCO THEATRES INC.....WTMV
MEMPHIS, TENN. (CH. 48)--MALCO THEATRES INC.....WAMT
LOGAN, UTAH (CH. 12)--CACHE VALLEY BCSTG. CO....KVNU-TV

## CHANGES IN ALLOCATION PLAN

EFFECTIVE 5-12-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 12268 | | |
| WALLA WALLA, WASH..... | 22,44,*50 | 5,8,*22 |

SUBJECT TO RULE-MAKING
COMMENTS & BRIEFS DUE 5-12-58; REPLIES 5-22-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| HUTCHINSON, KAN..... | -- | 12 |
| WICHITA, KAN..... | 12 | -- |

---

| | | |
|---|---|---|
| CLARKSBURG, W. VA..... | 79 | 22 |
| PITTSBURGH, PA..... | 22,73 | 47 |
| YOUNGSTOWN, O..... | 33 | 73 |

ALSO ORDERED WTVQ, PITTSBURGH, TO SHOW CAUSE WHY IT SHOULD NOT SHIFT FROM CH. 47 TO CH. 22 OR 73 AND WXTV, YOUNGSTOWN, TO SHOW CAUSE WHY IT SHOULD NOT SHIFT FROM CH. 73 TO CH. 33.

-(END)-

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ADDENDA 26-K
TV FACTBOOK No. 26
APRIL 12, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(APRIL 7 TO APRIL 12, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 156 (38 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### CP RELINQUISHED

FRESNO, CAL. (CH. 53)--KBID-TV, JOHN POOLE BCSTG. CO. INC. CP CANCELLED 4-3-58 AT REQUEST OF GRANTEE.

### CHANGES GRANTED IN TV STATIONS OPERATING

DOTHAN, ALA. (CH. 9)--WTVY, WTVY INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-596.

ALBANY, GA. (CH. 10)--WALB-TV, HERALD PUBLISHING CO. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-754.

### CHANGES REQUESTED IN TV STATIONS OPERATING

AUGUSTA, GA. (CH. 6)--WJBF, GEORGIA-CAROLINA BCSTG. CO. REQUESTS CHANGE TO 50-KW AURAL. BPCT-2487.

DETROIT, MICH. (CH. 7)--WXYZ-TV, WXYZ INC. REQUESTS CHANGE TO 1000-FT. ABOVE AV. TERRAIN, 1068-FT. ABOVE GROUND, 1733-FT. ABOVE SEA LEVEL, LAT. 42° 28' 15", LONG. 83° 15' 00"; TRANSMITTER TO SOUTHFIELD TWSP., NEAR JUNCTION OF TEN MILE RD. & NORTHWESTERN HWY. BPCT-2490.

RELIANCE, S. D. (CH. 6)--KPLO-TV, MIDCONTINENT BCSTG. CO. REQUESTS CHANGE TO 100-KW VISUAL, 60-KW AURAL, 1112-FT. ABOVE AV. TERRAIN, 705-FT. ABOVE GROUND, 2877-FT. ABOVE SEA LEVEL.

### MODIFICATION OF CP REQUESTED

ALLENTOWN, PA. (CH. 39)--WQCY, WKAP INC. REQUESTS CHANGE TO 158.5-KW AURAL, 220-FT. ABOVE AV. TERRAIN, 350-FT. ABOVE GROUND, 690-FT. ABOVE SEA LEVEL, LAT. 40° 37' 40", LONG. 75° 29' 09"; TRANSMITTER TO .8-MI. NNW OF CITY LIMITS ON STATE HWY. 145. BMPCT-5079.

### TRANSFER AUTHORIZED

NACOGDOCHES, TEX. (CH. 19)--KTES, EAST TEXAS BCSTG. CO. INC. TRANSFER OF CONTROL FROM JOE D. PRINCE, T. G. TILFORD & JAMES G. TAYLOR TO LEE SCARBOROUGH APPROVED 4-9-58.

### CHANGES IN ALLOCATION PLAN

SUBJECT TO RULE-MAKING
COMMENTS & BRIEFS DUE 5-16-58; REPLIES 5-26-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| CONCORD, N. H. | 76 | 75 |
| BENNINGTON, VT. | 69 | 74 |

THIS REPLACES PREVIOUS RULE-MAKING (DOC. 12273), WHICH WOULD ASSIGN CH. 15 TO CONCORD, N. H. ABOVE WOULD ALLOW SPRINGFIELD TELEVISION BCSTG. CORP. TO OPERATE TRANSLATOR ON CH. 7½ IN SPRINGFIELD, VT.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 120 (89 VHF, 31 UHF)

CALIFORNIA

BAKERSFIELD (CH. 39)--PACIFIC BROADCASTERS CORP., 3761 SOUTH HILL ST., LOS ANGELES, CAL. 184-KW VISUAL, 92-KW AURAL, 691-FT. ABOVE AV. TERRAIN, 492-FT. ABOVE GROUND, 1417-FT. ABOVE SEA LEVEL, LAT. 35° 27' 56", LONG. 119° 00' 53". TRANSMITTER, APPROX. 3 1/2 MI. N OF OILDALE JUST OFF WOODY HWY. ON MT. TV. PLANT, $157,888; YEARLY OPERATING, $300,000. EQUIPMENT, RCA DRIVER & GE AMPLIFIER, RCA ANTENNA. (TRANSMITTER, AMPLIFIER, ANTENNA AND OTHER EQUIPMENT BEING PURCHASED FROM FORMER KCCC-TV, SACRAMENTO). H. L. HOFFMAN, CHAIRMAN, 60% (PRES. & CHAIRMAN OF HOFFMAN ELECTRONICS CORP); TERRY H. LEE, PRES., 40%. COUNSEL, MCKENNA & WILKINSON.

### PETITIONS DENIED

THE COMMISSION ON 3-13-58 DISMISSED PETITION OF WOOD'S BCSTG. CO., MT. AIRY, N. C. FOR ALLOCATION OF CH. 10 TO MT. AIRY AND CHANGING CH. 10, ROANOKE, VA. TO CH. 9.

### MISCELLANY

SALT LAKE CITY, UTAH (CH. 2)--KUTV, UTAH BCSTG. & TELEVISION CORP. ASSIGNMENT OF LICENSE TO KUTV INC. APPROVED 3-31-58.

### EXPERIMENTAL TV STATION MODIFICATION

NEW ORLEANS, LA. (CH. 12)--KK2XFW, SUPREME BCSTG. CO. INC. GRANTED LICENSE; GRANT IS WITHOUT PREJUDICE TO WHATEVER ACTION FCC MAY BE REQUIRED TO TAKE AS RESULT OF COURT DECISIONS CONCERNING CH. 12. BLEX-76.

### CALL LETTERS

NAMPA, IDA. (CH. 6)--RADIO BOISE INC.....KCIX-TV
INTERNATIONAL FALLS, MINN. (CH. 11)--MINNEONTO TELEVISION INC.....KIFS
NEWARK, N. J. (CH. 13)--ATLANTIC TELEVISION...WNTA-TV (EFF. 5-6-58; FORMERLY WATV)

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 111

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 28

### APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 19

CANBY, CAL. (CH. 76)--CANBY T. V. CLUB, C/O MRS. JACK RAND, SECY., GENERAL DELIVERY, CANBY. INPUT CH. 7 (KVIP-TV, REDDING). BPTT-195.

### CALL LETTERS

TWENTYNINE PALMS, CAL. (CH. 76)--MORONGO BASIN TV CLUB INC.....K76AJ

WRH

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ADDENDA 26-L
TV FACTBOOK No. 26
APRIL 19, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(APRIL 14 TO APRIL 19, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 535 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 158 (39 VHF, 119 UHF)

OKLAHOMA CITY, OKLA. (CH. 19)--MALCO THEATRES INC. GRANTED 4-16-58; 22.9-KW VISUAL, 12.3-KW AURAL, 360-FT. BPCT-2320. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:16; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK No. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (8 VHF, 15 UHF)

GAINESVILLE, FLA. (CH. 5, EDUCATIONAL)--U OF FLORIDA. GRANTED 4-16-58; 16.6-KW VISUAL, 8.71-KW AURAL, 480-FT. BPET-70. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:16; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK No. 26.)

### STATION GOING OFF AIR

KGEZ-TV, KALISPELL, MONT. (CH. 9), WHICH BEGAN OPERATION JULY 9, 1957, QUIT AIR APRIL 7, 1958, RETAINING LICENSE. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:16.)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

LUBBOCK, TEX. (CH. 5)--TEXAS TECHNOLOGICAL COLLEGE FAVORED IN SUPPLEMENTAL DECISION ISSUED 4-15-58 BY EXAMINER MILLARD F. FRENCH. BPCT-2183; DOC. 11934.

### INSTRUCTION TO FCC STAFF IN DOCKET CASE

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 4-16-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANT OF APPLICATION OF COMMUNITY BCSTG. CO. FOR A NEW TV STATION TO OPERATE ON CH. 11, TOLEDO, O; DENYING COMPETING APPLICATIONS OF GREAT LAKES BCSTG. CO., THE TOLEDO BLADE CO., UNITY CORP., INC., THE CITIZENS BCSTG. CO., MAUMEE VALLEY BCSTG. AND ANTHONY WAYNE TELEVISION CORP.

### CHANGES GRANTED IN TV STATIONS OPERATING

JEFFERSON CITY, MO. (CH. 13)--KRCG, JEFFERSON TELEVISION CO. GRANTED LICENSE FOR COMMERCIAL OPERATION WITH TOWER 1010-FT. ABOVE AV. TERRAIN. BLCT-800.

WILMINGTON, N. C. (CH. 6)--WECT, ATLANTIC TELECASTING CORP. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-784.

YOUNGSTOWN, O. (CH. 27)--WKBN-TV, WKBN BCSTG. CORP. GRANTED CHANGE TO 430-KW MAXIMUM AND 123-KW HORIZONTAL VISUAL, 215-KW MAXIMUM AND 61.7-KW HORIZONTAL AURAL, 630-FT. ABOVE AV. TERRIAN, 657-FT. ABOVE GROUND, 1774-FT. ABOVE SEA LEVEL, USING ELECTRICAL BEAM TILT. BPCT-2470.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 118 (88 VHF, 30 UHF)

### APPLICATIONS DISMISSED

WILKES-BARRE, PA. (CH. 34)--WILK-TV, WYOMING VALLEY BCSTG. CO. REQUEST FOR 5000-KW VISUAL, 2500-KW AURAL, 1116-FT. ABOVE AV. TERRAIN, 291-FT. ABOVE GROUND, 2411-FT. ABOVE SEA LEVEL DISMISSED 4-10-58 AT REQUEST OF ATTORNEY. BMPCT-4820.

### CHANGES REQUESTED IN TV STATIONS OPERATING

FORT SMITH, ARK. (CH. 22)--KFSA-TV, SOUTHWESTERN RADIO & TELEVISION CO. REQUESTS CHANGE TO 19.9-KW VISUAL, 11.7-KW AURAL, 263-FT. ABOVE AV. TERRAIN, 349-FT. ABOVE GROUND. BMPCT-5080.

HARRISBURG, ILL. (CH. 22)--WSIL-TV, TURNER-FARRAR ASSN. REQUESTS CHANGE TO CH. 3, 100-KW VISUAL, 50-KW AURAL, 883-FT. ABOVE AV. TERRAIN, 854-FT. ABOVE GROUND, 1454-FT. ABOVE SEA ELVEL, LAT. 37° 36' 49", LONG. 88° 52' 16"; TRANSMITTER TO 2 MI. W OF CEREAL SPRINGS, ILL. (SUBMITTED IN RESPONSE TO SHOW-CAUSE ORDER IN DOC. 12011, EFF. 4-28-58.)

### PETITION FOR RULE MAKING

| | CHANNEL No. ADD | DELETE |
|---|---|---|
| ATLANTA, GA.--GEORGIA STATE DEPT. OF EDUCATION, REQUESTS: | | |
| WAYCROSS, GA..... | *8+ | 8+ |
| NEW YORK, N. Y.--AMERICAN BCSTG. CO. REQUESTS: | | |
| SYRACUSE, N. Y..... | 9,11 | 8 |

ALSO REQUESTS ORDER TO WHEN-TV, SYRACUSE, TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 9 IN LIEU OF CH. 8; ALSO CONVERSATIONS WITH CANADA CONCERNING INTERRELATED REALLOCATIONS.

### TRANSFER AUTHORIZED

CLEVELAND, O. (CH. 19)--WHK-TV, THE FOREST CITY PUBLISHING CO. ASSIGNMENT OF LICENSE TO DUMONT BCSTG. CORP. APPROVED 4-16-58. (SEE TELEVISION DIGEST, VOL. 14:16.)

### MISCELLANY

ENID-OKLAHOMA CITY, OKLA. (CH. 5)--KOCO-TV, CASTER-ROBISON TELEVISION CORP. ASSIGNMENT OF LICENSE TO CIMARRON TELEVISION CORP. APPROVED 4-17-58.

SCRANTON, PA. (CH. 16)--WNEP-TV, UNION BCSTG. CO. GRANTED MODIFICATION OF LICENSE TO CHANGE NAME TO NORTHEASTERN PENNSYLVANIA BCSTG. INC. 4-8-58. BMPCT-5072.

WILKES-BARRE, PA. (CH. 34)--WILK-TV, WYOMING VALLEY BCSTG. CO. GRANTED MODIFICATION OF CP TO CHANGE NAME TO NORTHEASTERN PENNSYLVANIA BCSTG. INC. 4-8-58. BMPCT-5073.

### CALL LETTERS

SAN FRANCISCO, CAL. (CH. 38)--GOLDEN STATE TELECASTING CO.....KMTR

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-M
TV FACTBOOK No. 26
APRIL 26, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(APRIL 21 TO APRIL 26, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 535 (443 VHF, 92 UHF)
INCLUDES 31 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 160 (40 VHF, 120 UHF)

SAN DIEGO, CAL. (CH. 27)--SHERRILL C. CORWIN, GRANTED 4-23-58; 204-KW MAX. AND 129-KW HORIZONTAL VISUAL, 112-KW MAX. AND 64.6-KW HORIZONTAL AURAL, 640-FT., USING 1° ELECTRICAL BEAM TILT. BPCT-2406. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:17; FOR DIGEST OF APPLICATION AND AMENDMENT, SEE TV FACTBOOK NO. 26 AND ADDENDA 26-E.)

MCCOOK, NEB. (CH. 8)--CENTRAL KANSAS TELEVISION CO. INC. GRANTED 4-23-58; 50-KW VISUAL, 26.9-KW AURAL, 630-FT. BPCT-2434. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:17; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (8 VHF, 15 UHF)

### INSTRUCTION TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 4-23-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANT OF APPLICATION OF WESTERN NEBRASKA TELEVISION INC. FOR A NEW TV STATION TO OPERATE ON CH. 13, ALLIANCE, NEB. BPCT-2205; DOC. 12048.

### MODIFICATION OF CP GRANTED

GARDEN CITY, KAN. (CH. 11)--KGLD, CENTRAL KANSAS TELEVISION CO. INC. GRANTED CHANGE TO 45.7-KW VISUAL, 27.9-KW AURAL, 800-FT. ABOVE AV. TERRAIN, 834-FT. ABOVE GROUND, 3711-FT. ABOVE SEA LEVEL, LAT. 37° 46' 40", LONG. 100° 52' 08"; TRANSMITTER TO U. S. HWY. 83 ABOUT 12.6-MI. S OF GARDEN CITY. BMPCT-5006.

### CHANGES GRANTED IN TV STATIONS OPERATING

BANGOR, ME. (CH. 2)--WTWO, MURRAY CARPENTER AND ASSOCIATES. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-797.

UTICA, N. Y. (CH. 13)--WKTV, COPPER CITY BCSTG. CORP. BY REPORT AND ORDER IN DOC. 11751 ORDERED TO SHOW CAUSE WHY LICENSE SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 2 FROM A SITE APPROXIMATELY AT LAT. 43° 06' 09", LONG. 74° 56' 27", WITH TOWER 1041-FT. ABOVE AV. TERRAIN, 749-FT. ABOVE GROUND, 2049-FT. ABOVE SEA LEVEL. RESPONSE TO BE FILED ON OR BEFORE JUNE 2, 1958.

SWEETWATER-ABILENE, TEX. (CH. 12)--KPAR-TV, TEXAS TELECASTING INC. GRANTED CHANGE TO 145-KW VISUAL, 72.5-KW AURAL. BMPCT-5021.

### MISCELLANY

ENID, OKLA. (CH. 5)--KOCO-TV, STREETS ELECTRONICS INC. CHANGE NAME TO CIMARRON TELEVISION CORP. BMLCT-54

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 117 (88 VHF, 29 UHF)

#### FLORIDA

SOUTH MIAMI (CH. 6)--CORAL TELEVISION CORP., C/O ROBERT A. PETERSON, MIAMI BEACH FIRST NATIONAL BANK BLDG., MIAMI BEACH. 100-KW VISUAL, 50.12-KW AURAL, 315-FT. ABOVE AV. TERRAIN, 333-FT. ABOVE GROUND, 335-FT. ABOVE SEA LEVEL, LAT. 25° 32' 18.4", LONG. 80° 19' 10.7". TRANSMITTER, RAGGED KEYS TRACT NO. 2, NEAR CORAL GABLES. PLANT, $703,780; YEARLY OPERATING, $600,000. EQUIPMENT, GE. LEON MCASKILL, PRES., 11% (OWNS PRINTING FIRM); ROBERT JOHNS, V.P., 8% (ADVERTISING); ROBERT A. PETERSON, SECY.-TREAS., 11% (LAWYER & EX-FBI AGENT); ARTHUR A. ADLER, 11% (HOTEL PROPERTIES); CHARLES L. CLEMENTS, 11% (BANKER) W. KIETH PHILLIPS, 11% (MAYOR OF MIAMI); EDWIN H. HILL, 11% (REAL ESTATE); LEO ROBINSON, 11% (BANKER); CAMERON STEWART, 11% (REAL ESTATE); NORMAN SWETMAN, 4% (ADVERTISING, FORMERLY PRODUCER WITH WTVJ, MIAMI; WSUN-TV, ST. PETERSBURG; WTRI, ALBANY). COUNSEL, MCKENNA & WILKINSON; CONSULTING ENGINEER, JOHN H. MULLANEY.

### APPLICATIONS SCHEDULED FOR HEARING

LOS ANGELES, CAL. (CH. 34)--APPLICATION OF SHERRILL C. CORWIN AND K-UHF FOR NEW TV STATION SCHEDULED FOR HEARING 6-16-58.

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

MIAMI, FLA. (CH. 6)--PUBLIX TELEVISION CORP. CHANGE ANTENNA TO 1000-FT. ABOVE AV. TERRAIN, 1043-FT. ABOVE GROUND, 1045-FT. ABOVE SEA LEVEL. BPCT-2393.

ST. PETERSBURG, FLA. (CH. 10)--FLORIDA GULF BCSTRS. INC. CHANGE ANTENNA TO 497-FT. ABOVE AV. TERRAIN, 526-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL. BPCT-2371.

MOLINE, ILL. (CH. 8)--ILLIWAY TELEVISION INC. CHANGE OWNERSHIP AS FOLLOWS: DELETE L. F. & BRUCE R. GRAN AND CHANGE OSCAR W. ELLIS TO 23%, WM. E. BETTENDORF TO 7.5%. BPCT-2428.

FARMINGTON, N. M. (CH. 12)--FOUR CORNERS BCSTG. CO. CHANGE OWNERSHIP AS FOLLOWS: DELETE ERNEST F. TERRAZAS AND CHANGE PERCENTAGES FOR FOLLOWING: WADE BEAVERS, 29.4%; D. W. JUSTIS, 29.4%; ARTHUR COY, 23.5%; JOHNSTON JEFFRIES, 5.9% (LAWYER, MAYOR OF AZTEC, N. M.); WM. CLAUDE HUISH, 5.9% (FARMER); JOE BEAVERS, 5.9% (LAWYER). BPCT-2417.

### CHANGES REQUESTED IN TV STATIONS OPERATING

YUMA, ARIZ. (CH. 11)--KIVA, VALLEY TELECASTING CO. CHANGE REQUEST TO 490-FT. ABOVE AV. TERRAIN, BPCT-2455.

ADAMS, MASS. (CH. 91)--WNDC, CAPITAL CITIES TELEVISION CORP. REQUESTS CHANGE TO 122-KW VISUAL, 61-KW VISUAL, 2004-FT. ABOVE AV. TERRAIN, 144-FT. ABOVE GROUND, 3594-FT. ABOVE SEA LEVEL. BMPCT-5087.

ARDMORE, OKLA. (CH. 12)--KVSO-TV, JOHN F. EASLEY ESTATE. REQUESTS CHANGE TO 91.4-KW VISUAL, 45.7-KW AURAL,

(OVER)

846-FT. ABOVE AV. TERRAIN, 793-FT. ABOVE GROUND, 1646-FT. ABOVE SEA LEVEL, LAT. 34° 05' 29", LONG. 96° 47' 55"; TRANSMITTER TO 1.75-MI. W. OF MADILL, OKLA.

### TRANSFER AUTHORIZED

KANSAS CITY, MO. (CH. 4)--WDAF-TV, KANSAS CITY STAR CO. ASSIGNMENT OF LICENSE TO NATIONAL MISSOURI T. V. INC., SUBSIDIARY OF NATIONAL THEATRES, APPROVED 4-23-58. (SEE TELEVISION DIGEST, VOL. 14:16.)

### CORRECTION TO ADDENDA 26-L

CLEVELAND, O. (CH. 19)--WHK-TV, THE FOREST CITY PUBLISHING CO. FCC DID NOT APPROVE TRANSFER, BUT ADVISED FOREST CITY PUBLISHING THAT APPLICATIONS FOR EXTENSION OF TIME TO CONSTRUCT AND TRANSFER OF CP TO DUMONT INDICATES NECESSITY OF A HEARING. BAPCT-249, BMPCT-4208.

### PETITIONS FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| SYRACUSE, N. Y.--DANIEL W. CASEY SR., ROBERT J. CONAN, T. FRANK DOLAN JR., & RICHARD N. GROVES REQUEST: | | |
| SYRACUSE, N. Y..... | 3, 5, 9 *43 | 3-, 8, *43+ |
| ROCHESTER, N. Y..... | 8, 10, 15, 27 | 5-, 10+, 15-, 27+ |
| GRAND FORKS, N. D.--COMMUNITY TELEVISION CORP. REQUESTS: | | |
| PEMBINA, N. D.-HALLOCK, MINN.. | 12 | -- |
| MAYAGUEZ, P. R.--JOSE BECHARA JR., OWNER OF RADIO WKJB, REQUESTS: | | |
| MAYAGUEZ, P. R..... | 13 | -- |
| FAJARDO, P. R..... | 10 | 13 |
| OR | | |
| MAYAGUEZ, P. R..... | 11 | -- |
| CAGUAS, P. R..... | 12 | 11 |
| ARECIBO-AGUADILLA, P. R..... | 11 OR 13 | 12 |
| CHARLOTTE AMALIE, V. I..... | -- | 10 |

ALSO REQUESTS INSTITUTION OF SHOW CAUSE ORDERS RESULTING FROM ABOVE CHANGES.

### PETITIONS DENIED

THE COMMISSION ON 4-23-58 DENIED ALL PETITIONS PROPOSING SHIFT OF CH. 12 FROM ERIE, PA. TO CLEVELAND OR CLEVELAND-AKRON, O. AND TO SHIFT CH. 12 FROM FLINT TO SAGINAW-BAY CITY-FLINT, MICH. DOC. 12076.

### CALL LETTERS

LOUISVILLE, KY. (CH. 41)--ROBERT W. ROUNSAVILLE..WTAM-TV (EFF. 5-1-58; FORMERLY WQXL-TV)

CINCINNATI, O.(CH. 54)--ROBERT W. ROUNSAVILLE....WSOK-TV (EFF. 5-1-58; FORMERLY WQXN-TV)

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING
TOTAL: 111

### TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 30

WINDOW ROCK, ARIZ. (CH. 72)--THE NAVAJO TRIBAL COUNCIL. GRANTED 4-16-58; INPUT CH. 4 (KOB-TV, ALBUQUERQUE). BPTT-192.

WINDOW ROCK, ARIZ. (CH. 76)--THE NAVAJO TRIBAL COUNCIL. GRANTED 4-16-58; INPUT CH. 7 (KOAT-TV, ALBUQUERQUE). BPTT-193.

WINDOW ROCK, ARIZ. (CH. 80)--THE NAVAJO TRIBAL COUNCIL. GRANTED 4-16-58; INPUT CH. 13 (KGGM-TV, ALBUQUERQUE). BPTT-194.

### APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 26

GRANTS PASS, ORE. (CH. 72)--CALIFORNIA-OREGONTELEVISION INC., C/O KBES-TV, BOX 1189, MEDFORD, ORE. INPUT CH. 5 (KBES-TV, MEDFORD). BPTT-204.

GRANTS PASS, ORE. (CH. 74)--CALIFORNIA-OREGON TELEVISION INC., BOX 1189, MEDFORD, ORE. INPUT CH. 2 (KOTI, KLAMATH FALLS). BPTT-205.

KLAMATH FALLS, ORE. (CH. 70)--CALIFORNIA-OREGON TELEVISION INC., BOX 1189, MEDFORD, ORE. INPUT CH. 5 (KBES-TV, MEDFORD). BPTT-203.

MEDFORD, ORE. (CH. 76)--CALIFORNIA-OREGON TELEVISION INC., BOX 1189, MEDFORD, ORE. INPUT CH. 2 (KOTI-TV, KLAMATH FALLS). BPTT-206.

DELTA-OAK CITY, UTAH (CH. 83)--MILLARD COUNTY, C/O DALE ASHMAN, COUNTY CLERK, BOX C, FILLMORE, UTAH. INPUT CH. 5 (KSL-TV, SALT LAKE CITY). BPTT-198.

DELTA-OAK CITY, UTAH (CH. 77)--SAME AS ABOVE, EXCEPT INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-201.

DELTA-OAK CITY, UTAH (CH. 72)--SAME AS ABOVE, EXCEPT INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-199.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 80)--SAME AS DELTA-OAK CITY, ABOVE, EXCEPT INPUT CH. 5 (KSL-TV, SALT LAKE CITY). BPTT-197.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 74)--SAME AS ABOVE, EXCEPT INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-200.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 70)--SAME AS ABOVE, EXCEPT INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-196.

### TRANSLATOR CP CANCELLED

DOYLEVILLE, COLO. (CH. 70)--K70AD, L. H. FAAST, INPUT CH. 5 (KCSJ-TV, PUEBLO, COLO). CANCELLED 4-10-58 BY FCC. BPTT-8.

-(END)-

WRH

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ADDENDA 26-N
TV FACTBOOK No. 26
MAY 3, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(APRIL 28 TO MAY 3, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING
GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)
TOTAL NOT YET ON AIR: 159 (40 VHF, 119 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)
TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

STATION GOING ON AIR

KNME-TV, ALBUQUERQUE, N. M. (CH. 5, EDUCATIONAL)--BEGAN OPERATION 5-1-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:18.)

CP RELINQUISHED

CLEVELAND, O. (CH. 19)--WHK-TV, THE FOREST CITY PUBLISHING CO. CP CANCELLED 4-24-58 AT REQUEST OF GRANTEE. BPCT-216.

CHANGES GRANTED IN TV STATIONS OPERATING

EUREKA, CAL. (CH. 3)--KIEM-TV, CALIFORNIA-OREGON TELEVISION INC. GRANTED LICENSE FOR COMMERCIAL OPERATION WITH 100-KW VISUAL, 50-KW AURAL, 1650-FT. ABOVE AV. TERRAIN. BLCT-813.

PEORIA, ILL. (CH. 19)--WTVH, HILLTOP BCSTG. CO. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-667.

WICHITA, KAN. (CH. 3)--KARD-TV, WICHITA TELEVISION CORP. INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-495.

BILLINGS, MONT. (CH. 8)--KGHL-TV, MIDLAND EMPIRE BCSTG. CO. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-809.

YORK, PA. (CH. 49)--WNOW-TV, WNOW INC. GRANTED CHANGE TO 10.2-KW VISUAL, 6.03-KW AURAL, 660-FT. ABOVE AV. TERRAIN, 382-FT. ABOVE GROUND, 1172-FT. ABOVE SEA LEVEL, LAT. 40° 00' 00", LONG. 76° 41' 33"; TRANSMITTER TO APPROX. 2.9-MI. NE OF CITY LIMITS. BMPCT-5048.

CLARKSBURG, W. VA. (CH. 12)--WBOY-TV, WSTV INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-753.

SAN JUAN, P. R. (CH. 6)--WIPR-TV, DEPARTMENT OF EDUCATION OF PUERTO RICO. GRANTED LICENSE FOR NON-COMMERCIAL OPERATION. BLET-25.

MODIFICATION OF CP GRANTED

GREAT FALLS, MONT. (CH. 3)--KRTV, ROBERT R. & FRANCIS N. LAIRD DB/AS CASCADE BCSTG. CO. GRANTED CHANGE IN NAME TO DB/AS ROCKY MOUNTAIN BCSTRS. AND IN POWER TO .6-KW VISUAL, .3-KW AURAL. BMPCT-4995.

NORTH PLATTE, NEB. (CH. 2)--KNOP, NORTH PLATTE TELEVISION INC. GRANTED CHANGE TO 25.9-KW VISUAL, 13-KW AURAL, 630-FT. ABOVE AV. TERRAIN, 603-FT. ABOVE GROUND, 3621-FT. ABOVE SEA LEVEL, LAT. 41° 12' 13", LONG. 100° 43' 58"; TRANSMITTER TO 4.7-MI. NNE OF CENTER OF NORTH PLATTE. BMPCT-5042.

APPLICATIONS FOR NEW STATIONS
TOTAL PENDING: 118 (89 VHF, 29 UHF)

ARIZONA

TUCSON (CH. 6, EDUCATIONAL)--U OF ARIZONA, HERRING HALL, U OF ARIZONA CAMPUS. .985-KW VISUAL, .523-KW AURAL, 111-FT. ABOVE AV. TERRAIN, 276-FT. ABOVE GROUND, 2703-FT. ABOVE SEA LEVEL, LAT. 32° 13' 50", LONG. 110° 57' 09". TRANSMITTER, HERRING HALL, U OF ARIZONA CAMPUS. PLANT, $173,101; YEARLY OPERATING, $26,962. EQUIPMENT, RCA. RICHARD A. HARVILL, PRES.; BEN C. MARKLAND, MGR. RADIO-TV BUREAU; WESLEY T. JOHNSON, ENGINEER, RADIO-TV BUREAU. COUNSEL, J. BYRON MCCORMICK, U OF ARIZONA.

ILLINOIS

MOLINE (CH. 8)--IOWA-ILLINOIS TELEVISION CO. C/O HERBERT E. EVANS. NATIONAL BANK BLDG. 288.4-KW VISUAL, 158-KW AURAL, 1026-FT. ABOVE AV. TERRAIN, 1075-FT ABOVE GROUND, 1815-FT. ABOVE SEA LEVEL, LAT. 41° 16' 48", LONG. 90° 22' 06". TRANSMITTER, .5-MI. E OF US HWY. 150 AND 1.2-MI. SSW OF LYNNCENTER, ILL. PLANT, $1,515,000; YEARLY OPERATING, $984,590. EQUIPMENT, RCA. PEPOLES BCSTG. CORP., 65% (OWNS KVTV, SIOUX CITY, IA. AND 4 RADIO STATIONS, IS A SUBSIDIARY OF NATIONWIDE INSURANCE CO.); HERBERT E. EVANS, PRES. (V.P.- GEN. MGR. OF PEOPLES BCSTG.); KINGSLEY H. MURPHY JR., V.P., 20% (MURPHY & FAMILY OWN 40% OF KRNT-TV, DES MOINES, IA.); DONALD D. SULLIVAN, V.P. & GEN. MGR. (GEN. MGR. OF KVTV); ARNOLD R. SMITH, 5% (MAYOR OF MOLINE, OWNS REAL ESTATE & INSURANCE FIRM); PAUL E. RINK, SECY., 5% (ATTORNEY); LEWIS J. ROMACK, 3% (EMPLOYEE OF WQUA, MOLINE); ROBERT L. SHOECRAFT, TREAS., 2% (TRUCK & BUS BODY MFR.). COUNSEL, FLY, SHUEBRUK, BLUME & GAGUINE; CONSULTING ENGINEERS, GEORGE C. DAVIS CONSULTING ENGINEERS.

APPLICATIONS DISMISSED

TERRE HAUTE, IND. (CH. 2)--CY BLUMENTHAL. APPLICATION DISMISSED 4-29-58 AT REQUEST OF APPLICANT.

TACOMA, WASH. (CH. 13)--KTVW. REQUEST FOR CHANGE TO 316-KW VISUAL, 158-KW AURAL, NEW ANTENNA HEIGHT AND TRANSMITTER ADDRESS DISMISSED 4-24-58 AT REQUEST OF APPLICANT. BPCT-2360.

APPLICATIONS SCHEDULED FOR HEARING

WESTON, W. VA. (CH. 5)--APPLICATIONS SCHEDULED FOR HEARING 5-19-58 CONTINUED WITHOUT DATE BY EXAMINER JAY A. KYLE.

## TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING
TOTAL: 112

TRANSLATOR GOING IN AIR

K75AH, INDIO, CAL.--BEGAN OPERATION 4-24-58.

TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 29

(OVER)

## CORRECTIONS TO TELEVISION FACTBOOK No. 26

PAGE 34--KXLF-TV, BUTTE, MONT., CHANGE TO CH. 4.

PAGE 52--NBC SPOT SALES. DELETE THOMAS B. McFADDEN.

PAGE 62--KFSA-TV, FORT SMITH, ARK. CHANGE LAT. TO 35° 23' 02".

PAGE 71--XETV, TIAJUANA-SAN DIEGO. AFTER REPRESENTATED (SALES) INSERT REPRESENTATED (LEGAL) BY FLY, SHUEBRUK, BLUME & GAGUINE.

PAGE 82--WITV, FT. LAUDERDALE-MIAMI. UNDER TECHNICAL FACILITIES, DELETE REQUEST TO OPERATE ON CH. 6 BOTH ON REGULAR BASIS AND EXPERIMENTALLY. DENIED BY FCC.

PAGE 149--KMMT, AUSTIN, MINN. CHANGE TECHNICAL FACILITIES TO 14.8-KW VISUAL, 7.41-KW AURAL, 420-FT. ABOVE AV. TERRAIN, 445-FT. ABOVE GROUND, 1676-FT. ABOVE SEA LEVEL, LAT. 43° 37' 20", LONG. 92° 59' 22".

PAGE 159--KXLF-TV, BUTTE, MONT. CHANGE TECHNICAL FACILITIES TO READ: CHANNEL NO. 4 (77-72 MC).

PAGE 167--WTEN, ALBANY. CHANGE BOX NUMBER TO 10.

PAGE 198--KSWO-TV, LAWTON. CHANGE COORDINATES TO LAT. 34° 35' 31".

PAGE 286--UNDER CUBA, CHANGE LINE TO READ: (WORLDWIDE 525-LINE STANDARDS)

PAGE 288-UNDER WORLD TV STATIONS AND SETS, TOTAL STATIONS FOR ITALY SHOULD BE 138.

PAGE 288--HEADING OF TABLE "WORLD TV STATIONS AND SETS", SHOUL READ: "STATIONS AS OF FEB. 1, 1958; SETS AS OF JAN. 1, 1958."

PAGE 291--UNDER NORWAY, CHANGE NOTE TO READ: PERMANENT STATIONS IN BERGEN, OSLO AND ON MT. GAUSTATOPPEN PLANNED FOR 1960.

PAGE 339--IN LIST OF FORMER MEMBERS OF THE FCC, DELETE THE DAGGER BEFORE THAD H. BROWN AND ADD DAGGER BEFORE EUGENE O. SYKES.

PAGE 345--TERRE HAUTE (CH. 2), ILLIANA TELECASTING CORP. CHANGE SPELLING IN 7TH LINE TO SILVERTON ASTON.

PAGE 364--BECKER, A. HARRY. CHANGE ADDRESS TO PENNSYLVANIA BLDG., WASHINGTON, D. C.; EXECUTIVE 3-3003.

PAGE 456--SENTINEL RADIO CO. DELETE LISTING, TV PRODUCTION STOPPED.

PAGE 456--SYLVANIA ELECTRIC PRODUCTS INC. CHANGE RADIO & TELEVISION DIVISION TO HOME ELECTRONICS DIVISION.

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-N
TV FACTBOOK No. 26
MAY 10, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MAY 5 TO MAY 10, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 160 (40 VHF, 120 UHF)

PORTLAND, ORE. (CH. 27)--TRANS-VIDEO CO. OF OREGON. GRANTED 5-8-58; 19.2-KW VISUAL, 10.4-KW AURAL, 1000-FT. BPCT-2419. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:19; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

BUFFALO, N. Y. (CH. 7)--EXAMINER H. GIFFORD IRION ISSUED A SECOND SUPPLEMENT 5-8-58 WHICH ORDERED THAT THE ORDERING CLAUSE IN HIS 1-31-56 INITIAL DECISION IN BUFFALO, N. Y. CHANNEL 7 PROCEEDING REMAIN AS BEFORE. INITIAL DECISION LOOKED TOWARD GRANTING APPLICATION OF GREAT LAKES TELEVISION INC. FOR A NEW STATION IN BUFFALO AND DENYING COMPETING APPLICATIONS OF GREATER ERIE BCSTG. CO. AND WKBW-TV INC. (DOC. 10958-70).

### CHANGES GRANTED IN TV STATIONS OPERATING

EUREKA, CAL. (CH. 6)--KVIQ-TV, CALIFORNIA NORTHWEST BCSTG. CO. GRANTED LICENSE FOR COMMERCIAL OPERATION BLCT-818.

GALVESTON, TEX. (CH. 11)--KGUL-TV, GULF TELEVISION CORP. GRANTED MOD. OF LICENSE TO SPECIFY STATION LOCATION AS 1900 PRUDENTIAL BLDG., HOUSTON, TEX.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (90 VHF, 29 UHF)

#### FLORIDA

CLEARWATER (CH. 32)--WEST COAST TELECASTING CORP., 26 MANSON ARCADE BLDG. 11.37-KW MAX. AND 8.93-KW HORIZONTAL VISUAL, 6.41-KW MAX. AND 5.12-KW HORIZONTAL AURAL, 283-FT. ABOVE AV. TERRAIN, 297-FT. ABOVE GROUND, 325-FT. ABOVE SEA LEVEL, LAT. 27° 58' 00", LONG. 82° 48' 04". TRANSMITTER, 121 N. OSCEOLA AVE. PLANT, $130,534; YEARLY OPERATING, $60,000. EQUIPMENT, GE. BRUCE TAYLOR, PRES., 10% (REAL ESTATE); MARC J. ROBINSON JR., V.P., 5% (CONSTRUCTION); CHARLES G. STERNO, SECY.-TREAS., 10% (RETIRED); ROSS B. NORTON, 2% (RETIRED); EDGAR JOHN PHILLIPS, 2% (ATTORNEY); ALONZO JAY SHADMAN, 10% (RETIRED PHYSICIAN); J. ARLOS OGG, 4% (ART STUDIO); BETTI Y. OGDEN, 2% (WRITER); W. H. WOLFE, 2% (REAL ESTATE); WALTER C. FRANCES, 1%; GEORGE E. REYNOLDS JR., 2% (REAL ESTATE). COUNSEL, ROY ST. LEWIS; CONSULTING ENGINEER, JOHN H. MULLANEY.

#### GEORGIA

WAYCROSS (CH. 8)--GEORGIA STATE BOARD OF EDUCATION, STATE OFFICE BLDG., ATLANTA. 316-KW VISUAL, 158-KW AURAL, 1032-FT. ABOVE AV. TERRAIN, 1086-FT. ABOVE GROUND, 1246-FT. ABOVE SEA LEVEL, LAT. 31° 13' 12", LONG. 82° 34' 26". TRANSMITTER, 2.5-MI. S OF HASTY, 13-MI. W OF WAYCORSS. PLANT, $418,000; YEARLY OPERATING, $82,000. EQUIPMENT, RCA. GEORGE P. WHITMAN JR., CHAIRMAN. COUNSEL, KRIEGER & JORGENSEN; CONSULTING ENGINEER, A. EARL CULLUM JR.

### APPLICATIONS SCHEDULED FOR HEARING

NEW ORLEANS, LA. (CH. 12)--SCHEDULED HEARING FOR 6-9-58 IN NEW ORLEANS, LA.

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 112

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

BIG SANDY VALLEY, ARIZ. (CH. 75)--MOHAVE COUNTY BOARD OF SUPERVISORS. GRANTED 5-8-58; INPUT CH. 5 (KTVK-TV, PHOENIX). BPTT-191.

CHLORIDE, ARIZ. (CH. 74)--MOHAVE COUNTY BOARD OF SUPERVISORS. GRANTED 5-8-58; INPUT CH. 2 (KLRJ-TV, HENDERSON, NEV.) BPTT-190.

CANBY, CAL. (CH. 76)--CANBY T. V. CLUB. GRANTED 5-8-58; INPUT CH. 7 (KVIP-TV, REDDING). BPTT-195.

NORTH WARREN, PA. (CH. 74)--CONEWANGO VALLEY TELEVISION INC. GRANTED 5-8-58; INPUT CH. 6 (WJAC-TV, JOHNSTOWN). BPTT-140.

### TRANSLATOR CP CANCELLED

RAYMOND, WASH. (CH. 76)--K76AD, WILLAPA HARBOR T. V. ASSN. INC. CP CANCELLED 5-2-58 AT REQUEST OF PERMITEE.

### APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 24

PALMERTON-SLATEDALE-SLATINGTON, PA. (CH. 76)--UPPER LEHIGH TRANSLATOR SERVICE CORP., 820 LAFAYETTE AVE., PALMERTON. INPUT CH. 34 (WILK-TV, WILKES-BARRE). BPTT-208.

CASTLE DALE, UTAH (CH. 74)--EMERY COUNTY, CASTLE DALE. INPUT CH. 2 (KUTV, SALT LAKE CITY). WM. JUSTESON, CHAIRMAN, RECREATION COMMITTEE. BPTT-211.

### CALL LETTERS

WINDOW ROCK, ARIZ. (CH. 72)--NAVAJO TRIBAL COUNCIL.....K72AP

WINDOW ROCK, ARIZ. (CH. 76)--NAVAJO TRIBAL COUNCIL.....K76AK

WINDOW ROCK, ARIZ. (CH. 80)--NAVAJO TRIBAL COUNCIL.....K80AM

WRH (END)

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ADDENDA 26-P
TV FACTBOOK No. 26
MAY 17, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MAY 12 TO MAY 17, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 161 (41 VHF, 120 UHF)

DULUTH, MINN. (CH. 10)--REX TELEVISION CO. GRANTED 5-14-58; 316-KW VISUAL, 158-KW AURAL, 800-FT. BPCT-2379. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:20; FOR DIGEST OF APPLICATION & AMENDMENT, SEE TV FACTBOOK NO. 26 & ADDENDA H.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### FINAL DECISION

ALLIANCE, NEB. (CH. 13)--WESTERN NEBRASKA TELEVISION INC. COMMISSION ON 5-14-58 ORDERED THAT THE INITIAL DECISION WHICH LOOKED TOWARD GRANT FOR NEW STATION (DOC. 12048), WHICH WOULD HAVE BECOME EFFECTIVE 5-15-58 PURSUANT TO RULES, SHALL NOT BECOME FINAL PENDING FURTHER REVIEW BY THE COMMISSION OF RECENTLY FILED PETITION IN THIS PROCEEDING.

### INSTRUCTION TO FCC STAFF IN DOCKET CASE

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 5-14-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING ALL PROPOSED CHANNEL CHANGES IN THE HATTIESBURG, MISS-BATON ROUGE, LA. TV RULE MAKING PROCEEDING. (DOCKET 12281).

COMMISSION ON 5-14-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANTING APPLICATION OF TEXAS TECHNOLOGICAL COLLEGE FOR NEW STATION TO OPERATE ON CH. 5 IN LUBBOCK, TEX. A SUPPLEMENTAL INITIAL DECISION OF 4-15-58 LOOKED TOWARD THIS ACTION. (DOCKET 11934).

### CHANGES REQUESTED IN TV STATIONS OPERATING

FARGO, N. D. (CH. 6)--WDAY-TV, WDAY INC. REQUESTS CHANGE TO 100-KW VISUAL, 50-KW AURAL, 1150-FT. ABOVE AV. TERRAIN, 1203-FT. ABOVE GROUND, 2149-FT. ABOVE SEA LEVEL, LAT. 47° 00' 43", LONG. 97° 11' 58"; TRANSMITTER TO 7/8-MI. E OF AMENIA. BPCT-2499.

SCRANTON, PA. (CH. 16)--WNEP-TV, NORTHEASTERN PENNSYLVANIA BCSTG. INC. CHANGE REQUEST TO 422-FT. ABOVE GROUND, LONG. 75° 52' 21". BMPCT-5071.

### MODIFICATION OF CP REQUESTED

SELMA, ALA. (CH. 8)--WSLA, DEEP SOUTH BCSTG. CO. REQUESTS CHANGE TO 2.69-KW VISUAL, 1.35-KW AURAL, 322-FT. ABOVE AV. TERRAIN, 404-FT. ABOVE GROUND, 514-FT. ABOVE SEA LEVEL, LAT. 32° 24' 18", LONG. 87° 01' 03"; TRANSMITTER TO US 80 JUST S OF ALABAMA RIVER BRIDGE. BMPCT-5094.

### PROTEST TO GRANTED CP

MARINETTE, WIS. (CH. 11)--WMBV-TV, M & M BCSTG. CO. PROTEST BY WFRV-TV & WBAY-TV, GREEN BAY, GRANTED 5-14-58 TO EXTENT OF DESIGNATING APPLICATION FOR HEARING FOR TRANSFER BUT DENIED REQUEST FOR POSTPONEMENT OF EFFECTIVE DATE OF GRANT.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (90 VHF, 29 UHF)

#### COLORADO

DURANGO (CH. 6)--FARMINGTON BCSTG. CO., 407 WEST BROADWAY, FARMINGTON, N. M. 10.5-KW VISUAL, 5.25-KW AURAL, 723-FT. ABOVE AV. TERRAIN, 172-FT. ABOVE GROUND, 8512-FT. ABOVE SEA LEVEL, LAT. 37° 17' 26", LONG. 107° 54' 42". TRANSMITTER, TOP OF PERINS PEAK. PLANT, $41,820; YEARLY OPERATING, $25,000. EQUIPMENT, RCA. THIS APPLICATION, WHICH IS FOR A SATELLITE, IS CONTINGENT UPON GRANTING OF CH. 12 APPLICATION FOR FARMINGTON, N. M. (BPCT-2369). FOR OWNERSHIP, SEE FARMINGTON APPLICATION. COUNSEL, SMITH & PEPPER; CONSULTING ENGINEERS, VANDIVERE & COHEN.

### APPLICATIONS DESIGNATED FOR HEARING

LAFAYETTE, LA. (CH. 10)--KLFY-TV, CAMELLIA BCSTG. CO. APPLICATION TO CHANGE TRANSMITTER SITE, AND INCREASE ANTENNA HEIGHT DESIGNATED 5-14-58 FOR HEARING IN CONSOLIDATED PROCEEDING WITH APPLICATIONS OF KTAG-TV, LAKE CHARLES, LA. FOR MOD. OF CP TO SPECIFY OPERATION ON CH. 3 IN LIEU OF CH. 25 AND EVANGELINE BCSTG. CO. INC. AND ACADIAN TELEVISION CORP. FOR NEW STATIONS TO OPERATE ON CH. 3 IN LAFAYETTE. IN SAME ORDER, FCC GRANTED IN PART AND DENIED IN PART VARIOUS PETITIONS BY EVANGELINE AND ACADIAN; DENIED PETITION BY CAMELLIA FOR RULE MAKING TO DETERMINE WHETHER CH. 3 SHOULD BE ASSIGNED TO LAFAYETTE OR LAKE CHARLES, OR TO ASSIGN THAT CHANNEL TO LAKE CHARLES-ABBEVILLE-KAPLAN IN LIEU OF LAFAYETTE-LAKE CHARLES AND SET FORTH NEW ISSUES TO SUPERSEDE PREVIOUS DESIGNATION ORDER.

NEW BEDFORD, MASS. (CH. 6)--APPLICATIONS OF WILSON BCSTG. CORP., E. ANTHONY & SONS INC., EASTERN STATES BCSTG. CORP. AND NEW ENGLAND TV CO. INC. DESIGNATED 5-14-58 FOR HEARING AT LATER DATE. MADE U. S. COAST GUARD PARTY TO PROCEEDING.

### TRANSFER AUTHORIZED

LEXINGTON, KY. (CH. 27)--WKXP-TV, COMMUNITY BCSTG. CO. ASSIGNMENT OF CP TO WTAF INC. (RADIO CINCINNATI INC.) APPROVED 5-14-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:20.)

BANGOR, ME. (CH. 2)--WTWO, MURRAY CARPENTER & ASSOC. ASSIGNMENT OF LICENSE TO WLBZ TELEVISION INC. APPROVED 5-14-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:20.)

### PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| FORREST CITY, ARK.--FORREST CITY BCSTG. CO., PROSPECTIVE APPLICANT, REQUESTS: | | |
| FORREST CITY, ARK..... | 8 | -- |
| JONESBORO, ARK..... | -- | 8 |

### CALL LETTERS

SAN DIEGO, CAL. (CH. 21)--SHERRILL C. CORWIN...KEZY

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ADDENDA 26-Q
TV FACTBOOK No. 26
MAY 24, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MAY 19 TO MAY 24, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 162 (42 VHF, 120 UHF)

LUBBOCK, TEX. (CH. 5)--TEXAS TECHNOLOGICAL COLLEGE. GRANTED 5-21-58; 11.1-KW VISUAL, 5.55-KW AURAL, 445-FT. BPCT-2183; DOC. 11934. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:21; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK No. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### FINAL DECISION

LUBBOCK, TEX. (CH. 5)--TEXAS TECHNOLOGICAL COLLEGE.

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

SACRAMENTO, CAL. (CH. 10)--EXAMINER HERBERT SHARFMAN ISSUED AN INITIAL DECISION 5-20-58 WHICH CONCLUDED THAT THE 12-9-54 GRANT OF APPLICATION OF KBET-TV, SACRAMENTO, FOR MOD. OF CP TO CHANGE STUDIO AND TRANSMITTER SITE AND TYPE OF ANTENNA, WOULD SERVE THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY. COURT OF APPEALS REMANDED THIS CASE TO THE COMMISSION, BUT DID NOT STAY THE EFFECTIVENESS OF THE 12-9-54 GRANT. (DOC. 12250).

### INSTRUCTIONS TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 5-21-58 DIRECTED PREPARATION OF AN ORDER SETTING FOR EXPEDITIOUS HEARING THE MATTERS SPECIFIED BY THE U. S. COURT OF APPEALS FOR THE DISTRICT OF COLUMBIA IN REMANDING THE MIAMI, FLA. CHANNEL 10 CASES (DOCS. 9321, ET AL.) TO THE COMMISSION.

A MAJORITY OF THE COMMISSION ON 5-21-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANTING APPLICATIONS OF TELEVISION CORP. OF MICH. INC. AND STATE BOARD OF AGRICULTURE FOR NEW TV STATIONS TO OPERATE ON CH. 10 ON A SHARE-TIME BASIS IN ONONDAGA, MICH., SUBJECT TO CONDITION THAT STATE BOARD OF AGRICULTURE SHALL SURENDER ITS PERMIT FOR STATION WKAR-TV (CH. 60), EAST LANSING, MICH., AND DENIAL OF APPLICATIONS OF TRIAD TELEVISION CORP., BOOTH BCSTG. AND JACKSON BCSTG. & TELEVISION CORP. SEEKING SAME CHANNEL IN PARMA, MICH. (DOCKETS 11169-73).

### CHANGES REQUESTED IN TV STATIONS OPERATING

ALBANY, GA. (CH. 10)--WALB-TV, HERALD PUBLISHING CO. REQUESTS CHANGE TO 316-KW MAX. AND 277-KW HORIZONTAL VISUAL, 158-KW MAX. AND 138.5-KW HORIZONTAL AURAL, 958-FT. ABOVE AV. TERRAIN, 997-FT. ABOVE GROUND, 1257-FT. ABOVE SEA LEVEL, LAT. 31° 38' 00", LONG. 84° 21' 10"; TRANSMITTER TO 5.3-MI S OF SASSER, GA. BPCT-2497.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 118 (89 VHF, 29 UHF)

### APPLICATIONS SCHEDULED FOR HEARING

NEW BEDFORD, MASS. (CH. 6)--APPLICATIONS OF WILSON BCSTG. CORP., E. ANTHONY & SONS INC., EASTERN STATES BCSTG. CORP. AND NEW ENGLAND TV CO. INC. FOR NEW STATIONS SCHEDULED FOR HEARING 7-22-58.

MARINETTE, WIS. (CH. 11)--WMBV-TV, M & M BCSTG. CO. APPLICATION FOR TRANSFER OF CONTROL SCHEDULED FOR HEARING 7-15-58.

### APPLICATION DESIGNATED FOR HEARING

TAMPA-ST. PETERSBURG, FLA. (CH. 10)--APPLICATIONS OF FLORIDA GULFCOAST BCSTRS. INC., SUNCOAST CITIES BCSTG. CORP., TAMPA TELECASTERS INC., WTSP-TV INC. AND BAY AREA TELECASTING CORP. FOR NEW STATIONS AND BY WSUN-TV TO SHIFT FROM CH. 38 TO CH. 10, DESIGNATED 5-23-58 FOR HEARING AT LATER DATE.

### CHANGES GRANTED IN TV STATIONS OPERATING

SAN FRANCISCO, CAL. (CH. 9, EDUCATIONAL)--KQED, BAY AREA EDUCATIONAL TV ASSN. GRANTED LICENSE FOR 25.7-KW VISUAL, 12.9-KW AURAL, 1210-FT. ABOVE AV. TERRAIN, 190-FT. ABOVE GROUND, 1415-FT. ABOVE SEA LEVEL. BLET-28.

OKLAHOMA CITY, OKLA. (CH. 13, EDUCATIONAL)--KETA, GRANTED LICENSE FOR NON-COMMERCIAL EDUCATIONAL STATION. BLET-30.

RELIANCE, S. D. (CH. 6)--KPLO-TV, MIDCONTINENT BCSTG. CO. GRANTED CHANGE TO 100-KW VISUAL, 60-KW AURAL, 1112-FT. ABOVE AV. TERRAIN, 705-FT. ABOVE GROUND, 2877-FT. ABOVE SEA LEVEL. BPCT-2489.

### CHANGES IN ALLOCATION PLAN

CANADIAN-USA TELEVISION AGREEMENT WAS AMENDED MAY 5, 1958 AS FOLLOWS (ANNOUNCED MAY 19, 1958):

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| OLIVER, BRITISH COLUMBIA..... | 8 | -- |
| EDMUNDSTON, NEW BRUNSWICK..... | 13 | 13- |
| CORNWALL, ONTARIO..... | 8+ | -- |
| PEMBROKE, ONTARIO..... | 13 | 13- |
| LA SARRE, QUEBEC..... | 13+ | 13 |
| THREE RIVERS, QUEBEC..... | 13- | 13 |

IN ASSIGNING CH. 8+ TO CORNWALL, THE CANADIAN GOVERNMENT HAS AGREED THAT THE TRANSMITTER SITE OF ANY TELEVISION STATION AUTHORIZED TO OPERATE ON THIS CHANNEL IN THAT CITY SHALL BE LOCATED NOT LESS THAT 170-MI. DISTANT FROM THE TRANSMITTER SITES OF WHEN-TV, SYRACUSE, N. Y. AND WMTW, POLAND SPRINGS, ME. (TRANSMITTER ON MT. WASHINGTON, N. H.). IT HAS FURTHER AGREED THAT THE ERP FROM SUCH CORNWALL STATION WILL NOT EXCEED THE EQUIVALENT OF 50-KW FROM AN ANTENNA 500-FT. ABOVE AV. TERRAIN, OVER A SECTOR ENCOMPASSING THE NORTHERN AND SOUTHERN LIMITS OF LAKE CHAMPLAIN.

### PETITIONS DENIED OR DISMISSED

COMMISSION ON 5-21-58 DISMISSED PETITION BY WKBW-TV, INC. FOR CLARIFICATION OF 4-2-58 MEMORANDUM OPINION & ORDER WHICH PERMITTED THAT COMPANY TO CHANGE

(OVER)

TRANSMITTER SITE, ANTENNA HEIGHT AND POWER AND MAKE OTHER CHANGES IN ITS APPLICATION FOR NEW TV STATION ON CH. 7 IN BUFFALO WHICH IS IN CONSOLIDATED HEARING WITH GREAT LAKES TV INC. AND GREATER ERIE BCSTG. CO.

## PETITION FOR RULE MAKING

| | Channel No. Add | Delete |
|---|---|---|
| SYRACUSE, N. Y.--FIRST BCSTG. CORP. (WFBL), REQUESTS: | | |
| SYRACUSE, N. Y..... | 9,11 | 8 |

ALSO REQUESTS ORDER TO WHEN-TV, SYRACUSE, TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 9 IN LIEU OF CH. 8. ALSO REQUESTS INITIATION OF CONVERSATIONS WITH CANADA IN REGARD TO THE ABOVE DOMESTIC AND INTERRELATED CANADIAN REALLOCATIONS.

| | | |
|---|---|---|
| GRAND FORKS, N. D.--COMMUNITY TELEVISION CORP. AMENDS PETITION (ADD. 26-M) TO REQUEST: | | |
| PEMBINA, N. D..... | 12 | -- |

## CALL LETTERS

GAINESVILLE, FLA. (CH. 5, EDUCATIONAL)--BOARD OF CONTROL, U OF FLORIDA.....WUFT
MINNEAPOLIS, MINN. (CH. 9)--UNITED TV INC.....KMSP-TV
ST. LOUIS, MO. (CH. 11)--220 TELEVISION INC.....KCPP (FORMERLY KMOX-TV)
MCCOOK, NEB. (CH. 8)--CENTRAL KANSAS TV CO.....KOMC
OKLAHOMA CITY, OKLA. (CH. 19)--MALCO THEATRES..KMPT-TV

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING

TOTAL: 113

## TRANSLATORS GOING ON AIR

K70BA, LEWISTON, WASH.--BEGAN OPERATION 5-20-58.

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 39

PEACH SPRINGS, ARIZ. (CH. 73)--MOHAVE COUNTY BOARD OF SUPERVISORS. GRANTED 5-23-58; INPUT CH. 70 (K70AC, KINGMAN). BPTT-189.

SEASIDE, ORE. (CH. 75)--SEASIDE VIDEO CLUB. GRANTED 5-23-58; INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-188.

DELTA-OAK CITY, UTAH (CH. 83)--MILLARD COUNTY, GRANTED 5-23-58; INPUT CH. 5 (KSL-TV, SALT LAKE CITY). BPTT-198.

DELTA-OAK CITY, UTAH (CH. 77)--SAME AS ABOVE EXCEPT INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-201.

DELTA-OAK CITY, UTAH (CH. 72)--SAME AS ABOVE EXCEPT INPUT CH. 2(KUTV, SALT LAKE CITY). BPTT-199.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 80)--MILLARD COUNTY. GRANTED 5-23-58; INPUT CH. 5 (KSL-TV, SALT LAKE CITY). BPTT-197.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 74)--SAME AS ABOVE EXCEPT INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-200.

FILLMORE-MEADOW-KANOSH, UTAH (CH. 70)--SAME AS ABOVE EXCEPT INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-196.

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 21

CORTEZ, N. M. (CH. 76)--FARMINGTON BCSTG. CO., 407 W. BROADWAY (I. E. SHAHAN). INPUT CH. 12 (CONTINGENT ON GRANT OF CH. 12 APPLICATION FOR FARMINGTON). BPTT-215.

GALLUP, N. M. (CH. 83)--UHF-TELEVISION FOR GALLUP ASSN., 227 W. COAL AVE. (CHARLES A. KASTNING JR.). INPUT CH. 13 (KGGM-TV, ALBUQUERQUE). BPTT-216.

THE DALLES, ORE. (CH. 77)--MID-COLUMBIA COMMUNITY T. V. CORP., C/O H. D. DELANO, RT.2. INPUT CH. 12 (KPTV, PORTLAND). BPTT-214.

LA BARGE-BIG PINEY, WYO. (CH. 72)--LA BARGE COMMUNITY TV INC., C/O GEORGE D. EUBANK, LA BARGE. INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-212.

LA BARGE-BIG PINEY, WYO. (CH. 81)--SAME AS ABOVE. INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-213.

## CALL LETTERS

BIG SANDY VALLEY, ARIZ. (CH. 75)--MOHAVE COUNTY BOARD OF SUPERVISORS.....K75AI
CHLORIDE, ARIZ. (CH. 74)--MOHAVE COUNTY BOARD OF SUPERVISORS.....K74AN
CANBY, CAL. (CH. 76)--CANBY T. V. CLUB.....K76AL
NORTH WARREN, PA. (CH. 74)--CONEWANGO VALLEY TELEVISION INC.....W74AA

-(END)-

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ADDENDA 26-R
TV FACTBOOK No. 26
MAY 31, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(MAY 26 TO MAY 31, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 161 (42 VHF, 119 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

FARGO, N. D. (CH. 11)--NORTH DAKOTA BCSTG. CO. INC. FAVORED IN INITIAL DECISION ISSUED 5-27-58 BY EXAMINER ELIZABETH C. SMITH. FCC-58D-37. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:22).

### ACTION IN DOCKET CASE

BY ORDER, ON REMAND BY U. S. COURT OF APPEALS FOR D. C., THE COMMISSION ON 5-28-58 REOPENED THE RECORD IN THE COMPARATIVE PROCEEDING ON APPLICATIONS OF WKAT INC., L. B. WILSON INC., NORTH DADE VIDEO INC. AND PUBLIC SERVICE TELEVISION INC. FOR NEW TV STATION TO OPERATE ON CH. 10 IN MIAMI, FLA. FOR FURTHER HEARING IN WASHINGTON BEFORE A PRESIDING OFFICER TO COMMENCE WITH A PREHEARING CONFERENCE 6-23-58. DOCKETS 9321 ET AL. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:22.)

### CP RELINQUISHED

NEW ORLEANS, LA. (CH. 32)--WWEZ-TV, WWEZ RADIO INC. CP CANCELLED 5-23-58 AT REQUEST OF PERMITEE.

### MODIFICATION OF CP REQUESTED

GAINESVILLE, FLA. (CH. 5, EDUCATIONAL)--WUFT, BOARD OF CONTROL, U OF FLA. REQUESTS CHANGE TO 13.84-KW VISUAL, 7.46-KW AURAL, 482-FT. ABOVE AV. TERRAIN. BMPET-188.

### PROTEST TO GRANTED CP

DURHAM, N. C. (CH. 11)--WTVD, DURHAM BCSTG. ENTERPRISES INC. PROTEST BY WFLB-TV, FAYETTEVILLE, TO 4-2-58 GRANT TO WTVD FOR MOD. OF CP TO MOVE TRANSMITTER AND INCREASE ANTENNA HIEGHT, GRANTED 5-28-58. EFFECTIVE DATE OF CP POSTPONED PENDING OUTCOME OF EVIDENTIARY HEARING.

### TRANSFER AUTHORIZED

DECATUR, ILL. (CH. 17)--WTVP, PRAIRIE TV CO. TRANSFER OF CONTROL TO WM. L. SHELLABARGER, GEORGE A. BOLAS AND 12 OTHERS APPROVED 5-28-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:22.)

### PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| MAYAGUEZ, P. R.--SUCESION LUIS PIRALLO CASTELLANOS, REQUESTS: | | |
| ARECIBO-AGUADILLA, P. R. | 11 OR 13 | 12 |
| CAGUAS, P. R. | 12 | 11 |
| FAJARDO, P. R. | 10 | 13 |
| MAYAGUEZ, P. R. | 3,5 AND 11 OR 13 | 3,5 |
| VIRGIN ISLANDS | 8 | 8,10 |

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 118 (89 VHF, 29 UHF)

WASHINGTON

YAKIMA (CH. 23)--JOHN W. POWELL, 2108 MAC LAREN. 21-KW VISUAL, 10.5-KW AURAL, 957-FT. ABOVE AV. TERRAIN, 149-FT. ABOVE GROUND, 2149-FT. ABOVE SEA LEVEL, LAT. 46° 31' 56", LONG. 120° 30' 30". TRANSMITTER, AHTANUM RIDGE, S OF CITY. PLANT, $63,000; YEARLY OPERATING, NOT GIVEN. EQUIPMENT, RCA TRANSMITTER, GE ANTENNA. MR. POWELL IS PRODUCTION MGR. AT KIMA-TV, YAKIMA. ENGINEER, HAROLD C. SINGLETON, PORTLAND.

### APPLICATIONS DISMISSED

PITTSBURGH, PA. (CH. 47)--METROPOLITAN PITTSBURGH EDUCATIONAL TV STATION. APPLICATION RETURNED 5-21-58 AT REQUEST OF APPLICANT.

### APPLICATIONS SCHEDULED FOR HEARING

TAMPA-ST. PETERSBURG, FLA. (CH. 10)--APPLICATIONS OF FLORIDA GULFCOAST BCSTRS. INC., SUNCOAST CITIES BCSTG. CORP., TAMPA TELECASTERS INC., WTSP-TV INC. AND BAY AREA TELECASTING CORP. FOR NEW STATIONS AND BY WSUN-TV TO SHIFT FROM CH. 38 TO CH. 10, SCHEDULED FOR HEARING 7-28-58.

### MISCELLANY

SPRINGFIELD, MASS. (CH. 32)--WRLP, GREENFIELD TV BCSTG. CORP. ASSIGNMENT OF LICENSE TO SPRINGFIELD TELEVISION BCSTG. CORP. APPROVED 5-20-58.

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 113

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 41

GRANTS PASS, ORE. (CH. 72)--CALIFORNIA OREGON TV INC. GRANTED 5-28-58; INPUT CH. 5 (KBES-TV, MEDFORD). BPTT-204.

GRANTS PASS, ORE. (CH. 74)--CALIFORNIA OREGON TV INC. GRANTED 5-28-58; INPUT CH. 2 (KOTI-TV, KLAMATH FALLS). BPTT-205.

### APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 18

### TRANSLATOR APPLICATIONS DISMISSED

ROSEBURG, ORE. (CH. 83)--TELESERVICE CO. APPLICATION DISMISSED 5-23-58 BY FCC.

### CALL LETTERS

PEACH SPRINGS, ARIZ. (CH. 73)--MOHAVE COUNTY BOARD OF SUPERVISORS.....K73AJ
SEASIDE, ORE. (CH. 75)--SEASIDE VIDEO CLUB.....K75AJ
DELTA, UTAH (CH. 72)--MILLARD COUNTY.....K72AQ
DELTA, UTAH (CH. 77)--MILLARD COUNTY.....K77AJ
DELTA, UTAH (CH. 83)--MILLARD COUNTY.....K83AF
FILLMORE, UTAH (CH. 70)--MILLARD COUNTY.....K70BD
FILLMORE, UTAH (CH. 74)--MILLARD COUNTY.....K74AO
FILLMORE, UTAH (CH. 80)--MILLARD COUNTY.....K80AN

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ADDENDA 26-S
TV FACTBOOK No. 26
JUNE 7, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JUNE 2 TO JUNE 7, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 536 (444 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL ( 7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 162 (43 VHF, 119 UHF)

STERLING, COLO. (CH. 3)--BI-STATES CO. GRANTED 6-4-58; 28.2-KW VISUAL, 15.1-KW AURAL, 770-FT. BPCT-2467. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:23; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK No. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### ACTION IN DOCKET CASE

BY ORDER, COMMISSION ON 6-6-58 GRANTED REQUEST BY WFLB-TV, FAYETTEVILLE, N. C. (CH. 18) TO DISMISS ITS PROTEST; TERMINATED PROCEEDING IN DOC. 12460; AND MADE EFFECTIVE IMMEDIATELY 4-2-58 GRANT TO WTVD, DURHAM (CH. 11) FOR MOD. OF CP TO MOVE TRANSMITTER FROM SITE 9-MI. N OF DURHAM AND 20-MI. N OF RALEIGH TO ABOUT 32-MI. SE OF DURHAM AND 10-MI. SE OF RALEIGH, AND INCREASE ANTENNA HEIGHT FROM 1010-FT. TO 1510-FT. BMPCT-4812.

### CHANGES GRANTED IN TV STATIONS OPERATING

ATLANTA, GA. (CH. 11)--WLWA, CROSLEY BCSTG. OF ATLANTA INC. GRANTED CHANGE TO 275-KW VISUAL, 138-KW AURAL, 1040-FT. ABOVE AV. TERRAIN, 1042-FT. ABOVE GROUND, 2049-FT. ABOVE SEA LEVEL, LAT. 33° 45' 23", LONG. 84° 19' 55"; TRANSMITTER TO 110 ARIZONA ST. N. E. BPCT-2463.

AUGUSTA, GA. (CH. 6)--WJBF, GEORGIA-CAROLINA BCSTG. CO. GRANTED CHANGE TO 50-KW AURAL. BPCT-2487.

SCRANTON, PA. (CH. 16)--WNEP-TV, NORTHEASTERN PENNSYLVANIA BCSTG. INC. GRANTED CHANGE TO 1000-KW MAX. AND 316-KW HORIZONTAL VISUAL, 501-KW MAX. AND 158-KW HORIZONTAL AURAL, 1240-FT. ABOVE AV. TERRAIN, 420-FT. ABOVE GROUND, 2545-FT. ABOVE SEA LEVEL, LONG. 75° 52' 21". BMPCT-5071.

### CHANGES REQUESTED IN TV STATIONS OPERATING

SAN FRANCISCO, CAL. (CH. 32)--KSAN-TV, S. H. PATTERSON. REQUESTS CHANGE TO 1.81-KW VISUAL, 1.09-KW AURAL, 1080-FT. ABOVE AV. TERRAIN. BMPCT-5107.

WEST PALM BEACH, FLA. (CH. 12)--WEAT-TV, WEAT-TV INC. REQUESTS CHANGE TO 100-KW VISUAL, 53.5-KW AURAL, 326-FT. ABOVE AV. TERRAIN. BPCT-2507.

### MODIFICATION OF CP REQUESTED

NAMPA, IDA. (CH. 6)--KCIX-TV, RADIO BOISE INC. REQUESTS CHANGE TO 8.36-KW VISUAL, 4.18-KW AURAL, 335-FT. ABOVE AV. TERRAIN. BMPCT-5106.

### TRANSFER AUTHORIZED

BRYAN, TEX. (CH. 3)--KBTX-TV, BRAZOS BCSTG. CO. GRANTED RELINQUISHMENT OF POSITIVE CONTROL BY KWTX BCSTG. CO. THROUGH ISSUANCE OF TREASURY STOCK TO HARRY L. GILLAM. BTC-2788.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 119 (89 VHF, 30 UHF)

#### CALIFORNIA

BAKERSFIELD (CH. 39)--VALLEY-DESERT BCSTRS. INC., BOX 3068. 213-KW VISUAL, 116-KW AURAL, 638-FT. ABOVE AV. TERRAIN, 515-FT. ABOVE GROUND, 1325-FT. ABOVE SEA LEVEL, LAT. 35° 27' 41", LONG. 119° 00' 47". TRANSMITTER, 3-MI. N OF OILDALE. .67-MI. E OF WOODY RD. PLANT, $343,664; YEARLY OPERATING, $300,000. EQUIPMENT, RCA. D. S. STRICKLEN, PRES., 100% (AUTO & TRUCK DEALER; AUTO & TRUCK RENTALS; REAL ESTATE; INSURANCE AGENCY; FISHING EQUIPMENT MFR.). COUNSEL, LOUCKS, ZIAS, YOUNG & JANSKY; CONSULTING ENGINEERS, COMMERCIAL RADIO EQUIPMENT CO.

#### INDIANA

TERRE-HAUTE (CH. 10)--LIVESAY BCSTG. CO. INC., 1632 1/2 BROADWAY AVE., BOX 322, MATTOON, ILL. 316-KW VISUAL, 158-KW AURAL, 1000-FT. ABOVE AV. TERRAIN, 935-FT. ABOVE GROUND, 1735-FT. ABOVE SEA LEVEL, LAT. 39° 30' 08", LONG. 87° 52' 55". TRANSMITTER, 4-MI. SE OF KANSAS, ILL. PLANT, $401,450; YEARLY OPERATING, $600,000. EQUIPMENT, GENERAL ELECTRONICS TRANSMITTER, ALFORD ANTENNA. J. R. LIVESAY, PRES., TREAS. & GEN. MGR., 12.66% (50.66% OF WLBH, MATTOON, ILL.; 33.4% OF WHOW, CLINTON, ILL.); MATTOON BCSTG. CO., 50.63% (LICENSEE OF WLBH); ROLLAND O. LOOPER, V.P., 3.8% (V. P., GEN. MGR. & 33.3% OF WHOW); KENNETH WOODDELL, SECY., 2.53% (9.33% OF WLBH); L. PAUL HARRIS, 7.6% (V.P. & 20% OF WLBH); R. D. BILLS, 5.06% (20% OF WLBH); HOWARD O. MILLER, 6.33% (FARMER); W. D. WALKER, 6.33% (SUPERMARKET OWNER); GALE DURRE, 5.06% (48% OF ELECTRONICS PARTS DISTRIBUTOR). COUNSEL, COTTONE & SCHEINER.

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

EUGENE, ORE. (CH. 9)--KEED INC. CHANGE POWER TO 238.6-KW VISUAL, 133.5-KW AURAL; ANTENNA TO 1531-FT. ABOVE AV. TERRAIN, 166-FT. ABOVE GROUND, 2246-FT. ABOVE SEA LEVEL, LAT. 43° 59' 01", LONG. 123° 05' 40"; TRANSMITTER TO SPENCER'S BUTTE, 3.5-MI. S OF EUGENE. BPCT-2457.

### PETITION FOR RULE MAKING

| | Channel No. ADD | DELETE |
|---|---|---|
| RENO, NEV.--E. L. CORD, PROSPECTIVE APPLICANT, REQUESTS: | | |
| RENO, NEV..... | 11,21 | *21 |
| MEDFORD, ORE.--TOT INDUSTRIES INC., PROSPECTIVE APPLICANT, REQUESTS: | | |
| MEDFORD, ORE..... | 10 | -- |

NEW YORK, N. Y.--AMERICAN BCSTG. CO. REQUESTS IMMEDIATE ADOPTION OF POLICY PERMITTING MILEAGE REDUCTIONS FOR THE LIMITED PURPOSE OF PROVIDING A THIRD VHF CHANNEL IN EACH OF THE MARKETS WITHIN THE FIRST 100 WHICH ARE PRESENTLY ALLOCATED ONLY TWO VHF COMMERCIAL CHANNELS. ALSO REQUESTS AMENDMENT OF SEC. 3.610 TO PERMIT THESE ADDITIONAL ASSIGNMENTS REQUESTED.

WRH

## ORAL ARGUMENTS SCHEDULED

MAYAGUEZ, P. R. (CH. 3)--SUCESION LUIS PIRALLO-CASTELLANOS AND DEPT. OF EDUCATION OF PUERTO RICO. APPLICATIONS SCHEDULED FOR ORAL ARGUMENT 6-30-58.

## CALL LETTERS

LEXINGTON, KY. (CH. 27)--WTAF INC.....WKYT (FORMERLY WKXP-TV)

## PETITIONS DENIED OR DISMISSED

COMMISSION ON 6-4-58 DENIED PETITION FOR RECONSIDERATION BY WITV, FORT LAUDERDALE, DIRECTED AGAINST 2-26-58 ACTION WHICH DISMISSED ITS APPLICATION TO OPERATE AN EXPERIMENTAL TV STATION ON CH. 6 IN MIAMI.

COMMISSION ON 6-4-58 DENIED PETITION BY (1) GREGG TV INC., LONGVIEW, TEX. TO REALLOCATE CH. *2 TO LONGVIEW FOR COMMERCIAL USE AND (2) HARWELL V. SHEPARD, DENTON, TEX. TO MAKE CH. 2 AVAILABLE FOR COMMERCIAL OPERATION IN DENTON.

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING
TOTAL: 113

### TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 41

### APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 21

TILLAMOOK, ORE. (CH. 70)--TILLAMOOK TRANSLATOR INC., RT. 1, BOX 27 (WOODWARD W. JONES). INPUT CH. 12 (KPTV, PORTLAND). BPTT-217.

TILLAMOOK, ORE. (CH. 73)--SAME AS ABOVE. INPUT CH. 8 (KGW-TV, PORTLAND). BPTT-218.

TILLAMOOK, ORE. (CH. 79)--SAME AS ABOVE. INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-219.

### CORRECTION TO ADDENDA 26-Q

K70BA, LEWISTON, IDA.--BEGAN OPERATION 5-20-58. ERRONEOUSLY SHOWN AS LEWISTON, WASH. IN 26-Q.

-(END)-

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ADDENDA 26-T
TV FACTBOOK No. 26
JUNE 14, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JUNE 9 TO JUNE 14, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 537 (445 VHF, 92 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 162 (43 VHF, 119 UHF)

MANKATO, MINN. (CH. 12)--TWO STATES TELEVISION CO. GRANTED 6-11-58; 316-KW VISUAL, 158-KW AURAL, 1040-FT. BPCT-2433. (FOR DETAILS, SEE TELEVISION DIGEST, VOL 14:24; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### STATION GOING ON AIR

KRTV, GREAT FALLS, MONT. (CH. 3)--BEGINS OPERATION 6-15-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL 14:24.)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

CHARLESTON, S. C. (CH. 4)--EXAMINER THOMAS H. DONAHUE ISSUED AN INITIAL DECISION 6-11-58 LOOKING TOWARD AFFIRMING 8-1-57 GRANT FOR NEW TV STATION WHICH WAS PROTESTED BY WUSN-TV, CHARLESTON (CH. 2). (DOC. 12174).

### ACTION IN DOCKET CASE

BY ORDER, COMMISSION DENIED PETITION AND SUPPLEMENT BY KAKJ, RENO, NEV. (CH. 4) TO REMAND PROCEEDING ON REVOCATION OF ITS CP TO THE EXAMINER AND TO REOPEN THE RECORD TO RECEIVE IN EVIDENCE AN AFFIDAVIT OF ROBERT C. FISH. DOC. 11735.

### INSTRUCTIONS TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 6-11-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING PETITION BY KSTF, SCOTTSBLUFF, NEB. (CH. 10) FOR FURTHER HEARING AND TO BE NAMED PARTY INTERVENOR AND FOR PETITION FOR STAY IN PROCEEDING ON APPLICATION OF WESTERN NEBRASKA TV INC. FOR A NEW TV STATION ON CH. 13 IN ALLIANCE, NEB. (DOC. 12048).

A MAJORITY OF THE COMMISSION ON 6-11-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD WITHDRAWING ALL PROPOSALS AND TERMINATING PROCEEDING WHICH CONTEMPLATED A THIRD VHF CHANNEL ASSIGNMENT IN PROVIDENCE, R. I. BY MAKING VARIOUS CHANNEL CHANGES. (DOC. 11957).

### CHANGES REQUESTED IN TV STATIONS OPERATING

MILWAUKEE, WIS. (CH. 19)--WXIX, COLUMBIA BCSTG. SYSTEM INC. REQUESTS CHANGE TO 220-KW MAX. AND 100-KW HORIZONTAL VISUAL, 120-KW MAX. AND 55-KW HORIZONTAL AURAL. BPCT-2511.

### MODIFICATION OF CP REQUESTED

GOODLAND, KAN. (CH. 10)--KWGB-TV, GOODLAND BCSTG. CO. REQUESTS CHANGE TO 772-FT. ABOVE AV. TERRAIN. BMPCT-5117.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 117 (88 VHF, 29 UHF)

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

BAKERSFIELD, CAL. (CH. 17)--KERN COUNTY BCSTG. CO. CHANGE ANTENNA TO 656-FT. ABOVE AV. TERRAIN, 437-FT. ABOVE GROUND, 1327-FT. ABOVE SEA LEVEL. BPCT-2480.

### APPLICATIONS DISMISSED

YOUNGSTOWN, O. (CH. 45)--THE JET BCSTG. CO. APPLICATION RETURNED BY FCC AS UNACCEPTABLE FOR FILING SINCE CHANNEL IS ASSIGNED TO WKST-TV, NEWCASTLE, PA.

### CHANGES GRANTED IN TV STATIONS OPERATING

FORT SMITH, ARK. (CH. 22)--KFSA-TV, SOUTHWESTERN RADIO & TV CO. GRANTED CHANGE TO 20.9-KW VISUAL, 11.7-KW AURAL, 270-FT. ABOVE AV. TERRAIN, 349-FT. ABOVE GROUND. BMPCT-5080.

LAKE CHARLES, LA. (CH. 7)--KPLC-TV, CALCASIEU BCSTG. CO. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-750.

NEW ORLEANS, LA. (CH. 8, EDUCATIONAL)--WYES-TV, GREATER NEW ORLEANS EDUCATIONAL TV FOUNDATION INC. GRANTED LICENSE. BLET-27.

ALBUQUERQUE, N. M. (CH. 5, EDUCATIONAL)--KNME-TV, REGENTS OF THE U OF NEW MEXICO AND BOARD OF EDUCATION OF THE CITY OF ALBUQUERQUE. GRANTED LICENSE. BLET-31.

RIVERTON, WYO. (CH. 10)--KWRB-TV, CHIEF WASHAKIE TV. GRANTED LICENSE FOR 58.9-KW VISUAL, 29.5-KW AURAL, 1630-FT. BLCT-770.

### TRANSFER AUTHORIZED

HONOLULU, HAWAII (CH. 4)--KULA-TV, TELEVISION CORP. OF AMERICA LTD. ASSIGNMENT OF LICENSE TO KAISER HAWAIIAN VILLAGE TV INC. APPROVED 6-11-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:24.)

### APPLICATION DESIGNATED FOR HEARING

FARMINGTON, N. M. (CH. 12)--APPLICATIONS OF FOUR CORNERS BCSTG. CO. AND FARMINGTON BCSTG. CO. DESIGNATED 6-11-58 FOR HEARING AT LATER DATE.

### PETITION FILED

HAMPTON, VA. (CH. 15)--WVEC-TV, PENINSULA BCSTG. CORP. PETITION FILED FOR RELIEF FROM DESTRUCTIVE ELECTRICAL INTERFERENCE AND REQUEST FOR TEMPORARY OPERATION ON CH. 13, PENDING OUTCOME OF HEARING TO DETERMINE ULTIMATE LICENSEE ON CH. 13.

NORFOLK, VA. (CH. 13)--VIRGINIAN TELEVISION CORP. PETITION FOR TEMPORARY AUTHORITY TO OPERATE ON CH. 13 IN ACCORDANCE WITH SPECIFICATIONS SET FORTH IN PENDING APPLICATION.

### CALL LETTERS

DULUTH, MINN. (CH. 10)--REX TELEVISION CO.....WDUL-TV

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## CHANGES IN ALLOCATION PLAN

SUBJECT TO RULE-MAKING

COMMENTS & BRIEFS DUE 7-14-58; REPLIES 7-24-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| PEMBINA, N. D. | 12 | -- |
| LUDINGTON, MICH. | 33 | 18 |
| BEAVER DAM, WIS. | 51 | 37 |
| CHILTON, WIS. | *31 | *24 |
| MILWAUKEE, WIS. | 18,24,30 | 19,25,31 |

ALSO ORDERED FOLLOWING MILWAUKEE STATIONS TO SHOW CAUSE WHY THEY SHOULD NOT SHIFT CHANNELS ACCORDINGLY -- WXIX FROM CH. 19 TO CH. 18, WCAN-TV FROM CH. 25 TO CH. 24, WFOX-TV FROM CH. 31 TO CH. 30 (LATTER TWO STATIONS ARE NOT OPERATING). PURPOSE OF PROPOSAL IS TO AVOID PRESENT SECOND HARMONIC INTERFERENCE TO RECEPTION OF WXIX ON CH. 19.

## APPLICATION FOR EXPERIMENTAL TV STATION

NEW ROCHELLE, N. Y.--ADLER COMMUNICATIONS LABS, 1 LEFEVRE LANE. APPLICATION FOR EXPERIMENTAL STATION TO OPERATE ON 1850-2110 MC, POWER NOT EXCEEDING 10-WATTS PEAK VISUAL, 10-WATTS AVERAGE AURAL FOR USE IN DEVELOPING AND INVESTIGATING COMMERCIAL ACCEPTABILITY OF RELAY EQUIPMENT IN 2000 MC BAND. EQUIPMENT WILL EMPLOY HETERODYNE REPEATER PRINCIPLE. RESEARCH AND DEVELOPMENT WORK WILL BE CARRIED ON IN CONNECTION WITH RECEIVING AND TRANSMITTING ANTENNAS, 2000 MC TO VHF CONVERTERS, CONTROL CIRCUITRY REQUIREMENTS AND OVERALL SYSTEM CONCEPTS. BPEX-152.

EMPORIUM, PA.--SYLVANIA ELECTRIC PRODUCTS INC. APPLICATION FOR EXPERIMENTAL STATION TO OPERATE ON CH. 7, POWER 3 WATTS FOR USE IN FOLLOWING: (1) PROVIDE ACTUAL FIELD TEST DATA APPLICABLE TO FCC DOC. 12116. (2) COMPARE THE COVERAGE OF A LOW POWERED VHF TRANSLATOR WITH A LOW POWERED UHF SATELLITE IN VERY RUGGED TERRAIN. (3) DETERMINE THE MINIMUM PERMISSABLE POWER OUTPUT REQUIRED FOR ACCEPTABLE COVERAGE OF A TYPICAL SMALL COMMUNITY. (4) INVESTAGE THE EXTENT OF INTERFERENCE TO OTHER TV CHANNELS OR SERVICES. BPEX-151.

## CORRECTION TO TV ADDENDA

ADDENDA DATED MAY 10, 1958 SHOULD BE 26-0.

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING

TOTAL: 115

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 41

CASTLE DALE, UTAH (CH. 74)--EMERY COUNTY. GRANTED 6-11-58; INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-211.

LA BARGE-BIG PINEY, WYO. (CH. 81)--SAME AS BELOW. INPUT CH. 2 (KUTV, SALT LAKE CITY). BPTT-213.

LA BARGE-BIG PINEY, WYO. (CH. 72)-- LA BARGE COMMUNITY TV INC. GRANTED 6-11-58; INPUT CH. 4 (KTVT, SALT LAKE CITY). BPTT-212.

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 21

CAMBRIDGE, O. (CH. 80)--SOUTHEASTERN OHIO TELEVISION SYSTEM, DOWNWARD RD., ZANESVILLE, O. (ALLAN LAND, GEN. MGR. INPUT CH. 18 (WHIZ-TV, ZANESVILLE). BPTT-222.

COSHOCTON, O. (CH. 71)--SOUTHEASTERN OHIO TELEVISION SYSTEM. SAME AS ABOVE. BPTT-221.

BROADBENT & MYRTLE POINT, ORE. (CH. 78)--BROADBENT TELEVISION TRANSLATOR INC., BROADBENT ROUTE, COOS COUNTY. (RAYMOND GARRONE, PRES.). INPUT CH. 4 (KPIC-TV, ROSEBURG). BPTT-220.

## TRANSLATOR CP CANCELLED

K74AH, ALTURAS, CAL.--DELETED AT REQUEST OF GRANTEE.

## CHANGES GRANTED IN TRANSLATOR STATIONS

K80AJ, SAN SABA, TEX.--CHANGE PRIMARY STATION TO INPUT CH. 6 (KCEN-TV, TEMPLE) FROM CH. 4 (KRLD-TV, DALLAS). BMPTT-1.

## TRANSFER AUTHORIZED

K80AD, LONE PINE, CAL.--LONE PINE TELEVISION INC. TRANSFER OF CONTROL TO ERNEST F. LASKY AND DONALD H. BRANSON APPRO 6-11-58.

## CALL LETTERS

GRANTS PASS, ORE. (CH. 72)--CAL.-ORE. TV INC.....K72AR
GRANTS PASS, ORE. (CH. 74)--CAL.-ORE. TV INC.....K74AP

-(END)-

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ADDENDA 26-U
TV FACTBOOK No. 26
JUNE 21, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JUNE 16 TO JUNE 21, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 534 (445 VHF, 89 UHF)
INCLUDES 32 NON-COMMERCIAL (7 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 165 (46 VHF, 119 UHF)

ALLIANCE, NEB. (CH. 13)--WESTERN NEBRASKA TV INC. GRANTED 6-18-58; 102.3-KW VISUAL, 61.3-KW AURAL, 670-FT. BPCT-2205; DOC. 12048. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:25; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 22 (7 VHF, 15 UHF)

### FINAL DECISION

FOR DETAILS, SEE CONSTRUCTION PERMITS GRANTED)

ALLIANCE, NEB. (CH. 13)--WESTERN NEBRASKA TV INC.

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

WILMINGTON, N. C. (CH. 3)--NEW HANOVER BCSTG. CO. FAVORED IN INITIAL DECISION ISSUED 6-16-58 BY EXAMINER J. D. BOND. FCC-58D-41. (FOR DETAILS, SEE TELEVISION, VOL. 14:25).

### ACTION IN DOCKET CASE

BY ORDER, COMMISSION ON 6-20-58 PERMITTED EASTERN AIR LINES INC. TO INTERVENE IN THE FURTHER HEARING ORDERED 5-28-58 IN THE MIAMI, FLA. CH. 10 PROCEEDING (DOC. 9321 ET AL.), WITH INTERVENTION LIMITED TO MATTERS RELATING TO ISSUE 1.

BY ORDER, COMMISSION ON 6-20-58 DENIED MOTION BY NORTH DADE VIDEO INC. TO AMEND 5-28-58 ORDER WHICH SET FOR FURTHER HEARING THE MIAMI, FLA. CH. 10 PROCEEDING (DOC. 9321 ET AL.) BY STRIKING THE WORDS "TO CROSS-EXAMINE AND" FROM THE NEXT TO THE LAST PARAGRAPH.

BY ORDER, COMMISSION ON 6-18-58 DENIED PETITIONS BY KSTF, SCOTTSBLUFF, NEB. (CH. 10) FOR FURTHER HEARING AND FOR STAY IN PROCEEDING ON APPLICATION OF WESTERN NEBRASKA TV INC. FOR NEW STATION TO OPERATE ON CH. 13 IN ALLIANCE, NEB. (DOC. 12048).

### CP RELINQUISHED

PITTSBURGH, PA. (CH. 47)--WTVQ, GOLDEN TRIANGLE TELEVISION CORP. CP CANCELLED 6-13-58 AT REQUEST OF PERMITEE.

### STATIONS GOING OFF AIR

KSAN-TV, SAN FRANCISCO, CAL. (CH. 32) WHICH BEGAN OPERATION MARCH 1, 1954, QUITS AIR JUNE 21, 1958, REVERTING TO CP STATUS. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:25.)

WITV, FORT LAUDERDALE-MIAMI, FLA. (CH. 17) WHICH BEGAN OPERATION NOV. 25, 1953, QUIT AIR MAY 11, 1958, RETAINING LICENSE. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:25.)

WELB-TV, FAYETTEVILLE, N. C. (CH. 18) WHICH BEGAN OPERATION AUG 29, 1955, QUIT AIR JUNE 20, 1958, REVERTING TO CP STATUS. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:25.)

### CHANGES REQUESTED IN TV STATIONS OPERATING

HAYS, KAN. (CH. 7)--KAYS-TV, KAYS INC. REQUESTS CHANGE TO 109-KW VISUAL, 58.8-KW AURAL, 648-FT. ABOVE AV. TERRAIN. BMPCT-5119.

### MODIFICATION OF CP REQUESTED

MONAHANS, TEX. (CH. 9)--KVKM-TV, TRI-CITIES BCSTG. CO. REQUESTS CHANGE TO 99.1-KW VISUAL, 49.5-KW AURAL, 706-FT. ABOVE AV. TERRAIN, 777-FT. ABOVE GROUND, 3440-FT. ABOVE SEA LEVEL, LAT. 31° 38' 49", LONG. 103° 00' 03"; TRANSMITTER TO KERMIT HWY., 7-MI. NW OF MONAHANS. BMPCT-5023.

NACOGDOCHES, TEX. (CH. 19)--KTES, EAST TEXAS BCSTG. CO. INC. REQUESTS CHANGE TO 15.7-KW VISUAL, 9-KW AURAL. BMPCT-5120.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 115 (87 VHF, 28 UHF)

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

TUCSON, ARIZ. (CH. 6, EDUCATIONAL)--BOARD OF REGENTS OF THE UNIVERSITY & STATE COLLEGE OF ARIZONA. CHANGE POWER TO 1.08-KW VISUAL, .57-KW AURAL. BPET-73.

TERRE HAUTE, IND. (CH. 2)--ILLIANA TELECASTING CORP. CHANGE ANTENNA TO 972-FT. ABOVE AV. TERRAIN, 995-FT. ABOVE GROUND, LAT. 39° 13' 30", LONG. 87° 23' 40"; TRANSMITTER TO 18-MI. S OF TERRE HAUTE ON U. S. HWY. 41 & 150. BPCT-2392.

TACOMA, WASH. (CH. 56, EDUCATIONAL)--CLOVER PARK SCHOOL DISTRICT #400. CHANGE POWER TO 23.760-KW VISUAL, 12.717-KW AURAL; ANTENNA TO 174-FT. ABOVE AV. TERRAIN, 139-FT. ABOVE GROUND, 411-FT. ABOVE SEA LEVEL. BPET-72.

### APPLICATIONS DISMISSED

INDIANAPOLIS, IND. (CH. 39)--BUTLER UNIVERSITY. APPLICATION DISMISSED 6-10-58 AT REQUEST OF APPLICANT.

PORTLAND, ORE. (CH. 2)--TRIBUNE PUBLISHING CO. APPLICATION DISMISSED 6-18-58 BY LETTER WHICH ALSO DENIED REQUEST FOR WAIVER OF MINIMUM ADJACENT CHANNEL MILEAGE SEPARATION REQUIREMENTS.

PORTLAND, ORE. (CH. 12)--KPTV, OREGON TELEVISION INC. APPLICATION FOR MOD. OF CP TO CHANGE TO CH. 2 DISMISSED 6-18-58.

### PETITION FILED

NORFOLK, VA. (CH. 27)--WTOV-TV, TIM BRITE INC. REQUESTS TEMPORARY AUTHORITY TO OPERATE ON CH. 13 IN NORFOLK PENDING OUTCOME OF HEARING TO DETERMINE ULTIMATE LICENSEE ON CH. 13.

WRH

'McFARLAND LETTER' SENT BY FCC
(INDICATING HEARING REQUIRED)

PORTLAND, ORE. (CH. 2)--FISHER BCSTG. CO. AND KPOJ INC. ARE BEING ADVISED THAT APPLICATIONS FOR NEW TV STATIONS INDICATE NECESSITY OF A HEARING.

ORAL ARGUMENTS SCHEDULED

BUFFALO, N. Y. (CH. 7)--APPLICATIONS OF GREAT LAKES TELEVISION INC., GREATER ERIE BCSTG. CO. AND WKBW-TV INC. FOR NEW TV STATIONS SCHEDULED FOR ORAL ARGUMENT 6-30-58.

APPLICATIONS SCHEDULED FOR HEARING

FARMINGTON, N. M. (CH. 12)--APPLICATIONS OF FOUR CORNERS BCSTG. CO. AND FARMINGTON BCSTG. CO. SCHEDULED FOR HEARING 9-26-58.

APPLICATIONS DESIGNATED FOR HEARING

VAIL MILLS, N. Y. (CH. 10)--APPLICATIONS OF VETERANS BCSTG. CO. INC. AND CAPITAL CITIES TV CORP. FOR NEW TV STATIONS DESIGNATED 6-18-58 FOR HEARING AT LATER DATE.

MISCELLANY

WASHINGTON, D. C. (CH. 5)--WTTG, DUMONT BCSTG. CORP. CHANGE NAME TO METROPOLITAN BCSTG. CORP.

NEW YORK, N. Y. (CH. 5)--WABD, DUMONT BCSTG. CORP. CHANGE NAME TO METROPOLITAN BCSTG. CORP.

PONCE, P. R. (CH. 7)--WRIK-TV, PONCE TV PARTNERSHIP. ASSIGNMENT OF CP TO PONCE TV CORP. APPROVED 6-12-58.

## TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING
TOTAL: 115

TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 42

GALLUP, N. M. (CH. 83)--UHF-TELEVISION FOR GALLUP ASSN. GRANTED 6-18-58; INPUT CH. 13 (KGGM-TV, ALBUQUERQUE). BPTT-216.

APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 20

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ADDENDA 26-V
TV FACTBOOK No. 26
JUNE 28, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JUNE 23 TO JUNE 28, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 533 (445 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 164 (46 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (7 VHF, 16 UHF)

### EXAMINERS' INITIAL HEARING DECISIONS

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

YUMA, ARIZ. (CH. 13)--EXAMINERS JAMES D. CUNNIGHAM AND HERBERT SHARFMAN ISSUED AN INITIAL DECISION 6-26-58 LOOKING TOWARD DENIAL OF APPLICATION OF WRATHER-ALVAREZ BCSTG. INC. FOR EXTENSION OF TIME TO CONSTRUCT TV STATION KYAT, YUMA. (DOC. 12290).

OGDEN, UTAH (CH. 9)--UNITED TELECASTING & RADIO CO. FAVORED IN INITIAL DECISION ISSUED 6-24-58 BY EXAMINER THOMAS H. DONAHUE. FCC-58D-44. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:26.)

### INSTRUCTIONS TO FCC STAFF IN DOCKET CASES

(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 6-26-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD DENYING MOTION BY WDAY-TV, FARGO, N. D., INTERVENOR, FOR ENLARGMENT OF HEARING ISSUES IN PROCEEDING ON APPLICATION OF NORTH DAKOTA BCSTG. CO. INC. FOR NEW TV STATION TO OPERATE ON CH. 11 IN FARGO, N. D. (DOC. 12240).

### STATION GOING OFF AIR

WKAR-TV, EAST LANSING, MICH. (CH. 60) WHICH BEGAN OPERATION JAN. 13, 1954, QUITS AIR JUNE 28, 1958, REVERTING TO CP STATUS. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:26.)

### CP RELINQUISHED

SACRAMENTO, CAL. (CH. 46)--KGMS-TV, CAPITOL RADIO ENTERPRISES. CP RELINQUISHED 6-27-58 BY GRANTEE.

### CHANGES GRANTED IN TV STATIONS OPERATING

ARDMORE, OKLA. (CH. 12)--KVSO-TV, JOHN F. EASLEY ESTATE. GRANTED CHANGE TO 91.4-KW VISUAL, 45.7-KW AURAL, 846-FT. ABOVE AV. TERRAIN, 793-FT. ABOVE GROUND, 1646-FT. ABOVE SEA LEVEL, LAT. 34° 05' 29", LONG. 96° 47' 55"; TRANSMITTER TO 1.75-MI. W OF MADILL, OKLA. BMPCT-5088.

### TRANSFER AUTHORIZED

KALISPELL, MONT. (CH. 9)--KGEZ-TV, KGEZ-TV INC. TRANSFER OF CONTROL TO FRANK REARDON APPROVED 6-26-58.

### CALL LETTERS

BANGOR, ME. (CH. 2)--WLBZ TELEVISION INC.....WLBZ-TV (FORMERLY WTWO)
MANKATO, MINN. (CH. 12)--TWO-STATES TV CO.....KMNF-TV

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 117 (88 VHF, ~~29~~ UHF)

#### CALIFORNIA

BAKERSFIELD (CH. 17)--GEORGE KING JR. & LLOYD GEORGE HOBBS, PARTNERS, D/BA KING-HOBBS BCSTRS., 2300 S. UNION AVE. 230.37-KW VISUAL, 124.46-KW AURAL, 611-FT. ABOVE AV. TERRAIN, 504-FT. ABOVE GROUND, 1314-FT. ABOVE SEA LEVEL, LAT. 119° 00' 43", LONG. 35° 27' 46.9". TRANSMITTER, 3.5-MI. N OF OILDALE, E OF WOODY RD. PLANT, $321,522; YEARLY OPERATING, $300,000. EQUIPMENT, RCA. MR. KING OWNS 50% OF MOTELS IN CAL. & COLO. AND IS BUILDER. MR. HOBBS OWNS 50% OF MOTELS IN CAL. & COLO. AS WELL AS ARK. HE HAS INTEREST IN INSURANCE COMPANY, 12 PRODUCING OIL WELLS, ROCK WOOL PLANT, AUTO SALES & FINANCE. COUNSEL, HARRY J. DALY; CONSULTING ENGINEER, JOHN H. MULLANEY CONSULTING ENGINEERS.

#### MAINE

PRESQUE ISLE (CH. 10)--WLBZ TELEVISION INC., 157 HIGH ST., PORTLAND, ME. 15.55-KW VISUAL, 7.772-KW AURAL, 391-FT. ABOVE AV. TERRAIN, 96.7-FT. ABOVE GROUND, 996.7-FT. ABOVE SEA LEVEL, LAT. 46° 43' 36", LONG. 67° 55' 45". TRANSMITTER, 5.25-MI. NE OF PRESQUE ISLE. PLANT, $31,300; YEARLY OPERATING, $55,000. EQUIPMENT, RCA. MAINE BCSTG. CO., 98% (LICENSEE OF WLBZ & WLBZ-TV (CH. 2), BANGOR; OWN WRDO, AUGUSTA; WCHS & WCHS-TV, PORTLAND). COUNSEL, SMITH & HENNESSEY; CONSULTING ENGINEERS, PAGE, CREUTZ, STEEL & WALDSCHMIDT INC.

### CHANGES REQUESTED IN TV STATIONS OPERATING

ROCKFORD, ILL. (CH. 13)--WREX-TV, GREATER ROCKFORD TELEVISION INC. REQUESTS CHANGE TO 228-KW VISUAL, 114.2-KW AURAL. BPCT-2519.

PADUCAH, KY. (CH. 6)--WPSD-TV, PADUCAH NEWSPAPERS INC. REQUESTS CHANGE TO 100-KW VISUAL, 50-KW AURAL. BPCT-2520.

SALISBURY, MD. (CH. 16)--WBOC-TV, PENINSULA BCSTG. CO. REQUESTS CHANGE TO 17-KW MAX. AND 15.35-KW HORIZONTAL VISUAL, 9.2-KW MAX. AND 8.28-KW HORIZONTAL AURAL. BMPCT-5128.

PORTLAND, ORE. (CH.12)--KPTV, OREGON TELEVISION INC. REQUESTS CHANGE TO 158-KW AURAL. BPCT-2517.

JOHNSON CITY, TENN. (CH. 11)--WJHL-TV, WJHL INC. REQUESTS CHANGE TO 1491-FT. ABOVE AV. TERRAIN, 328-FT. ABOVE GROUND, 3533-FT. ABOVE SEA LEVEL, LAT. 36° 16' 07", LONG. 82° 20' 21"; TRANSMITTER TO 3.5-MI. SSE OF JOHNSON CITY ON BUFFALO MT. BPCT-2521.

### APPLICATIONS SCHEDULED FOR HEARING

VAIL MILLS, N. Y. (CH. 10)--APPLICATIONS OF VETERANS BCSTG. CO. INC. AND CAPITAL CITIES TV CORP. SCHEDULED FOR HEARING 9-30-58.

### APPLICATIONS DESIGNATED FOR HEARING

DAVENPORT, IA. (CH. 8)--APPLICATIONS OF COMMUNITY TELECASTING CORP., TELEVIEWS NEWS CO. INC., MIDLAND BCSTG. CO., ILLIWAY TV INC., MOLINE TV CORP., PUBLIC SERVICE BCSTG. CO., IOWA-ILLINOIS TELECASTING CO. AND KSTT TELECASTING CO. DESIGNATED 6-26-58 FOR HEARING.

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ADDENDA 26-W
TV FACTBOOK No. 26
JULY 5, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JUNE 30 TO JULY 5, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 533 (445 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 164 (46 VHF, 118 UHF)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (7 VHF, 16 UHF)

### EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

NEW HAVEN, CONN. (CH. 8)--EXAMINER BASIL P. COOPER ISSUED AN INITIAL DECISION 7-2-58 LOOKING TOWARD SETTING ASIDE COMMISSION 12-26-57 MEMO OPINION & ORDER WHICH POSTPONED EFFECTIVE DATE OF 10-30-57 GRANT TO WNHC-TV TO CHANGE TRANSMITTER LOCATION FROM GAYLORD MT. TO MT. HIGBY ABOUT 13.9-MI. NE OF PRESENT SITE AND 19.8-MI. NNE OF NEW HAVEN, INCREASE ANTENNA HEIGHT AND CHANGE TYPE OF ANTENNA AND OTHER EQUIPMENT.

### ACTION IN DOCKET CASE

BY ORDER, COMMISSION ON 7-2-58 MADE EFFECTIVE IMMEDIATELY 5-20-58 INITIAL DECISION AND AFFIRMED COMMISSION 12-9-54 GRANT OF APPLICATION OF KBET-TV, SACRAMENTO (CH. 10) TO CHANGE TRANSMITTER AND STUDIO SITE, CHANGE TYPE OF ANTENNA AND MAKE OTHER EQUIPMENT CHANGES. (DOCKET 12250).

### CHANGES GRANTED IN TV STATIONS OPERATING

ST. LOUIS, MO. (CH. 9, EDUCATIONAL)--KETC, ST. LOUIS EDUCATIONAL TV COMMISSION. GRANTED LICENSE FOR 27.5-KW VISUAL, 13.8-KW AURAL, 600-FT. BLET-21.

CASPER, WYO. (CH. 2)--KTWO-TV, ROCKY MOUNTAIN TELE STATIONS. GRANTED LICENSE FOR 28.5-KW VISUAL, 14.1-KW AURAL, 1400-FT. BLCT-802.

### CHANGES REQUESTED IN TV STATIONS OPERATING

BOSTON, MASS. (CH. 2, EDUCATIONAL)--WGBH-TV, WGBH EDUCATIONAL FOUNDATION. REQUESTS CHANGE TO 100-KW VISUAL, 50-KW AURAL, 658-FT. ABOVE AV. TERRAIN.

MADISON, WIS. (CH. 3)--WISC-TV, RADIO WISCONSIN INC. REQUESTS CHANGE TO 56.3-KW VISUAL, 29-KW AURAL, 1192-FT. ABOVE AV. TERRAIN, 1104-FT. ABOVE GROUND, 2224-FT. ABOVE SEA LEVEL. BPCT-2522.

MARINETTE, WIS. (CH. 11)--WMBV-TV, M&M BCSTG. CO. INC. REQUESTS CHANGE TO 316-KW VISUAL, 158-KW AURAL, 960-FT. ABOVE AV. TERRAIN, 959-FT. ABOVE GROUND, 1719-FT. ABOVE SEA LEVEL, LAT. 44° 39' 56", LONG. 88° 07' 49"; TRANSMITTER TO 5.5-MI. E OF CENTER OF PULASKI, WIS. BPCT-2524.

### TRANSFER AUTHORIZED

SAN DIEGO, CAL. (CH. 8)--KFMB-TV, WRATHER-ALVAREZ BCSTG. INC. TRANSFER OF CONTROL OF KFMB-TV, KERO-TV, BAKERSFIELD (CH. 10) AND CP FOR KYAT, YUMA, ARIZ. (CH. 13) GRANTED 7-2-58.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 118 (89 VHF, 29 UHF)

PEURTO RICO

AGUADILLA (CH. 12)--WESTERN BCSTG. CORP. OF PUERTO RICO, 17 MUNOZ RIVERA ST. 112-KW VISUAL, 61.5-KW AURAL, 413-FT. ABOVE AV. TERRAIN, 337-FT. ABOVE GROUND, 714-FT. ABOVE SEA LEVEL, LAT. 18° 26' 34", LONG. 67° 09' 08". TRANSMITTER, BARRIO CAIMITAL BAJA, APPROX. .4-MI. NE OF AGUADILLA. PLANT, $213,800; YEARLY OPERATING, $100,000. EQUIPMENT, GE. HECTOR REICHARD, PRES., 50% (OWNS WABA, AGUADILLA); JOHN G. JOHNSON, V.P.-TREAS. (OWNS 13% OF WINSTON-SALEM BCSTG. CO.); WINSTON-SALEM BCSTG. CO. INC., 50% (OWNS 80% OF WAPA-TV, SAN JUAN; OFF-AIR WTOB-TV, WINSTON-SALEM, N. C.; 50% OF CH. 42 GRANTEE WMBG, BIRMINGHAM, ALA.). COUNSEL, KREIGER & JORGENSEN; CONSULTING ENGINEERS, COMMERCIAL RADIO EQUIPMENT CO. NOTE: DISMISSAL OF APPLICATIONS OF HECTOR REICHARD AND WINSTON-SALEM BCSTG. CO. NOW ON FILE FOR SAME FACILITIES HAS BEEN REQUESTED.

### PETITIONS TO DISMISS APPLICATIONS

HOUMA, LA. (CH. 11)--WTVJ INC. PETITION TO DISMISS APPLICATION FILED 6-28-58.

### APPLICATIONS SCHEDULED FOR HEARING

MOLINE, ILL. (CH. 8)--APPLICATIONS OF COMMUNITY TELECASTING CORP., TELEVIEWS NEWS CO. INC., MIDLAND BCSTG. CO., ILLIWAY TV INC., MOLINE TV CORP., PUBLIC SERVICE BCSTG. CO., IOWA-ILLINOIS TELECASTING CO. AND KSTT TELECASTING CO. SCHEDULED FOR HEARING 10-1-58.

### APPLICATIONS DESIGNATED FOR HEARING

EUGENE, ORE. (CH. 9)--APPLICATIONS BY NORTHWEST VIDEO, LIBERTY TELEVISION INC. AND KEED INC. DESIGNATED 7-2-58 FOR HEARING AT LATER DATE.

### MODIFICATION OF CP REQUESTED

TAMPA, FLA. (CH. 3, EDUCATIONAL)--WEDU, FLORIDA WEST COAST EDUCATIONAL TV INC. REQUESTS CHANGE TO 13.7-KW VISUAL, 6.85-KW AURAL, 494-FT. ABOVE AV. TERRAIN, 526-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 27° 55' 06", LONG. 82° 22' 04"; TRANSMITTER TO .25-MI. S OF 22ND ST. & CAUSEWAY BLVD. ON 78TH ST. BMPET-189.

DES MOINES, IA. (CH. 11)--KDPS-TV, DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT. REQUESTS CHANGE TO 29.9-KW VISUAL, 15.05-KW AURAL, 350-FT. ABOVE AV. TERRAIN, 407-FT. ABOVE GROUND, 1233-FT. ABOVE SEA LEVEL. BMPET-190.

### 'McFARLAND LETTER' SENT BY FCC

(INDICATING HEARING REQUIRED)

DETROIT, MICH. (CH. 62)--PLAZA RADIO & TV CO. INC. ADVISED 7-2-58 THAT APPLICATION FOR NEW TV STATION INDICATES NECESSITY OF A HEARING.

ST. LOUIS, MO. (CH. 30)--PLAZA RADIO & TV CO. INC. ADVISED 7-2-58 THAT APPLICATION FOR NEW TV STATION INDICATES NECESSITY OF A HEARING.

## PETITION FOR RULE MAKING

| | Channel No. Add | Delete |
|---|---|---|
| BLOOMINGTON, IND.--WTTV, SARKES TARZIAN INC. (CH. 4), REQUESTS: | | |
| BLOOMINGTON, IND. | -- | 4 |
| INDIANAPOLIS, IND. | 4 | -- |
| SPRINGFIELD, MASS.--WWLP, SPRINGFIELD BCSTG. CORP. (CH. 22), PROSPECTIVE APPLICANT FOR LEBANON, REQUESTS: | | |
| EXETER, N. H. | 48 | -- |
| HANOVER, N. H. | 33 | 27 |
| LEBANON, N. H. | 27 | -- |
| MANCHESTER, N. H. | -- | 48 |

## PETITIONS DENIED OR DISMISSED

COMMISSION ON 7-2-58 DENIED PETITION BY CONTINENTAL TELECASTING CORP. (KRKD), LOS ANGELES, FOR RULE MAKING TO ASSIGN CH. 58 TO LOS ANGELES-PASADENA.

## CALL LETTERS

STERLING, COLO. (CH. 3)--BI-STATES CO.....KHQL-TV
PORTLAND, ORE. (CH. 27)--TRANS-VIDEO CO. OF OREGON.....KHTV
LUBBOCK, TEX. (CH. 5)--TEXAS TECHNOLOGICAL COLLEGE.....KTXT-TV

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING

TOTAL: 121

## TRANSLATORS GOING ON AIR

K72AP, K76AK, K80AM, WINDOW ROCK, ARIZ.--BEGAN OPERATION 6-11-58.

K83AG, GALLUP, N. M.--BEGAN OPERATION 6-25-58.

K72AS, K81AB, LABARGE-BIG PINEY, WYO.--BEGAN OPERATION 6-28-58.

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 36

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 25

FROSTBURG, MD. (CH. 78)--FROSTBURG COMMUNITY TV INC., 10 HIGH ST. (KENNETH L. CLOSE). INPUT CH. 9 (WTOP-TV, WASHINGTON). BPTT-227.

LITTLETON, N. H. (CH. 73)--LITTLETON COMMUNITY TV ASSN., C/O W. A. GOSS, PRES., LITTLETON. INPUT CH. 6 (WCSH-TV, PORTLAND, ME.). BPTT-226.

WASCO, ORE. (CH. 71)--NORTH SHERMAN TV CO-OP, C/O PAUL PATRICK, MGR., WASCO, KLICKITAT COUNTY. INPUT CH. 12 (KPTV, PORTLAND). BPTT-223.

WASCO, ORE. (CH. 75)--NORTH SHERMAN TV CO-OP. SAME AS ABOVE EXCEPT INPUT CH. 8 (KGW-TV, PORTLAND). BPTT-224.

WASCO, ORE. (CH. 81)--NORTH SHERMAN TV CO-OP. SAME AS ABOVE EXCEPT INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-225.

## CALL LETTERS

GALLUP, N. M. (CH. 83)--UHF TELEVISION FOR GALLUP ASSN.....K83AG
ORANGEVILLE, UTAH (CH. 74)--EMERY COUNTY.....K74AQ
LABARGE, WYO. (CH. 72)--LABARGE COMMUNITY TV.....K72AS
LABARGE, WYO. (CH. 81)--LABARGE COMMUNITY TV.....K81AB

-(END)-

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ADDENDA 26-X
TV FACTBOOK No. 26
JULY 12, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JULY 7 TO JULY 12, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING
GRAND TOTAL: 533 (445 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL ( 6 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)
TOTAL NOT YET ON AIR: 164 (46 VHF, 118 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)
TOTAL NOT YET ON AIR: 23 (7 VHF, 16 UHF)

ACTION IN DOCKET CASE

COMMISSION ON 7-9-58 AFFIRMED ITS 5-12-54 DECISION GRANTING APPLICATION OF WJR, THE GOODWILL STATION INC. FOR A NEW STATION (WJRT) TO OPERATE ON CH. 12 IN FLINT, MICH. (DOC. 10268-70).

BY SEPARATE DECISION, COMMISSION ON 7-9-58 AFFIRMED AND MADE EFFECTIVE IMMEDIATELY ITS 4-14-55 GRANT TO WJRT, FLINT, MICH. (CH. 12) TO MOVE TRANSMITTER SITE, MAKE ANTENNA CHANGES AND CHANGE STUDIO LOCATION. ALSO TERMINATED 6-8-55 ACTION STAYING EFFECTIVE DATE OF GRANT. (MODIFIED FACILITIES ARE ON PAGE 348, TV FACTBOOK NO. 26).

INSTRUCTIONS TO FCC STAFF IN DOCKET CASES
(TENTATIVE ACTION, SUBJECT TO FINAL DECISION AT LATER DATE)

COMMISSION ON 7-7-58 DIRECTED PREPARATION OF A DOCUMENT LOOKING TOWARD GRANTING APPLICATION OF WKBW-TV INC. FOR NEW TV STATION TO OPERATE ON CH. 7 IN BUFFALO, N. Y. AND DENYING APPLICATIONS OF GREAT LAKES TV INC. AND GREATER ERIE BCSTG. CO. (DOC. 10968-70).

CHANGES GRANTED IN TV STATIONS OPERATING

WEST PALM BEACH, FLA. (CH. 12)--WEAT-TV, WEAT-TV INC. GRANTED CHANGE TO 100-KW VISUAL, 53.7-KW AURAL (DA), 310-FT. ABOVE AV. TERRAIN. BPCT-2507.

DETROIT, MICH. (CH. 7)--WXYZ-TV, WXYZ INC. GRANTED CHANGE TO 1008-FT ABOVE AV. TERRAIN, 1068-FT. ABOVE GROUND, 1733-FT. ABOVE SEA LEVEL, LAT. 42° 28' 15", LONG. 83° 15' 00"; TRANSMITTER TO SOUTHFIELD TWSP., NEAR JUNCTION OF TEN MILE RD. & NORTHWESTERN HWY. BPCT-2490.

CHANGES REQUESTED IN TV STATIONS OPERATING

LAKE CHARLES, LA. (CH. 25)--KTAG-TV, KTAG ASSOCIATES. REQUESTS CHANGE TO CH. 3, 100-KW VISUAL, 55-KW AURAL, 1001-FT. ABOVE AV. TERRAIN, 1043-FT. ABOVE GROUND, 1046-FT. ABOVE SEA LEVEL, LAT. 29° 59' 43", LONG. 92° 43' 44"; TRANSMITTER TO 6.7-MI. SSW OF LAKE ARTHUR, LA. BMPCT-4682.

SPRINGFIELD, MASS. (CH. 40)--WHYN-TV, HAMPDEN-HAMPSHIRE CORP. REQUESTS CHANGE TO 224-KW MAX. AND 190-KW HORIZONTAL VISUAL, 120-KW MAX. AND 100-KW HORIZONTAL AURAL, 141-FT. ABOVE GROUND, 1341-FT. ABOVE SEA LEVEL. BPCT-2523.

AMARILLO, TEX. (CH. 10)--KFDA-TV, AMARILLO BCSTG. CO. INC. REQUESTS CHANGE TO 156-KW AURAL. BMPCT-5127.

APPLICATIONS FOR NEW STATIONS
TOTAL PENDING: 117 (88 VHF, 29 UHF)

ARKANSAS

JONESBORO (CH. 8)--GEORGE T. HERNREICH, 601 GARRISON AVE., FORT SMITH, ARK. 55.69-KW VISUAL, 27.845-KW AURAL, 424-FT. ABOVE AV. TERRAIN, 339-FT. ABOVE GROUND, 759-FT. ABOVE SEA LEVEL, LAT. 35° 54' 23", LONG. 90° 41' 37". TRANSMITTER, 4.8-MI. N OF CENTER OF JONESBORO. PLANT, $212,164; YEARLY OPERATING, $100,000. EQUIPMENT, GE. GEORGE T. HERNREICH, 100%, IS EX-50% OWNER OF KNAC-TV, FORT SMITH (CH. 5) AND HAS FIRST REFUSAL RIGHTS ON ANY FUTURE SALE OF STATION; OWNS RADIO KFPW, FORT SMITH; OPERATES JEWELRY, FURNITURE AND APPLIANCE STORES. COUNSEL, SPEARMAN & ROBERSON; CONSULTING ENGINEERS, ROBERT M. SILLIMAN & ASSOC.

OREGON

PORTLAND (CH. 2)--TRIBUNE PUBLISHING CO., 711 ST. HELENS AVE., TACOMA, WASH. 100-KW VISUAL, 50-KW AURAL, 1241-FT. ABOVE AV. TERRAIN, 384-FT. ABOVE GROUND, 2144-FT. ABOVE SEA LEVEL, LAT. 45° 40" 36", LONG. 122° 22' 30". TRANSMITTER, LIVINGSTON MT., APPROX. 15-MI. NE OF PORTLAND. PLANT, $718,497; YEARLY OPERATING, $960,000. EQUIPMENT, GE. APPLICANT PUBLISHES TACOMA NEWS-TRIBUNE AND IS LICENSEE OF KTNT-TV (CH. 11) & KTNT, TACOMA. FRANK S. BAKER, PRES. COUNSEL, KIRKLAND, FLEMING, GREEN, MARTIN & ELLIS; CONSULTING ENGINEERS, LOHNES & CULVER.

AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

BAKERSFIELD, CAL. (CH. 39)--PACIFIC BCSTRS. CORP. CHANGE POWER TO 192-KW VISUAL, 96-KW AURAL; ANTENNA TO 601-FT. ABOVE AV. TERRAIN, 402-FT. ABOVE GROUND, 1327-FT. ABOVE SEA LEVEL. BPCT-2492.

EUGENE, ORE. (CH. 9)--NORTHWEST VIDEO. CHANGE POWER TO 11-KW VISUAL, 5.7-KW AURAL; ANTENNA TO 882-FT. ABOVE AV. TERRAIN, 237-FT. ABOVE GROUND, 1537-FT. ABOVE SEA LEVEL. BPCT-2429.

EUGENE, ORE. (CH. 9)--KEED INC. CHANGE POWER TO 186.3-KW VISUAL, 104.3-KW AURAL; ANTENNA TO 1551-FT. ABOVE AV. TERRAIN, 925-FT. ABOVE GROUND, 2225-FT. ABOVE SEA LEVEL, LAT. 44° 00' 06", LONG. 123° 06' 53". BPCT-2457.

APPLICATIONS DISMISSED

PRESQUE ISLE, ME. (CH. 10)--MURRAY CARPENTER & ASSOC. APPLICATION DISMISSED 6-27-58 AT REQUEST OF APPLICANT.

AGUADILLA, P. R. (CH. 12)--WINSTON-SALEM BCSTG. CO. INC. APPLICATION DISMISSED 7-10-58 AT REQUEST OF APPLICANT.

AGUADILLA, P. R. (CH. 12)--HECTOR REICHARD. APPLICATION DISMISSED 7-10-58 AT REQUEST OF APPLICANT.

WRH

## APPLICATIONS SCHEDULED FOR HEARING

EUGENE, ORE. (CH. 9)--APPLICATIONS OF NORTHWEST VIDEO, LIBERTY TELEVISION INC. AND KEED INC. FOR NEW TV STATION SCHEDULED 7-9-58 FOR HEARING ON 10-6-58.

## APPLICATION FOR EXPERIMENTAL TV STATION

BINGHAMTON, N. Y.--BINGHAMTON PRESS CO. INC., 19 CHENANGO ST. APPLICATION FOR CH. 40 (626-632 MC) BOOSTER USING 10-W POWER AND RADIATING VERTICALLY POLARIZED SIGNALS.

## PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| TALLAHASSEE, FLA.--FLORIDA EDUCATIONAL TELEVISION FOUNDATION REQUESTS: | | |
| PANAMA CITY, FLA..... | *13,30 | 13,*30 |
| WILLIAMSPORT, PA.--ENGLISH & SPAIN, A PARTNERSHIP, REQUEST: | | |
| WILLIAMSPORT, PA..... | 9- | -- |

## I. TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 122

### TRANSLATORS GOING ON AIR

K76AJ, TWENTYNINE PALMS, CAL.--BEGAN OPERATION 6-30-58.

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 36

BROADBENT & MYRTLE POINT, ORE. (CH. 78)--BROADBENT TELEVISION TRANSLATOR INC. GRANTED 7-9-58; INPUT CH. 4 (KPIC-TV, ROSEBURG). BPTT-220.

### APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 30

DOUGLAS, ARIZ. (CH. 70)--CITY OF DOUGLAS TRANSLATOR COMMITEE, 845 F AVE., DOUGLAS. PAUL HUBER JR., CHAIRMAN. INPUT CH. 4 (KVOA-TV, TUCSON). BPTT-235.

JOHNSON CITY AND VESTAL, N. Y. (CH. 78)--BINGHAMTON PRESS CO. INC., 19 CHENANGO ST., BINGHAMTON. INPUT CH. 40 (WINR-TV, BINGHAMTON). BPTT-232.

HILLCREST AND CHENANGO BRIDGE, N. Y. (CH. 81)-BINGHAMTON PRESS CO. INC. SAME AS ABOVE. BPTT-233.

BUTTE FALLS, ORE. (CH. 70)--CALIFORNIA-OREGON TELEVISION INC., BOX 1189, MEDFORD, ORE. BUTTE FALLS IS IN JACKSON COUNTY. INPUT CH. 2 (KOTI, KLAMATH FALLS). BPTT-234.

COW CREEK, ORE. (CH. 71)--CALIFORNIA OREGON TELEVISION INC., BOX 1189, MEDFORD, ORE. COW CREEK IS IN JOSEPHINE COUNTY. INPUT CH. 5 (KBES-TV, MEDFORD). BPTT-230.

COW CREEK, ORE. (CH. 78)--CALIFORNIA OREGON TELEVISION INC. SAME AS ABOVE EXCEPT INPUT CH. 2 (KOTI, KLAMATH FALLS). BPTT-231.

ROSEBURG, ORE. (CH. 83)--EUGENE W. ROELLE AND JOHN T. PIERCE D/BA TELESERVICE CO., 1040 HARVARD AVE. INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-229.

### TRANSLATOR APPLICATIONS DISMISSED

BUTTE, MONT. (CH. 70)--CITY OF BUTTE. APPLICATION DISMISSED 7-3-58 AT REQUEST OF APPLICANT.

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ADDENDA 26-Y
TV FACTBOOK No. 26
JULY 19, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JULY 14 TO JULY 19, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 533 (445 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 165 ( 47 VHF, 118 UHF)

FAJARDO, PUERTO RICO (CH. 13)--CONTINENTAL BCSTG. CORP. GRANTED 7-16-58; .851-KW VISUAL, .427-KW AURAL, 50-FT. BPCT-2439. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:29).

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 24 (8 VHF, 16 UHF)

TUCSON, ARIZ. (CH. 6, EDUCATIONAL)--BOARD OF REGENTS OF UNIV. & STATE COLLEGES OF ARIZ. GRANTED 7-16-58; .933-KW VISUAL, .562-KW AURAL, 110-FT. BPET-73. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:29).

### CHANGES GRANTED IN TV STATIONS OPERATING

NEW CASTLE, PA. (CH. 45)--WKST-TV, WKST INC. GRANTED LICENSE FOR 200-KW VISUAL, 119-KW AURAL, 577-FT. ABOVE AV. TERRAIN. BLCT-735.

### MODIFICATION OF CP GRANTED

TAMPA, FLA. (CH. 3, EDUCATIONAL)--WEDU, FLORIDA WEST COAST EDUCATIONAL TV INC. GRANTED CHANGE TO 13.7-KW VISUAL, 6.85-KW AURAL, 490-FT. ABOVE AV. TERRAIN, 526-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 27° 55' 06", LONG. 82° 22' 04"; TRANSMITTER TO .25-MI. S OF 22ND ST. & CAUSEWAY BLVD. ON 78TH ST. BMPET-189.

NACOGDOCHES, TEX. (CH. 19)--KTES, EAST TEXAS BCSTG. CO. INC. GRANTED CHANGE TO 16.6-KW VISUAL, 9.12-KW AURAL. BMPCT-5120.

### CHANGES REQUESTED IN TV STATIONS OPERATING

YUMA, ARIZ. (CH. 11)--KIVA, VALLEY TELECASTING CO. INC. CHANGE REQUEST TO 445-FT. ABOVE AV. TERRAIN, 522-FT. ABOVE GROUND, 757-FT. ABOVE SEA LEVEL. BPCT-2455.

FORT SMITH, ARK. (CH. 5)--KNAC-TV, AMERICAN TELEVISION CO. INC. REQUESTS CHANGE TO 100-KW VISUAL, 60.3-KW AURAL, 642-FT. ABOVE AV. TERRAIN. BPCT-2530.

### TRANSFER AUTHORIZED

AMARILLO, TEX. (CH. 7)--KVII, SOUTHWEST STATES INC. TRANSFER OF CONTROL TO TELEVISION PROPERTIES INC. APPROVED 7-16-58. (SEE TELEVISION DIGEST, VOL. 14:29).

### 'McFARLAND LETTER' SENT BY FCC
(INDICATING HEARING REQUIRED)

CHARLOTTE, N. C. (CH. 3)--WBTV, JEFFERSON STANDARD BCSTG. CO. ADVISED THAT APPLICATIONS FOR NEW TV STUDIO-TRANSMITTER-LINK SYSTEM BETWEEN CHARLOTTE AND WBTW, FLORENCE INDICATE NECESSITY OF A HEARING.

### APPLICATION DISMISSED

PEORIA, ILL. (CH. 31)--WMBD-TV, WMBD INC. APPLICATION FOR CHANGE TO CH. 25, INCREASE POWER AND CHANGE ANTENNA RETURNED 7-9-58 AT REQUEST OF APPLICANT.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 116 (87 VHF, 29 UHF)

TEXAS

DALLAS (CH. 13, EDUCATIONAL)--AREA EDUCATIONAL TV FOUNDATION, 1310 DAVIS BLDG., DALLAS 2. 57.2-KW VISUAL, 28.6-KW AURAL, 538-FT. ABOVE AV. TERRAIN, 590-FT. ABOVE GROUND, 1046-FT. ABOVE SEA LEVEL, LAT. 32° 46' 40", LONG. 96° 45' 29". TRANSMITTER, STATE FAIR OF TEX., DALLAS. PLANT, $316,980; YEARLY OPERATING, $125,000. EQUIPMENT, GE. E. O. CARTWRIGHT, PRES. COUNSEL, KREIGER & JORGENSEN; CONSULTING ENGINEER, A. EARL CULLUM JR.

### APPLICATIONS DESIGNATED FOR HEARING

UTICA, N. Y. (CH. 13)--WKTV, COPPER CITY BCSTG. CO. AT REQUEST OF WKTV, ORDERED HEARING ON SHOW CAUSE ORDER OF 4-23-58 IN ALBANY-SCHENECTADY-TROY-VAIL MILLS PROCEEDING AS TO WHY WKTV SHOULD NOT OPERATE ON CH. 2 (DOC. 11751).

### CHANGES IN ALLOCATION PLAN
EFFECTIVE 8-25-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| YOUNGSTOWN, O. | 33 | 73 |
| PITTSBURGH, PA. | *22,73 | 47 |
| CLARKSBURG, W. VA. | -- | 22 |

ALSO SPECIFIED THAT WXTV, YOUNGSTOWN, SHOULD OPERATE ON CH. 33 IN LIEU OF CH. 73, CONDITIONED TO ISSUANCE OF MODIFIED CP.

SUBJECT TO RULE-MAKING
COMMENTS DUE 8-25-58; REPLIES 9-4-58

| | | |
|---|---|---|
| PITTSBURGH, PA. | *16 | *22 |

ALSO ORDERED WENS, PITTSBURGH, TO SHOW CAUSE WHY IT SHOULD NOT OPERATE ON CH. 22 IN LIEU OF CH. 16.

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL :122

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 38

LITTLETON, N. H. (CH. 73)--LITTLETON COMMUNITY TV ASSN. GRANTED 7-16-58; INPUT CH. 6 (WCSH-TV, PORTLAND, ME.). BPTT-226.

THE DALLES, ORE. (CH. 77)--MID-COLUMBIA COMMUNITY T. V. CORP. GRANTED 7-16-58; INPUT CH. 12 (KPTV, PORTLAND). BPTT-214.

### APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 28

### MISCELLANY

K83AA, K73AE, REDMOND, ORE.--REDMOND JUNIOR CHAMBER OF COMMERCE. CHANGE NAME TO REDMOND JC-TV INC.

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ADDENDA 26-Z
TV FACTBOOK No. 26
JULY 26, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JULY 21 TO JULY 26, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 532 (444 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 166 (49 VHF, 117 UHF)

CHEBOYGAN, MICH. (CH. 4)--MIDWESTERN BCSTG. CO. GRANTED 7-23-58; 22-KW VISUAL, 11-KW AURAL, 650-FT. BPCT-1992; DOC. 11508-9. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:30; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

TOLEDO, O. (CH. 11)--COMMUNITY BCSTG. CO. GRANTED 7-23-58; 316-KW VISUAL, 190-KW AURAL, 1000-FT. BPCT-590; DOC. 11084 ET AL. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:30, FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 23 (8 VHF, 15 UHF)

### FINAL DECISIONS

FOR DETAILS, SEE CONSTRUCTION PERMITS GRANTED

CHEBOYGAN, MICH. (CH. 4)--MIDWESTERN BCSTG. CO.

TOLEDO, O. (CH. 11)-- COMMUNITY BCSTG. CO. (WTOL).

### LICENSES CANCELLED

HONOLULU, HAWAII (CH. 13)--KHVH TV, KAISER HAWAIIAN VILLAGE TELEVISION INC. LICENSE CANCELLED 7-22-58 AT REQUEST OF LICENSEE. STATION LEFT AIR 7-16-58 WHEN LICENSEE TOOK OVER FACILITIES OF OLD KULA-TV (CH. 4).

### CP RELINQUISHED

EAST LANSING, MICH. (CH. 60, EDUCATIONAL)--WKAR-TV, STATE BOARD OF AGRICULTURE, MICHIGAN STATE U. CP CANCELLED 7-21-58 AT REQUEST OF GRANTEE. STATION QUIT AIR 6-28-58.

DULUTH, MINN. (CH. 38)--WFTV, GREAT PLAINS TELEVISION PROPERTIES OF MINN. INC. CP CANCELLED 7-23-58 AT REQUEST OF ATTORNEY.

### CHANGES GRANTED IN TV STATIONS OPERATING

YUMA, ARIZ. (CH. 11)--KIVA, VALLEY TELECASTING CO. GRANTED CHANGE TO 316-KW VISUAL, 158-KW AURAL, 440-FT. ABOVE AV. TERRAIN, 502-FT. ABOVE GROUND, 757-FT. ABOVE SEA LEVEL. BPCT-2455.

SAVANNAH, GA. (CH. 3)--WSAV-TV, WSAV INC. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL, 480-FT. ABOVE AV. TERRAIN, 515-FT. ABOVE GROUND, 536-FT. ABOVE SEA LEVEL, LAT. 32° 02' 48.2", LONG. 81° 04' 41.8"; TRANSMITTER TO 1430 E. VICTORY DR. BPCT-2477.

ROCKFORD, ILL. (CH. 13)--WREX-TV, GREATER ROCKFORD TELEVISION INC. GRANTED CHANGE TO 229-KW VISUAL, 115-KW AURAL. BPCT-2519.

PONCE, P. R. (CH. 7)--WRIK-TV, PONCE TELEVISION CORP. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-785.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 105 (76 VHF, 29 UHF)

### AMENDMENT TO APPLICATION FOR NEW STATION

WEST SACRAMENTO, CAL. (CH. 40)--CAPITOL TELEVISION CO. CHANGE POWER TO 20.2-KW VISUAL, 10.9-KW AURAL; ANTENNA TO 275-FT. ABOVE AV. TERRAIN, 300-FT. ABOVE GROUND, 310-FT. ABOVE SEA LEVEL. BPCT-2479.

### APPLICATIONS DISMISSED

HOUMA, LA. (CH. 11)--WTVJ INC. APPLICATION DISMISSED 7-22-58 AT REQUEST OF APPLICANT.

CHEBOYGAN, MICH. (CH. 4)--STRAITS BCSTG. CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--THE TOLEDO BLADE CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--UNITY CORP. INC. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--THE CITIZENS BCSTG. CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--MAUMEE VALLEY BCSTG. CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--GREAT LAKES BCSTG. CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

TOLEDO, O. (CH. 11)--ANTHONY WAYNE TELEVISION CORP. APPLICATION DENIED IN FINAL DECISION ISSUED 7-23-58.

WAILUKU, HAWAII (CH. 8)--TELEVISION CORP. OF AMERICA LTD. APPLICATION DISMISSED 7-17-58 AT REQUEST OF APPLICANT.

### MODIFICATION OF CP GRANTED

GOODLAND, KAN. (~~CH.~~ 10)--KWGB-TV, TRI-STATE TELEVISION INC. GRANTED CHANGE TO 770-FT. ABOVE AV. TERRAIN. BMPCT-5117.

MONAHANS, TEX. (CH. 9)--KVKM-TV, TRI-CITIES BCSTG. CO. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL, 710-FT. ABOVE AV. TERRAIN, 777-FT. ABOVE GROUND, 3440-FT. ABOVE SEA LEVEL, LAT. 31° 38' 49", LONG. 103° 00' 03"; TRANSMITTER TO KERMIT HWY., 7-MI. NW OF MONAHANS. BMPCT-5023.

### MODIFICATION OF CP REQUESTED

IRONWOOD, MICH. (CH. 12)--WJMS-TV, LAKE SUPERIOR BCSTG. CO. REQUESTS CHANGE TO 6.88-KW VISUAL, 4.22-KW AURAL, 683-FT. ABOVE AV. TERRAIN, 337-FT. ABOVE GROUND, 2135-FT. ABOVE SEA LEVEL, LAT. 46° 29' 46", LONG. 89° 58' 00"; TRANSMITTER TO VERONA HILL, 10-MI. E OF IRONWOOD. BMPCT 5142.

ABERDEEN, S. D. (CH. 9)--KXAB-TV, NORTH DAKOTA BCSTG. CO. INC. REQUESTS CHANGE TO 57.7-KW VISUAL, 28.85-KW AURAL, 392-FT. ABOVE AV. TERRAIN, 418-FT. ABOVE GROUND, 1736-FT. ABOVE SEA LEVEL. BMPCT 5138.

(OVER)

WRH

## TRANSFER AUTHORIZED

GOODLAND, KAN. (CH. 10)--KWGB-TV, GOODLAND BCSTG. CO. ASSIGNMENT OF CP TO TRI-STATE TELEVISION INC. GRANTED 7-18-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:30.)

PHILADELPHIA, PA. (CH. 10)--WCAU-TV, WCAU INC. ASSIGNMENT OF LICENSE TO COLUMBIA BCSTG. SYSTEM INC. APPROVED 7-23-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:30.)

## CHANGES IN ALLOCATION PLAN

EFFECTIVE 9-2-58

| | Channel No. Add | Delete |
|---|---|---|
| **Docket 12337** | | |
| LITTLE ROCK, ARK. | 7 | -- |
| PINE BLUFF, ARK. | -- | 7 |

ALSO SPECIFIED THAT KATV SHOULD OPERATE ON CH. 7 IN LITTLE ROCK INSTEAD OF PINE BLUFF, CONDITIONED TO ISSUANCE OF A MODIFIED AUTHORIZATION.

| | | |
|---|---|---|
| **Docket 12392** | | |
| CONCORD, N. H. | 76 | 75 |
| BENNINGTON, VT. | 69 | 74 |

## PETITION FOR RULE MAKING

| | Channel No. Add | Delete |
|---|---|---|
| FAYETTEVILLE, N. C.--WFLB TV, FAYETTEVILLE BCSTRS. INC. (CH. 18), REQUESTS: | | |
| FAYETTEVILLE, N. C. | 8 | -- |
| CHARLESTON, S. C. | *7,13 | 7,*13 |
| FLROENCE, S. C. | 13 | 8 |

ALSO REQUESTS ORDER TO WFLB-TV TO SHOW CAUSE WHY ITS AUTHORIZATION SHOULD NOT BE MODIFIED TO SPECIFY OPERATION ON CH. 8 IN LIEU OF CH. 18.

## APPLICATION SCHEDULED FOR HEARING

UTICA, N. Y. (CH. 13)--WKTV, COPPER CITY BCSTG. CO. HEARING ON SHOW CAUSE ORDER OF 4-23-58 IN ALBANY SCHENECTADY TROY VAIL MILLS PROCEEDING SCHEDULED FOR HEARING 9-3-58.

## PETITION DENIED OR DISMISSED

COMMISSION ON 7-23-58 DENIED PETITION BY CENTRAL MINNESOTA TV CO. TO SHIFT CH. 12 FROM BRAINERD TO WALKER, MINN.

## EXPERIMENTAL TV APPLICATION DELETED

EMPORIUM, PA.--SYLVANIA ELECTRIC PRODUCTS INC. APPLICATION DISMISSED 7-16-58 AT REQUEST OF APPLICANT.

## CALL LETTERS

MONTROSE, COLO. (CH. 5)--WESTERN SLOPE BCSTG. CO..KREY-TV (FORMERLY KFXJ-TV)

IRONWOOD, MICH. (CH. 12)--LAKE SUPERIOR BCSTG. CO.WIRN (FORMERLY WJMS-TV)

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING

TOTAL: 122

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 36

CAMBRIDGE, O. (CH. 80)--SOUTHEASTERN OHIO TV SYSTEM. GRANTED 7-23-58; INPUT CH. 18 (WHIZ-TV, ZANESVILLE). BPTT-222.

COSHOCTON, O. (CH. 71)--SOUTHEASTERN OHIO TV SYSTEM. SAME AS ABOVE. BPTT-221.

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 24

## TRANSLATOR APPLICATIONS DISMISSED

FARMINGTON, N. M. (CH. 81)--SAN JUAN NON-PROFIT T. V. ASSN. APPLICATION DISMISSED 7-18-58 BY FCC FOR LACK OF PROSECUTION.

ROSEBURG, ORE. (CH. 83)--EUGENE W. ROELLE AND JOHN T. PIERCE, D/B AS TELESERVICE CO. APPLICATION RETURNED 7-16-58 AS INCORRECTLY FILED.

## CALL LETTERS

LITTLETON, N. H. (CH. 73)--LITTLETON COMMUNITY TV ASSN.....W73AB

THE DALLES, ORE. (CH. 77)--MID-COLUMBIA TV CORP..K77AK

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ADDENDA 26-AA
TV FACTBOOK NO. 26
AUGUST 2, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(JULY 28 TO AUGUST 2, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

### STATIONS NOW OPERATING

GRAND TOTAL: 532 (444 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

### CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 169 (52 VHF, 117 UHF)

BUFFALO, N. Y. (CH. 7)--WKBW-TV INC. GRANTED 7-30-58; 71.1-KW VISUAL, 42.7-KW AURAL, 420-FT. BPCT-1841. DOC. 10968-70. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31; FOR DIGEST OF APPLICATION & AMENDMENT, SEE TV FACTBOOK NO. 26 & ADDENDA 26-J.)

WILMINGTON, N. C. (CH. 3)--NEW HANOVER BCSTG. CO. GRANTED 7-30-58; 100-KW VISUAL, 50-KW AURAL, 467-FT. BPCT-2310; DOC. 12148. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26).

OGDEN, UTAH (CH. 9)--UNITED TELECASTING & RADIO CO. GRANTED 7-30-58; 9.5-KW VISUAL, 4.75-KW AURAL, MINUS 379-FT. BPCT-2270; DOC. 12080. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31; FOR DIGEST OF APPLICATION SEE TV FACTBOOK NO. 26.)

### CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 25 (10 VHF, 15 UHF)

SACRAMENTO, CAL. (CH. 6)--CENTRAL CALIFORNIA EDUCATIONAL TELEVISION. GRANTED 7-30-58; 89.1-KW VISUAL, 44.7-KW AURAL, 1020-FT. BPET-55. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31; FOR DIGEST OF APPLICATION, SEE TV FACTBOOK NO. 26.)

DALLAS, TEX. (CH. 13)--AREA EDUCATIONAL TELEVISION FOUNDATION. GRANTED 7-30-58; 57.5-KW VISUAL, 28.8-KW AURAL, 540-FT. BPET-75. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31; FOR DIGEST OF APPLICATION, SEE TV ADDENDA 26-Y.)

### FINAL DECISIONS

FOR DETAILS, SEE CONSTRUCTION PERMITS GRANTED

BUFFALO, N. Y. (CH. 7)--WKBW-TV INC. (WKBW)

WILMINGTON, N. C. (CH. 3)--NEW HANOVER BCSTG. CO. INC. (WGNI).

OGDEN, UTAH (CH. 9)--UNITED TELECASTING & RADIO CO.

### ACTION IN DOCKET CASES

BY ORDER, COMMISSION ON 8-1-58 STAYED EFFECTIVE DATE OF 7-18-58 REPORT & ORDER IN DOC. 12385 INSOFAR AS THAT DOCUMENT DELETED CH. 73 FROM YOUNGSTOWN, O. AND ASSIGNED IT TO PITTSBURGH, PA. AND MODIFIED CP OF WXTV, YOUNGSTOWN, TO SPECIFY OPERATION ON CH. 33 IN LIEU OF CH. 73.

BY MEMO OPINION AND ORDER, COMMISSION ON 7-30-58 RE-OPENED RECORD IN PROCEEDING INVOLVING MOD. OF CP OF WSPA-TV, SPARTANBURG, S. C. (CH. 7) TO MOVE ITS TRANSMITTER TO PARIS MT. WITH POWER OF 200-KW VISUAL, 120-KW AURAL AND ANTENNA 1182-FT. ABOVE AV. TERRAIN, AND REMANDED SAME TO HEARING EXAMINER TO TAKE EVIDENCE ON ISSUES RAISED BY COURT OF APPEALS AND TO ISSUE SUPPLEMENTAL INITIAL DECISION. (DOCS. 11311 ET AL) ON 5-22-58 COURT REMANDED CASE TO THE COMMISSION ON APPEAL FROM COMMISSION ACTION OF 7-22-57 AFFIRMING GRANT.

### APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 97 (68 VHF, 29 UHF)

### AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

ST. PETERSBURG, FLA. (CH. 10)--BAY AREA TELECASTING CORP. CHANGE LOCATION TO LARGO, FLA.; ANTENNA TO 500-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 28° 11' 14", LONG. 82° 45' 36"; TRANSMITTER TO 2.6-MI. N OF TARPON SPRINGS. BPCT-2445.

ST. PETERSBURG, FLA. (CH. 10)--SUNCOAST CITIES BCSTG. CORP. CHANGE LOCATION TO LARGO, FLA.; ANTENNA TO 503-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 28° 11' 14", LONG. 82° 45' 36"; TRANSMITTER TO 2.6-MI. N OF TARPON SPRINGS. BPCT-2389.

ST. PETERSBURG, FLA. (CH. 10)--WTSP-TV INC. CHANGE LOCATION TO LARGO, FLA.; ANTENNA TO 480-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 28° 11' 14", LONG. 82° 45' 36"; TRANSMITTER TO 2.6-MI. N OF TARPON SPRINGS. BPCT-2437.

HOUMA, LA. (CH. 11)--ST. ANTHONY TELEVISION CORP. CHANGE POWER TO 158.5-KW AURAL; ANTENNA TO 704-FT. ABOVE AV. TERRAIN, 762-FT. ABOVE GROUND, 769-FT. ABOVE SEA LEVEL. BPCT-2328.

TAMPA, FLA. (CH. 10)--TAMPA TELECASTERS INC. CHANGE LOCATION TO LARGO, FLA.; ANTENNA TO 484-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 546-FT. ABOVE SEA LEVEL, LAT. 28° 11' 14", LONG. 82° 45' 36"; TRANSMITTER TO 2.6-MI. N OF TARPON SPRINGS. BPCT-2432.

### APPLICATIONS DISMISSED

BUFFALO, N. Y. (CH. 7)--GREAT LAKES TELEVISION INC. APPLICATION DENIED IN FINAL DECISION ISSUED 7-30-58.

BUFFALO, N. Y. (CH. 7)--GREATER ERIE BCSTG. CO. APPLICATION DENIED IN FINAL DECISION ISSUED 7-30-58.

OGDEN, UTAH (CH. 9)--JACK A. BURNETT. APPLICATION DISMISSED 11-6-57 AT REQUEST OF APPLICANT. (NOT PREVIOUSLY REPORTED.)

### CHANGES GRANTED IN TV STATIONS OPERATING

AMARILLO, TEX. (CH. 10)--KFDA-TV, AMARILLO BCSTG. CO. INC. GRANTED CHANGE TO 158-KW AURAL, 800-FT. ABOVE AV. TERRAIN. BMPCT-5127.

MILWAUKEE, WIS. (CH. 19)--WXIX, COLUMBIA BCSTG. SYSTEM INC. GRANTED CHANGE TO 220-KW MAX. AND 100-KW HORIZONTAL VISUAL, 120-KW MAX. AND 55-KW HORIZONTAL AURAL. BPCT-2511.

### MODIFICATION OF CP GRANTED

NAMPA, IDA. (CH. 6)--KCIX-TV, RADIO BOISE INC. GRANTED CHANGE TO 8.32-KW VISUAL, 4.17-KW AURAL, 340-FT. ABOVE AV. TERRAIN. BMPCT-5106.

### CHANGES REQUESTED IN TV STATIONS OPERATING

ST. PETERSBURG, FLA. (CH. 38)--WSUN-TV, CITY OF ST. PETERSBURG. REQUESTS CHANGE TO LARGO, FLA., CH. 10, 316-KW VISUAL, 158-KW AURAL, 501-FT. ABOVE AV. TERRAIN, 536-FT. ABOVE GROUND, 546-FT. ABOVE SEA

LEVEL, LAT. 28° 11' 14", LONG. 82° 45' 36"; TRANSMITTER TO 2.6-MI. N OF TARPON SPRINGS. BPCT-2373.

PITTSBURGH, PA. (CH. 13)--WQED, METROPOLITAN PITTSBURGH EDUCATIONAL TV STATION. REQUESTS CHANGE TO 203-KW VISUAL, 101.5-KW AURAL, 658-FT. ABOVE AV. TERRAIN, 597-FT. ABOVE GROUND, 1762-FT. ABOVE SEA LEVEL. BPET-76.

CHARLESTON, S. C. (CH. 5)--WCSC-TV, WCSC INC. REQUESTS CHANGE TO 999-FT. ABOVE AV. TERRAIN, 1041-FT. ABOVE GROUND, 1046-FT. ABOVE SEA LEVEL, LAT. 32° 47' 44", LONG 74° 50' 27"; TRANSMITTER TO RIFLE RANGE RD., APPROX. 5.5-MI. E OF CHARLESTON. BPCT-2380.

## MODIFICATION OF CP REQUESTED

MCCOOK, NEB. (CH. 8)--KOMC, CENTRAL KANSAS TV CO. INC. REQUESTS CHANGE TO 95.9-KW VISUAL, 47.95-KW AURAL, 716-FT. ABOVE AV. TERRAIN, 673-FT. ABOVE GROUND, 3533-FT. ABOVE SEA LEVEL, LAT. 39° 49' 48", LONG. 100° 42' 04"; TRANSMITTER TO 9-MI. W OF OBERLIN, KAN. ON U. S. HWY. 36. BMPCT-5154.

## TRANSFER AUTHORIZED

OKLAHOMA CITY, OKLA. (CH. 25)--KTVQ, REPUBLIC TELEVISION & RADIO CO. GRANTED ASSIGNMENT OF OFF-AIR CP TO INDEPENDENT SCHOOL DISTRICT NO. 89 OF OKLAHOMA COUNTY, 7-30-58.

LAREDO, TEX. (CH. 8)--KHAD-TV, VIDICON INDUSTRIES OF AMERICA. ASSIGNMENT OF CP TO SOUTHWESTERN PUBLISHING CO. GRANTED 7-30-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:31.)

## CHANGES IN ALLOCATION PLAN

EFFECTIVE 8-15-58

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| DOCKET 12483 | | |
| LUDINGTON, MICH. | 33 | 18 |
| BEAVER DAM, WIS. | 51 | 37 |
| CHILTON, WIS. | *31 | *24 |
| MILWAUKEE, WIS. | 18,24,30 | 19,25,31 |

ALSO MODIFIED FOLLOWING STATIONS TO SHIFT CHANNELS ACCORDINGLY: WXIX FROM CH. 18 TO CH. 19; WCAN-TV FROM CH. 25 TO CH. 24; WFOX-TV FROM CH. 31 TO CH. 30. PURPOSE IS TO AVOID PRESENT SECOND HARMONIC INTERFERENCE TO RECEPTION OF WXIX ON CH. 19.

EFFECTIVE 9-5-58

| | | |
|---|---|---|
| JONESBORO, ARK. | 8- | 8 |
| INDIANAPOLIS, IND. | 8- | 8+ |
| GRAND RAPIDS, MICH. | 8+ | 8 |
| CLEVELAND, O. | 8 | 8+ |
| CHARLESTON, W. VA. | 8+ | 8- |

THIS RESTORES LAST FOUR CITIES NAMED TO THEIR STATUS PRIOR TO REPORT & ORDER IN DOC. 12011. (SEE ADDENDA 26-H).

EFFECTIVE 9-5-58

| | | |
|---|---|---|
| DOCKET 12325 | | |
| CHARLESTON, S. C. | *7 | *13 |
| FLORENCE, S. C. | 13 | 8 |
| WINSTON-SALEM-HIGH POINT-GREENSBORO, N. C. | 8 | -- |

ALSO MODIFIED LICENSE OF WBTW, FLORENCE, TO OPERATE ON CH. 13 IN LIEU OF CH. 8.

## PROPOSED RULE MAKING

COMMISSION INVITES COMMENTS BY 9-5-58 TO NOTICE OF PROPOSED RULE MAKING LOOKING TOWARD AMENDING PART 4 OF RULES TO INCREASE MAXIMUM POWER OUTPUT FOR TV TRANSLATOR STATIONS FROM 10 WATTS TO 100 WATTS TO IMPROVE SERVICE AND EXTEND IT TO NEW AREAS IN WHICH THERE IS LITTLE OR NO TV RECEPTION.

## PETITIONS DENIED OR DISMISSED

PETITION BY KTVH, HUTCHINSON, KAN. TO SHIFT CH. 12 TO WICHITA, KAN. DENIED 7-30-58.

BY ORDER, COMMISSION ON 8-1-58 DENIED THAT PART OF 7-25-58 JOINT PETITION BY W. S. BUTTERFIELD THEATRES INC. AND TREBIT CORP. REQUESTING STAY OF COMMISSION 7-9-58 ACTION AFFIRMING GRANT OF CH. 12 TO WJR, THE GOODWILL STATION INC. IN FLINT, MICH.; RESERVED CONSIDERATION OF PETITIONERS' REQUEST FOR RECONSIDERATION OF GRANT.

PETITION BY OFF-AIR WFLB-TV, FAYETTEVILLE, N. C. TO ASSIGN CH. 8 TO THAT CITY DENIED 7-30-58.

PETITIONS AND COUNTER-PROPOSALS BY WINSTON-SALEM BCSTG., SIR WALTER TELEVISION CO., ATLANTIC BCSTG. CO. INC., JEFFERSON STANDARD, PAUL E. JOHNSON, UNITED BCSTG. CO. AND HIGH POINT TELEVISION CO. FOR GREENSBORO-HIGH POINT-WINSTON-SALEM AREA DENIED 7-30-58.

PETITION BY WREC-TV, MEMPHIS, TENN FOR STAY AND RECONSIDERATIO OR REHEARING IN DOC. 12011 INSOFAR AS IT CHANGED THE OFFSET CARRIER DESIGNATION OF CH. 3 IN MEMPHIS FROM EVEN TO MINUS DENIED 7-30-58.

## CORRECTION TO ADDENDA 26-Z

UNDER PETITION FOR RULE MAKING, CHARLESTON, S. C. SHOULD READ: "CHARLESTON, S. C..... *7,13 *13

## CALL LETTERS

MONTROSE, COLO. (CH. 10)--WESTERN SLOPE BCSTG. CO...KREY-TV (FORMERLY KFXJ-TV; WRONG CHANNEL SHOWN IN ADDENDA Z)

HONOLULU, HAWAII (CH. 4)--KAISER HAWAIIAN VILLAGE TELEVISION INC.....KHVH-TV (FORMERLY KULA-TV)

# TRANSLATOR ACTIONS

## TRANSLATORS NOW OPERATING

TOTAL: 124

## TRANSLATORS GOING ON AIR

K74AM, PARADISE VALLEY-CALIENTE, NEV.--BEGAN OPERATION 7-8-58.

K78AJ, BROADBENT & MYRTLE POINT, ORE.--BEGAN OPERATION 7-25-58.

## TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 43

GRANGEVILLE, IDA. (CH. 81)--CENTRAL IDAHO T. V. INC. GRANTED 7-30-58; INPUT CH. 6 (KHQ-TV, SPOKANE). BPTT-118.

FROSTBURG, MD. (CH. 78)--FROSTBURG COMMUNITY TV INC. GRANTED 7-30-58; INPUT CH. 9 (WTOP-TV, WASHINGTON). BPTT-227.

HILLCREST & CHENANGO BRIDGE, N. Y. (CH. 81)--BINGHAMTON PRESS CO. INC. GRANTED 7-30-58; INPUT CH. 40 (WINR-TV, BINGHAMTON). BPTT-232.

JOHNSON CITY & VESTAL, N. Y. (CH. 78)--BINGHAMTON PRESS CO. INC. SAME AS ABOVE. BPTT-232.

COW CREEK, ORE. (CH. 71)--CALIFORNIA OREGON TV INC. GRANTED 7-30-58; INPUT CH. 5 (KBES-TV, MEDFORD). BPTT-230.

COW CREEK, ORE. (CH. 78)--CALIFORNIA OREGON TV INC. GRANTED 7-30-58; INPUT CH. 2 (KOTI, KLAMATH FALLS). BPTT-231.

WASCO, ORE. (CH. 71)--NORTH SHERMAN TV CO-OP. GRANTED 7-30-58; INPUT CH. 12 (KPTV, PORTLAND). BPTT-223.

WASCO, ORE. (CH. 75)--NORTH SHERMAN TV CO-OP. GRANTED 7-30-58; INPUT CH. 8 (KGW-TV, PORTLAND). BPTT-224.

WASCO, ORE. (CH. 81)--NORTH SHERMAN TV CO-OP. GRANTED 7-30-58; INPUT CH. 6 (KOIN-TV, PORTLAND)..BPTT-225.

-(END)-

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-BB
TV FACTBOOK No. 26
AUGUST 9, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(AUGUST 4 TO AUGUST 9, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING

GRAND TOTAL: 532 (444 VHF, 88 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 169 (52 VHF, 117 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 25 (10 VHF, 15 UHF)

EXAMINER'S INITIAL HEARING DECISION

(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

LOS ANGELES, CAL. (CH. 34)--SHERRILL C. CORWIN, FAVORED IN INITIAL DECISION ISSUED 8-7-58 BY EXAMINER BASIL P. COOPER. FCC-58D-63. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:32.)

PETITION FOR RULE MAKING

| | CHANNEL NO. ADD | DELETE |
|---|---|---|
| RENO, NEV.--WASHOE COUNTY SCHOOL DISTRICT REQUESTS: | | |
| RENO, NEV. | *11 | -- |

TRANSFER AUTHORIZED

WESLACO, TEX. (CH. 5)--KRGV-TV, KRGV TELEVISION INC. ASSIGNMENT OF LICENSE TO THE LBJ CO. APPROVED 7-28-58.

MISCELLANY

LEXINGTON, KY. (CH. 27)--WKYT, WTAF INC. CHANGE NAME TO WKYT INC.

CHANGES GRANTED IN TV STATIONS OPERATING

FORT SMITH, ARK. (CH. 5)--KNAC-TV, AMERICAN TELEVISION CO. INC. GRANTED CHANGE TO 100-KW VISUAL, 60.3-KW AURAL. BPCT-2530.

SACRAMENTO, CAL. (CH. 10)--KBET-TV, SACRAMENTO TELECASTERS INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-572.

WASHINGTON, D. C. (CH. 4)--WRC-TV, NATIONAL BCSTG. CO. INC. GRANTED LICENSE FOR 100-KW VISUAL, 50-KW AURAL, 570-FT. ABOVE AV. TERRAIN, 459-FT. ABOVE GROUND, 849-FT. ABOVE SEA LEVEL, LAT. 38° 56' 23.84", LONG. 77° 04' 53"; TRANSMITTER TO 4001 NEBRASKA AVE. N. W. BLCT-808.

WASHINGTON, D. C. (CH. 5)--WTTG, METROPOLITAN BCSTG. CORP. GRANTED LICENSE FOR 100-KW VISUAL, 50-KW AURAL, 500-FT. ABOVE AV. TERRAIN, 538-FT. ABOVE GROUND, 738-FT. ABOVE SEA LEVEL, LAT. 38° 55' 29", LONG. 77° 03' 22"; TRANSMITTER TO SHERATON PARK HOTEL. BLCT-825.

FORT WAYNE, IND. (CH. 15)--WANE-TV, INDIANA BCSTG. CORP. GRANTED CHANGE TO 195-KW MAX. AND 144-KW HORIZONTAL VISUAL, 113-KW MAX. AND 77.6-KW HORIZONTAL AURAL, 829-FT. ABOVE AV. TERRAIN, 834-FT. ABOVE GROUND, 1644-FT. ABOVE SEA LEVEL. BPCT-2515.

SOUTH BEND, IND. (CH. 22)--WSBT-TV, SOUTH BEND TRIBUNE. GRANTED LICENSE FOR 251-KW MAX. AND 234-KW HORIZONTAL VISUAL, 136-KW MAX. AND 117-KW HORIZONTAL AURAL, 530-FT. ABOVE AV. TERRAIN. BLCT-819.

HAYS, KAN. (CH. 7)--KAYS-TV, KAYS INC. GRANTED CHANGE TO 107-KW VISUAL, 58.9-KW AURAL, 650-FT. BMPCT-5119.

PADUCAH, KY. (CH. 6)--WPSD-TV, PADUCAH NEWSPAPERS INC. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL. BPCT-2520.

SPRINGFIELD, MASS. (CH. 40)--WHYN-TV, HAMPDEN-HAMPSHIRE CORP. GRANTED CHANGE TO 224-KW MAX. AND 191-KW HORIZONTAL VISUAL, 120-KW MAX. AND 100-KW HORIZONTAL AURAL, 141-FT. ABOVE GROUND, 1341-FT. ABOVE SEA LEVEL. BPCT-2523.

SPRINGFIELD, MASS. (CH. 22)--WWLP, SPRINGFIELD TELEVISION BCSTG. CORP. GRANTED LICENSE FOR 214-KW VISUAL, 107-KW AURAL, 750-FT. ABOVE AV. TERRAIN. BLCT-782.

ELMIRA, N. Y. (CH. 18)--WSYE-TV, CENTRAL NEW YORK BCSTG. CORP. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-755.

FARGO, N. D. (CH. 6)--WDAY-TV, WDAY INC. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL, 1150-FT. ABOVE AV. TERRAIN, 1203-FT. ABOVE GROUND, 2149-FT. ABOVE SEA LEVEL, LAT. 47° 00' 43", LONG. 97° 11' 58"; TRANSMITTER TO 7/8-MI. E OF AMENIA. BPCT-2499.

PORTLAND, ORE. (CH. 12)--KPTV, OREGON TELEVISION INC. GRANTED CHANGE TO 158-KW AURAL. BPCT-2517.

LOCK HAVEN, PA. (CH. 32)--WBPZ-TV, LOCK HAVEN BCSTG. CORP. GRANTED LICENSE FOR 18.2-KW VISUAL, 9.55-KW AURAL, 300-FT. BLCT-801.

PHILADELPHIA, PA. (CH. 3)--WRCV-TV, NATIONAL BCSTG. CO. INC. GRANTED LICENSE FOR 97-KW VISUAL, 50-KW AURAL, 1000-FT. ABOVE AV. TERRAIN. BLCT-767.

JOHNSON CITY, TENN. (CH. 11)--WJHL-TV, WJHL INC. GRANTED CHANGE TO 1490-FT. ABOVE AV. TERRAIN, 328-FT. ABOVE GROUND, 3533-FT. ABOVE SEA LEVEL, LAT. 36° 16' 07", LONG. 82° 20' 21"; TRANSMITTER TO 3.5-MI. SSE OF JOHNSON CITY ON BUFFALO MT. BPCT-2521.

EL PASO, TEX. (CH. 13)--KELP-TV, KELP TELEVISION CORP. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-821.

MADISON, WIS. (CH. 3)--WISC-TV, RADIO WISCONSIN INC. GRANTED CHANGE TO 56.2-KW VISUAL, 28.8-KW AURAL, 1190-FT. ABOVE AV. TERRAIN, 1104-FT. ABOVE GROUND, 2224-FT. ABOVE SEA LEVEL. BPCT-2522.

MAYAGUEZ, P. R. (CH. 5)--WORA-TV, SUPREME BCSTG. CO. INC. OF PUERTO RICO. GRANTED LICENSE FOR 29.5-KW VISUAL, 17.8-KW AURAL, 1990-FT. BLCT-820.

(OVER)

## APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 98 (68 VHF, 30 UHF)

### CALIFORNIA

FRESNO (CH. 53)--RONALD O. REICHERT, KARL REICHERT & HAROLD GANN, 3093 NORTH 99. 5.28-KW VISUAL, 2.91-KW AURAL, 247-FT. ABOVE AV. TERRAIN, 250-FT. ABOVE GROUND, 545-FT. ABOVE SEA LEVEL, LAT. 36° 46' 47", LONG. 119° 50' 45"; TRANSMITTER, 3093 NORTH 99. PLANT, $38,400; YEARLY OPERATING, $71,400. EQUIPMENT, RCA. GENERAL PARTNERSHIP, EACH OWNS 1/3. RONALD & KARL REICHERT OWN & OPERATE A MOTEL. HAROLD GANN IS AN ANNOUNCER & SPORTSCASTER AT KARM, FRESNO.

### CALL LETTERS

CHEBOYGAN, MICH. (CH. 4)--MIDWESTERN BCSTG. CO....WBDG-TV
MANKATO, MINN. (CH. 12)--TWO-STATES TV CO. INC....KEYC-TV (FORMERLY KMNF-TV)
FAJARDO, P. R. (CH. 13)--CONTINENTAL BCSTG. CORP..WSTE

## TRANSLATOR ACTIONS

### TRANSLATORS NOW OPERATING

TOTAL: 125

### TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 42

### TRANSLATORS GOING ON AIR

W70AB, NORTH WARREN, PA.--BEGAN OPERATION 6-2-58.

### CALL LETTERS

GRANGEVILLE, IDA. (CH. 81)--CENTRAL IDAHO TV INC..K81AC
FROSTBURG, MD. (CH. 78)--FROSTBURG COMMUNITY TV INC.....W78AA
HILLCREST & CHENANGO BRIDGE, N. Y. (CH. 81)--BINGHAMTON PRESS CO. INC.....W81AB
JOHNSON CITY & VESTAL, N. Y. (CH. 78)-- BINGHAMTON PRESS CO. INC.....W78AB
CAMBRIDGE, O. (CH. 80)--SOUTHEASTERN OHIO TV SYSTEM.....W80AA
COSHOCTON, O. (CH. 71)--SOUTHEASTERN OHIO TV SYSTEM.....W71AB
COW CREEK AREA, ORE. (CH. 71)--CALIFORNIA-OREGON TV INC.....K71AK
COW CREEK AREA, ORE. (CH 73)--CALIFORNIA-OREGON TV INC.....K73AK
WASCO, ORE. (CH. 71)--NORTH SHERMAN TV CO-OP.....K71AJ
WASCO, ORE. (CH. 75)--NORTH SHERMAN TV CO-OP.....K75AK

## APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 31

SPENCER, IA. (CH. 77)--SPENCER AREA TELEVISION INC., BOX 528. ELDON KANAGO, TECHNICAL DIRECTOR. INPUT CH. 4 (KTIV, SIOUX CITY). BPTT-261.

SPIRIT LAKE, IA. (CH. 75)--SAME AS ABOVE. BPTT-260.

BEMIDJI, MINN. (CH. 72)--HEADWATERS TV TRANSLATOR CORP., BOX 83. EMMET R. D'MEARA, PRES. INPUT CH. 78 (CASS LAKE, MINN SEE BELOW). BPTT-251.

BEMIDJI, MINN. (CH. 75)--SAME AS ABOVE EXCEPT INPUT CH. 82 (CASS LAKE). BPTT-253.

CASS LAKE, MINN. (CH. 78)--SAME AS ABOVE EXCEPT INPUT CH. 70 (DEER RIVER, MINN., SEE BELOW). BPTT-254.

CASS LAKE, MINN. (CH. 82)--SAME AS ABOVE EXCEPT INPUT CH. 74 (DEER RIVER). BPTT-255.

DEER RIVER, MINN. (CH. 70)--SAME AS ABOVE EXCEPT INPUT CH. 3 (KDAL-TV, DULUTH). BPTT-250.

DEER RIVER, MINN. (CH. 74)--SAME AS ABOVE EXCEPT INPUT CH. 6 (WDSM-TV, DULUTH). BPTT-252.

OLIVIA, MINN. (CH. 71)--RENVILLE COUNTY TV CORP., OLIVIA. ROBERT G. JOHNSON, PRES. INPUT CH. 5 (KSTP-TV, ST. PAUL). BPTT-242.

OLIVIA, MINN. (CH. 79)--SAME AS ABOVE EXCEPT INPUT CH. 9 (KMSP-TV, MINNEAPOLIS). BPTT-248.

OLIVIA, MINN. (CH. 82)--SAME AS ABOVE EXCEPT INPUT CH. 11 (WTCN-TV, MINNEAPOLIS). BPTT-249.

BALD MOUNTAIN, ORE. (CH. 80)--SCOTT'S FURNITURE & APPLIANCES, JOHN DAY, ORE. KENNETH SCOTT, PARTNER. INPUT CH. 8 (KGW-TV, PORTLAND). WILL ALSO SERVE COMMUNITIES OF SPRAY AND MONUMENT, ORE. IN WHEELER COUNTY. BPTT-238.

ROSEBURG, ORE. (CH. 83)--TELESERVICE CO., 3582 CALKINS AVE. EUGENE W. ROELLE, TECHNICAL DIRECTOR. INPUT CH. 6 (KOIN-TV, PORTLAND). BPTT-244.

PALMERTON, PA. (CH. 79)--UPPER LEHIGH TRANSLATOR SERVICE CORP., 820 LAFAYETTE AVE. J. S. COSTENBADER, PRES. INPUT CH. 12 (WVUE-TV, WILMINGTON, DEL.-PHILADELPHIA, PA.). WILL ALSO SERVE COMMUNITIES OF SLATESDALE AND SLATINGTON. BPTT-239.

BIG LAKE, TEX. (CH. 70)--BIG LAKE TRANSLATOR SYSTEM INC., 810 TEXAS ST. (REAGAN COUNTY). INPUT CH. 7 (KOSA-TV, ODESSA). JAMES W. MATTHEWS, V.P. BPTT-240.

BIG LAKE, TEX. (CH. 76)--BIG LAKE TRANSLATOR SYSTEM INC. SAME AS ABOVE EXCEPT INPUT CH. 2 (KMID, MIDLAND, TEX.). BPTT-241.

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755

ADDENDA 26-CC
TV FACTBOOK No. 26
AUGUST 16, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(AUGUST 11 TO AUGUST 16, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING
GRAND TOTAL: 532 (444 VHF, 88UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)
TOTAL NOT YET ON AIR: 169 (52 VHF, 117 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)
TOTAL NOT YET ON AIR: 25 (10 VHF, 15 UHF)

EXAMINER'S INITIAL HEARING DECISION
(SUBJECT TO EXCEPTIONS, ORAL ARGUMENTS AND FINAL APPROVAL OR REVERSAL BY COMMISSION)

BEAUMONT, TEX.--(CH. 12)--BROWN TELECASTERS INC. FAVORED IN INITIAL DECISION ISSUED 8-11-58 BY EXAMINER CHARLES J. FREDERICK. FCC-58D-64. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:33.)

APPLICATIONS FOR NEW STATIONS
TOTAL PENDING: 98 (68 VHF, 30 UHF)

AMENDMENT TO APPLICATION FOR NEW STATION

HAMPTON-NORFOLK, VA. (CH. 13)--WVEC-TV, PENINSULA BCSTG. CORP. AMENDED TO INCLUDE AGREEMENT WHICH PROVIDES THAT VIRGINIAN TV CORP. (R. R. RICHARDSON JR., PRES.) GETS 10% OF STOCK IN WVEC-TV (RADIO EXCLUDED) PLUS NOTE FOR $45,430 EXPENSES; THAT TEMUS R. BRIGHT, 50% OWNER OF WTOV-TV (CH. 27) GETS $150,000 CONSULTING FEES OVER 5-YEAR PERIOD; THAT LOUIS H. PETERSON, OTHER 50% OWNER OF WTOV-TV, GETS 10% OF WVEC-TV PLUS NOTES FOR $68,067--$8000 OF IT FROM VIRGINIAN TV. BRIGHT & PETERSON ARE TO DISPOSE OF WTOV-TV. BMPCT-4721.

CHANGES GRANTED IN TV STATIONS OPERATING

SOUTH BEND, IND. (CH. 16)--WNDU-TV, MICHIANA TELECASTING CORP. GRANTED LICENSE FOR 234-KW VISUAL, 117-KW AURAL. BLCT-815.

LEXINGTON, KY. (CH. 27)--WKYT, WKYT INC. GRANTED LICENSE FOR COMMERCIAL OPERATION. BLCT-715.

SALISBURY, MD. (CH. 16)--WBOC-TV, PENINSULA BCSTG. CO. GRANTED CHANGE TO 17-KW MAX. AND 15.5-KW HORIZONTAL VISUAL, 9.2-KW MAX. AND 8.32-KW HORIZONTAL AURAL. BMPCT-5128.

BOSTON, MASS. (CH. 2, EDUCATIONAL)--WGBH-TV, WGBH EDUCATIONAL FOUNDATION. GRANTED CHANGE TO 100-KW VISUAL, 50-KW AURAL. BPET-74.

CHANGES REQUESTED IN TV STATIONS OPERATING

JACKSON, MISS. (CH. 12)--WJTV, CAPITOL BCSTG. CO. REQUESTS CHANGE TO 1029-FT. ABOVE AV. TERRAIN, 997-FT. ABOVE GROUND, 1376-FT. ABOVE SEA LEVEL. BPCT-2540.

HAYES CENTER, NEB. (CH. 6)--KHPL-TV, BI-STATES CO. REQUESTS CHANGE TO 100-KW VISUAL, 50-KW AURAL, 707-FT. ABOVE AV. TERRAIN. BPCT-2531.

SCRANTON, PA. (CH. 16)--WNEP-TV, NORTHEASTERN PENNSYLVANIA BCSTG. INC. REQUESTS CHANGE TO 1710-KW MAX. AND 316-KW HORIZONTAL VISUAL, 886-KW MAX. AND 158-KW HORIZONTAL AURAL, 1245-FT. ABOVE AV. TERRAIN, 422-FT. ABOVE GROUND. BMPCT-5164.

MODIFICATION OF CP REQUESTED

GREENWOOD, MISS. (CH. 6)--WABG-TV, GREENWOOD BCSTG. CO. INC. REQUESTS CHANGE TO 27.6-KW VISUAL, 13.8-KW AURAL, 547-FT. ABOVE AV. TERRAIN, 597-FT. ABOVE GROUND, 717-FT. ABOVE SEA LEVEL, LAT. 33° 29' 30", LONG. 90° 20' 18"; TRANSMITTER TO WEST EDGE OF ITTA-BENA, MISS. BMPCT-5158.

EXPERIMENTAL AUTHORIZATION

SPOKANE, WASH.--KO2XFN, VIDEO UTILITY CO., S. 121 MONROE. (JAMES P. QUINN). CP FOR CHANNELS 70 TO 83 USING 10 WATTS PEAK VISUAL OUTPUT FOR USE IN CHECKING ANTENNAS AND DEMONSTRATING TV TRANSLATORS IN VARIOUS COMMUNITIES IN WASHINGTON, OREGON, IDAHO AND MONTANA. BPEX-154.

TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING
TOTAL: 126

TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 40

TRANSLATORS GOING ON AIR

K76AL, CANBY, CAL. (CH. 76)--BEGAN OPERATION IN JUNE.

APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING 35

CHESTER, W. VA. (CH. 75)--C & S TELEVISION INC., C/O CHENEY SERVICE STATION. (ROBERT M. BURCH). INPUT CH. 7 (WTRF-TV, WHEELING). BPTT-256.

(OVER)

APPLICATIONS FOR TRANSLATOR STATIONS CONT'D

CHESTER, W. VA. (CH. 77)--SAME AS ABOVE EXCEPT INPUT CH. 5 (WEWS, CLEVELAND, O.). BPTT-257.

CHESTER, W. VA. (CH. 81)--SAME AS ABOVE EXCEPT INPUT CH. 9 (WSTV-TV, STEUBENVILLE, O.). BPTT-258.

CHESTER, W. VA. CH. 83)--SAME AS ABOVE EXCEPT INPUT CH. 13 (WQED-TV, PITTSBURGH, PA.). BPTT-259.

TRANSLATOR CP CANCELLED

W70AA, OLEAN, N. Y. (CH. 70)--DELETED 8-12-58 AT REQUEST OF GRANTEE.

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

ADDENDA 26-DD
TV FACTBOOK No. 26
AUGUST 23, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(AUGUST 18 TO AUGUST 23, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING

GRAND TOTAL: 530 (444 VHF, 86 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)

TOTAL NOT YET ON AIR: 170 (52 VHF, 118 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)

TOTAL NOT YET ON AIR: 25 (10 VHF, 15 UHF)

STATIONS GOING OFF AIR

KFSA-TV, Fort Smith, Ark. (Ch. 22) which began operation July 9, 1953, quit air Aug. 16, 1958 and cnacelled CP. (For details, see Television Digest, Vol. 14:34.)

WNOW-TV, York, Pa. (Ch. 49) which began operation Nov. 9, 1953, quit air May 31, 1958, reverting to CP status. (For details, see Television Digest, Vol. 14:34.)

CHANGES GRANTED IN TV STATIONS OPERATING

Harrisburg, Ill. (Ch. 22)--WSIL-TV, Turner-Farrar Assn. Granted approval of specifications submitted in response to Report and Order in Doc. 12011 which request Ch. 3, 100-kw visual, 50-kw aural, 883-ft. above av. terrain, 854-ft. above ground, 1454-ft. above sea level, lat. 37° 36' 49", long. 88° 52' 16"; transmitter to 2-mi. W of Cereal Springs, Ill.

Charleston, S. C. (Ch. 5)--WCSC-TV, WCSC Inc. Granted change to 1000-ft. above av. terrain, 1041-ft. above ground, 1046-ft. above sea level, lat. 32° 47" 44", long. 74° 50' 27"; transmitter to Rifle Range Rd. approx. 5.5-mi. E of Charleston. BPCT-2380.

Milwaukee, Wis. (Ch. 19)--WXIX, Columbia Bcstg. System Inc. Granted approval of specifications submitted in response to Report and Order on Doc. 12483 which request Ch. 18 in lieu of Ch. 19. Station begins operation on Ch. 18 8-27-58.

MODIFICATION OF CP GRANTED

Des Moines, Ia. (Ch. 11)--KDPS-TV, Des Moines Independent Community School District. Granted change to 28.8-kw visual, 14.4-kw aural, 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level. BMPET-190.

CHANGES REQUESTED IN TV STATIONS OPERATING

Peoria, Ill. (Ch. 31)--WMBD-TV, WMBD Inc. Requests change to 1000-kw max. and 678-kw horizontal visual, 500-kw max. and 339-kw horizontal aural, 666-ft. above av. terrain, 606-ft. above ground, 1346-ft. above sea level, lat. 40° 38' 6.8", long. 89° 32' 18.5"; transmitter to 212 SW Jefferson Ave. BPCT-2541.

Toledo, O. (Ch. 13)--WSPD-TV, Storer Bcstg. Co. Change request to 234.5-kw visual, 117.5-kw aural, 1091-ft. AB. AV. TERR., 1122-ft. AB. GRD., 1746-ft. AB. SEA LEVEL, LAT. 41° 34' 39.3", LONG. 83° 33' 54.7"; TRANSMITTER TO LIME CITY RD., .5-MI. S OF WALBRIDGE RD. BMPCT-4735.

Pittsburgh, Pa. (Ch. 13, educational)--WQED, Metropolitan Pittsburgh Educational TV Station. Change request to 544-ft. above ground, 1709-ft. above sea level. BPET-76.

APPLICATIONS FOR NEW STATIONS

TOTAL PENDING: 97 (68 VHF, 29 UHF)

APPLICATIONS DISMISSED

Bakersfield, Cal. (Ch. 17)--Lincoln Dellar. Application dismissed 8-19-58 at request of applicant.

PETITION FOR RULE MAKING

| | Channel No. Add | Delete |
|---|---|---|
| Mount Vernon, Ill.--Mount Vernon Radio & TV Co., prospective applicant, Mount Vernon, Ill..... | 13 | -- |

MISCELLANY

Laredo, Tex. (Ch. 8)--KHAD-TV, Southwestern Publishing Co. Change name to Southwestern Operating Co.

CALL LETTERS

Tucson, Ariz. (Ch. 6, educational)--Board of Regents of Univ. & State Colleges of Ariz..KUAT
Alliance, Neb. (Ch. 13)--Western Nebraska TV Inc..KALF
Dallas, Tex. (Ch. 13, educational)--Area Educational TV Foundation.....KERA-TV

TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING

TOTAL: 126

TRANSLATOR CONSTRUCTION PERMITS GRANTED

TOTAL NOT YET ON AIR: 40

APPLICATIONS FOR TRANSLATOR STATIONS

TOTAL PENDING: 35

AMENDMENT TO TRANSLATOR APPLICATION

Tillamook, Ore. (Ch. 70)--Tillamook Translator Inc. Change channel requested to Ch. 71. BPTT-217.

Tillamook, Ore. (Ch. 73)--Tillamook Translator Inc. Change channel requested to Ch. 76. BPTT-218.

CALL LETTERS

Wasco, Ore. (Ch. 81)--North Sherman TV Co-op..K81AD

-(END)-

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755

ADDENDA 26-EE
TV FACTBOOK No. 26
AUGUST 30, 1958

# Addenda to Television Factbook No. 26

## Weekly Additions and Changes

(AUGUST 25 TO AUGUST 30, 1958)

**Basic listings of all operating stations, CP's and applications published in Spring-Summer Edition of TV Factbook (No. 26) can be kept up-to-date by making additions and changes reported herein.**

STATIONS NOW OPERATING
GRAND TOTAL: 530 (445 VHF, 85 UHF)
INCLUDES 31 NON-COMMERCIAL (6 UHF)

CONSTRUCTION PERMITS GRANTED (COMMERCIAL)
TOTAL NOT YET ON AIR: 170 (51 VHF, 119 UHF)

CONSTRUCTION PERMITS GRANTED (EDUCATIONAL)
TOTAL NOT YET ON AIR: 25 (10 VHF, 15 UHF)

STATION GOING ON AIR

KAYS-TV, Hays, Kan. (Ch. 7)--BEGINS OPERATION 9-2-58. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:35.)

STATIONS GOING OFF AIR

WBLN, Bloomington, Ill. (Ch. 15)WHICH RESUMED OPERATION DEC. 1, 1957 AFTER BEING OFF AIR 11 MONTHS, QUIT AIR JUNE 5, 1958, REVERTING TO CP STATUS. (FOR DETAILS, SEE TELEVISION DIGEST, VOL. 14:35.)

CHANGES GRANTED IN TV STATIONS OPERATING

Springfield, Mass. (Ch. 40)--WHYN-TV, HAMPDEN-HAMPSHIRE CORP. GRANTED LICENSE FOR 163.4-KW MAX. AND 141-KW HPRIZONTAL VISUAL, 91.2-KW MAX. AND 70.8-KW HORIZONTAL AURAL, 1000-FT. ABOVE AV. TERRAIN, 144-FT. ABOVE GROUND, 1344-FT. ABOVE SEA LEVEL. BLCT-831.

Minneapolis, Minn. (Ch. 11)--WTCN-TV, TWIN STATE BCSTG. INC. GRANTED MODIFICATION OF LICENSE FOR 158-KW AURAL. BMLCT-58.

St. Louis, Mo. (Ch. 5)--KSD-TV, THE PULITZER PUBLISHING CO. GRANTED LICENSE FOR 100-KW VISUAL, 60.3-KW AURAL, 1088-FT. ABOVE AV. TERRAIN, 1152-FT. ABOVE GROUND, 1649-FT. ABOVE SEA LEVEL, LAT. 38° 34' 08", LONG. 90° 19' 51"; TRANSMITTER TO NEAR INTERSECTION OF VERMONT & HEEGE RDS. BLCT-836.

Scottsbluff, Neb. (Ch. 10)--KSTF, FRONTIER BCSTG. CO. GRANTED LICENSE FOR 240-KW VISUAL, 120-KW AURAL, 840-FT. ABOVE AV. TERRAIN, 674-FT. ABOVE GROUND, 5141-FT. ABOVE SEA LEVEL, LAT. 41° 59' 58", LONG. 103° 39' 55"; TRANSMITTER TO 9.5-MI. N OF CENTER OF SCOTTSBLUFF. BLCT-841.

Raleigh, N. C. (Ch. 5)--WRAL-TV, CAPITOL BCSTG. CO. INC. GRANTED LICENSE FOR 100-KW VISUAL, 50-KW AURAL, 1170-FT. BLCT-835.

Pittsburgh, Pa. (Ch. 13, EDUCATIONAL)--WQED, METROPOLITAN PITTSBURGH EDUCATIONAL TV STATION. GRANTED CHANGE TO 203-KW VISUAL, 101-KW AURAL, 660-FT. ABOVE AV. TERRAIN, 544-FT. ABOVE GROUND, 1709-FT. ABOVE SEA LEVEL. BPET-76.

Reliance, S. D. (Ch. 6)--KPLO-TV, MIDCONTINENT BCSTG. CO. GRANTED LICENSE FOR 100-KW VISUAL, 60-KW AURAL, 1112-FT. ABOVE AV. TERRAIN, 705-FT. ABOVE GROUND, 2877-FT. ABOVE SEA LEVEL. BLCT-840.

APPLICATIONS FOR NEW STATIONS
TOTAL PENDING: 97 (68 VHF, 29 UHF)

NORTH CAROLINA

Greensboro (Ch. 8, ASSIGNED TO WINSTON-SALEM-HIGH POINT-GREENSBORO)--JEFFERSON STANDARD BCSTG. CO., 1 JEFFERSON PL., CHARLOTTE, N. C. 316-KW VISUAL, 189.6-KW AURAL, 1000-FT. ABOVE AV. TERRAIN, 1013-FT. ABOVE GROUND, 1693-FT. ABOVE SEA LEVEL, LAT. 35° 47' 39", LONG. 79° 43' 23". TRANSMITTER, 5-MI. SE OF RANDLEMAN. PLANT, $1,699,386; YEARLY OPERATING, $1,222,442. EQUIPMENT, RCA. JOSEPH M. BRYAN, PRES.; CHARLES H. CRUTCHFIELD, EXEC. V.P. APPLICANT OWNS 17% OF WFMY-TV (CH. 2), GREENSBORO (WHICH IT WILL DISPOSE OF AT TIME OF GRANT); 100% OF WBT- WBTV (CH. 3), CHARLOTTE AND WBTW (CH. 8) FLORENCE, S. C. COUNSEL, KIRKLAND, ELLIS, HODSON, CHAFFETZ & MASTERS; CONSULTING ENGINEERS, A. D. RING & ASSOC.

APPLICATIONS DISMISSED

St. Louis, Mo. (Ch. 2)--LOUISIANA PURCHASE CO. APPLICATION DISMISSED AFTER LIQUIDATION OF COMPANY.

AMENDMENTS TO APPLICATIONS FOR NEW STATIONS

Tacoma, Wash. (Ch. 56, EDUCATIONAL)--CLOVER PARK SCHOOL DISTRICT NO. 400. CHANGE COORDINATES TO LAT. 47° 10' 30.5", LONG. 122° 29' 37". BPET-72.

Walla Walla, Wash. (Ch. 22)--NORTHWEST BCSTG. SYSTEM INC. CHANGE POWER TO 246.96-KW VISUAL, 144.9-KW AURAL, 1332-FT. ABOVE AV. TERRAIN, 151-FT. ABOVE GROUND, 3930-FT. ABOVE SEA LEVEL, LAT. 45° 59' 08", LONG. 118° 10' 06"; TRANSMITTER TO 9.5-MI. SE OF WALLA WALLA. BPCT-2460.

CHANGES REQUESTED IN TV STATIONS OPERATING

Amarillo, Tex. (Ch. 7)--KVII, SOUTHWEST STATES INC. REQUESTS CHANGE TO 316-KW VISUAL, 158-KW AURAL, 840-FT. ABOVE AV. TERRAIN. BPCT-2545.

MODIFICATION OF CP REQUESTED

Sioux Falls, S. D. (Ch. 13)--KSOO-TV, KSOO TV INC. REQUESTS CHANGE TO 204.6-KW VISUAL, 101.4-KW AURAL, 1034-FT. ABOVE AV. TERRAIN, 1073-FT. ABOVE GROUND, 2653-FT. ABOVE SEA LEVEL, LAT. 43° 53' 40", LONG. 96° 42' 35"; TRANSMITTER TO TRENT RD., .9-MI. E OF U. S. ROUTE 77. BMPCT-5168.

MISCELLANY

Yuma, Ariz. (Ch. 13)--KYAT, WRATHER-ALVAREZ BCSTG. INC. CHANGE NAME TO MARIETTA INVESTMENT CORP. BAPCT-256.

Bakersfield, Cal. (Ch. 10)--KERO-TV, WRATHER-ALVAREZ BCSTG. INC. CHANGE NAME TO MARIETTA INVESTMENT CORP. BALCT-72.

San Diego, Cal. (Ch. 8)--KFMB-TV, WRATHER-ALVAREZ BCSTG. INC. CHANGE NAME TO MARIETTA INVESTMENT CORP. BLCT-72.

WRH

CALL LETTERS

SACRAMENTO, CAL. (CH. 6)--CENTRAL CAL. EDUCATIONAL TV.....KVIE
JACKSONVILLE, FLA. (CH. 4)--THE WASHINGTON POST CO.WJXT (EFFECTIVE 9-14-58; FORMERLY WMBR-TV)
POLAND SPRING, ME. (CH. 8)--MT. WASHINGTON TV INC.WMTW-TV (FORMERLY WMTW)
BUFFALO, N. Y. (CH. 7)--WKBW-TV INC.....WKBW-TV
MINOT, N.D. (CH. 13)--NORTH DAKOTA BCSTG. CO. INC..KXMC-TV (EFFECTIVE 9-1-58; FORMERLY KCBJ-TV)

CORRECTION TO ADDENDA 26-DD

CHARLESTON, S. C. (CH. 5)--WCSC-TV, WCSC INC. CHANGE TO LONG. 79° 50' 27".

## TRANSLATOR ACTIONS

TRANSLATORS NOW OPERATING
TOTAL: 131

TRANSLATORS GOING ON AIR

K75AI, BIG SANDY VALLEY, ARIZ. (CH. 75)--BEGAN OPERATION 6-1-58.

K74AN, CHLORIDE, ARIZ. (CH. 74)--BEGAN OPERATION 6-1-58.

K73AJ, PEACH SPRINGS, ARIZ. (CH. 73)--BEGAN OPERATION 6-1-58.

K77AK, THE DALLES, ORE. (CH. 77)--BEGAN OPERATION 8-25-58.

K74AQ, CASTLE DALE, UTAH (CH. 74)--BEGAN OPERATION 8-11-58.

TRANSLATOR CONSTRUCTION PERMITS GRANTED
TOTAL NOT YET ON AIR: 35

APPLICATIONS FOR TRANSLATOR STATIONS
TOTAL PENDING: 36

TRUTH OR CONSEQUENCES, N. M. (CH. 73)--BOARD OF EDUCATION, TRUTH OR CONSEQUENCES MUNICIPAL SCHOOLS, DISTRICT #6, BOX 952, RAY L. STINNETTE, SUPT. OF SCHOOLS. INPUT CH. 5 (KNME-TV, ALBUQUERQUE). BPTT-263.

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