

# Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

As of January 1, 1949

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
<b>ALABAMA</b>					
BIRMINGHAM	WAFM-TV	Channel 13; 210-216 mc 27.2 kw aur.; 26 kw vis.	Voice of Alabama Inc. Protective Life Bldg. 3-8116	Ed Norton, Chairman of Bd. Thad Hoyt, Pres. & Treas., Gen. Mgr.	WAPI, WAFM (FM) RCA .....
BIRMINGHAM	WBRC-TV	Channel 4	Birmingham Bcstg. Co. WBRC Bldg. 4-7741	Eloise H. Hanna, Pres.	WBRC .....
<b>ARIZONA</b>					
PHOENIX	KTLX	Channel 5; 76-82 mc 17.5 kw vis.; 8.7 kw aur.	Phoenix Tele. Corp. 618 North Central St.		
<b>CALIFORNIA</b>					
HOLLYWOOD 38	KLAC-TV	Channel 13; 210-216 mc 16.2 kw vis.; 30.8 kw aur.	KMTR Radio Corp. 1000 Caluenga Blvd. Hillside 1161	Don J. Pedderson, Exec. Vice Pres. & Gen. Mgr. Dave Lundy, Gen. Sls. Mgr. Fred Henry, Asst. Gen. Mgr. Paul C. Schulz, Chief Engr.	KLAC RCA Sept. 17, 1948
HOLLYWOOD 28	KNBH	Channel 4; 66-72 mc 13.5 kw aur.; 27 kw vis.	National Broadcasting Co. 1500 N. Vine St. Hollywood 6161	Sidney N. Strotz (NBC), Adm. Vice Pres. Charge of TV. Harold J. Bock, Dir. Western. Tele. Ops. Frank A. Berend, Sls. Mgr. Robert Brown, Prog. Dir. Ed Sobol, Prod. Mgr. Robert W. Clark, Chief Engr.	..... RCA Jan. 1949
HOLLYWOOD 38	KTLA	Channel 5; 76-82 mc 15 kw aur.; 30 kw vis.	Paramount Television Productions Inc. 5451 Marathon St. Hollywood 6363	Paul Raibourn, Pres. Klaus Landsberg, Gen. Mgr. & West Coast Dir. Harry Y. Maynard, Sls. Mgr. Philip Booth, Prog. Dir. J. Gordon Wright, Prod. Supvr. Raymond M. Moore, Engring Supvr.	..... ..... Sept. 1942
HOLLYWOOD 28	KTSL (W6XAO)	Channel 2; 54-60 mc 11.4 kw aur.; 22.75 kw vis.	Don Lee Television 1313 Vine St. Hudson 2-2133	Lewis Allen Weiss, Pres. Willett H. Brown, Exec. Vice Pres. Harry W. Lubcke, Dir. of Tele. Carlton Winckler, Prog. Dir. Harold W. Jury, Chief Engr.	KHJ, KHJ-FM RCA, GE Dec. 23, 1931
HOLLYWOOD 38	KTTV	Channel 11; 198-204 mc 16.6 kw aur.; 31.5 kw vis.	KTTV Inc. 1025 N. Highland Ave. Hudson 2-1301	Norman Chandler, Pres. D. W. Thornburgh, Exec. Vice Pres. Harry W. Witt, Gen. Mgr. Frank G. King, Coml. Mgr. Hal Hudson, Prog. Dir. R. A. Monfort, Chief Engr.	..... RCA Jan. 1, 1949
LOS ANGELES 28	KECA-TV	Channel 7; 174-180 mc 14.8 kw aur.; 29.8 kw vis.	American Broadcasting Co. 6363 Sunset Blvd. Hudson 2-3141	Mark Woods (ABC), Pres. Don Searle, Vice Pres. J. Donald Wilson, Western Div. Dir. Prog. Ops. Richard J. Goggin, Dir. Tele. Program- ming Philip G. Caldwell, Mgr. Tech. Ops.	KECA, KECA-FM RCA, GE Jan. 1, 1949
LOS ANGELES 4	KFI-TV	Channel 9; 186-192 mc 15 kw aur.; 30 kw vis.	Earle C. Anthony, Inc. 141 N. Vermont Ave. Fairfax 2121	Earl C. Anthony, Owner & Pres. W. B. Ryan, Gen. Mgr. Kevin B. Sweeney, Coml. Mgr. Haan J. Tyler, Prog. Dir. H. L. Blatterman } Curtis Mason } Chief Engrs.	KFI, KFI-FM RCA Oct. 6, 1948
RIVERSIDE	KARO	Channel 1 or 6; 5 kw aur.; 2.5 kw vis.	Broadcasting Corp of America Riverside 6290	W. L. Gleeson, Pres.	KPRO .....
SAN DIEGO	KFMB-TV	Channel 8; 180-186 mc 20 kw vis.; 20.2 kw aur.	Jack Gross Bcstg. Co. 1378 Pacific Blvd. Main 2114	Jack Gross, Owner	KFMB .....
SAN FRANCISCO	KCPR	Channel 4; 8.75 kw aur.; 17.5 kw vis.	The Chronicle Publishing Co. 901 Mission St. Garfield 1-1112		
SAN FRANCISCO 4	KGO-TV	Channel 7; 174-180 mc 2.7 kw aur.; 5.4 kw vis.	American Broadcasting Co. 155 Montgomery Exbrook 2-6544	Mark Woods (ABC), Pres. Gayle V. Grubb, Gen. Mgr. Bloyce Wright, Prog. Mgr. Maury Baker, Adv., Prom. & Pub. Mgr. A. E. Evans, Chief Engr.	KGO, KGO-FM GE 1949
SAN FRANCISCO	KPIX	Channel 5; 76-82 mc 15.4 kw aur.; 29.9 kw vis.	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	Wesley I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Coml. Mgr. Keith Kerby Lakin, Prog. Dir. A. E. Towne, Dir. of Engring. F. M. Dumm, Secy.-Treas., Personnel Mgr.	KSFO RCA Dec. 1, 1948
STOCKTON	KGDM-TV	Channel 8; 180-186 mc 1.80 kw aur.; 1.93 kw vis.	E. F. Peffer 519 E. Market St 4-4551	E. F. Peffer, Pres.	KGDM ..... Spring 1949
<b>CONNECTICUT</b>					
NEW HAVEN	WNHC-TV	Channel 6; 82-88 mc 1.82 kw aur.; 5 kw vis., 957 kw erp.	Elm City Broadcasting Corp. 1110 Chapel Street 8-0196	Patrick J. Goode, Pres. Aldo DeDominicis, Secy.-Treas. James T. Milne, Gen. Mgr. Vincent Callanan, Coml. Mgr. Lewis Doolittle, Prog. Dir. Vincent De Laurentis, Chief Engr.	WNHC DuMont, RCA June, 1948
<b>DELAWARE</b>					
WILMINGTON	WDEL-TV	Channel 7; 174-180 mc 5 kw aur.; 1 kw vis.	WDEL Inc. 10th and King Sts. 7268	Clair R. McCollough, Station Executive J. Gorman Walsh, General Mgr. J. Robert Gulick, Natl. Sls. Mgr. Harvey C. Smith, Prog. Dir. J. E. Mathiot, Chief Engr.	WDEL, WDEL-FM ..... March 1949

(Continued)

**RAYMOND M. WILMOTTE INC.**

*Consulting Radio Engineers*

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1948 - 1949  
We forecast:

Television by Polycasting

Raymond M. Wilmotte  
Paul A. de Mars

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Raymond M. Wilmotte, *President*

Paul A. de Mars, *Associate*

1469 CHURCH ST., N. W.

Washington 5, D. C.

DEcatur 1231

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City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
<b>DISTRICT OF COLUMBIA</b>					
WASHINGTON 5	WMAL-TV	Channel 7; 174-180 mc 13.9 kw aur.; 27.7 kw vis.	The Evening Star Broadcasting Co. Inc. 724 14th Street N.W. National 5400	S. H. Kauffmann, Pres. K. H. Berkeley, Vice Pres. & Gen. Mgr. Ben B. Baylor, Jr., Coml. Mgr. Frank Harvey, Chief Engr. Fred Shawn, Mgr. Bcstg. & Tele. Ops.	WMAL, WMAL-FM RCA Oct. 3, 1947
WASHINGTON 5	WNBW	Channel 4; 66-72 mc 10.5 kw aur.; 20.5 kw vis.	National Broadcasting Co. 724 14th St., N.W. Republic 4000	Niles Trammell (NBC), Pres. Frank M. Russell, Vice Pres. in Chg. William McAndrew, Assist. to Vice Pres. Mahlon Glascock, Sls. Mgr. George Y. Wheeler, Prog. Dir. George Sandefur, Bus. Mgr. Charles Kelly, Prog. Mgr. Donald H. Cooper, Engr. in Chg.	WRC, WRC-FM RCA June 27, 1947
WASHINGTON	WOIC	Channel 9; 186-192 mc 14.4 kw aur.; 27.3 kw vis.	Bamberger Broadcasting Service Inc. 40th & Brandywine St. N. W.	Theodore C. Strelbert, Pres. Eugene S. Thomas, Gen. Mgr. R. C. Compton, Chief Engr.	WOR New York RCA Jan. 1949
WASHINGTON	WTTG	Channel 5; 76-82 mc 10.5 kw aur.; 17.5 kw vis.	Allen B. DuMont Labs. Inc. 12th and E Sts., N.W. Sterling 5300	Walter Compton, Gen. Mgr. Harold E. Sheffers, Coml. Mgr. Roger M. Coelos, Prog. Dir. Malcolm M. Burleson, Chief Engr.	..... DuMont May 1945
<b>FLORIDA</b>					
JACKSONVILLE	WMBR-TV	Channel 4; 66-72 mc 7.4 kw aur.; 14.8 kw vis.	Florida Broadcasting Co. 605 So. Main St. 9-4477	Frank King, President & Gen. Mgr. Glenn Marshall, Jr., Commercial Mgr. E. B. Vordermark, Chief Engineer	WMBR, WMBR-FM ..... Jan. 1950
JACKSONVILLE	WJAX-TV	Channel 2; 54-60 mc 15 kw vis.; 7.5 kw aur.	City of Jacksonville 1 Broadcast Place 4-1681	John T. Hopkins III, Gen. Mgr.	WJAX ..... .....
JACKSONVILLE	WPDQ-TV	Channel 6; 82-88 mc 19.4 kw vis.; 10 kw aur.	Jacksonville Broadcasting Corp. Gulf Life Ins. Bldg. 4-4421	James R. Stockton, President Robert R. Feagin, Gen. Mgr.	WPDQ ..... .....
JACKSONVILLE	WJHP-TV	Channel 8; 180-186 mc 25.1 kw vis.; 13.2 kw aur.	John H. Perry 500 Laura St.	John H. Perry, Owner	WJHP ..... .....
MIAMI	WTVJ	Channel 4; 66-72 mc 0.786 kw aur.; 1.57 kw vis.	Southern Radio & Tele. Equipment Co.		
ST. PETERSBURG	WSEE	Channel 7; 174-180 mc 26.2 kw vis.; 13.1 kw aur.	Sunshine Tele. Corp. 222 Brightwaters Blvd. 7-2416	Robert R. Guthrie and B. Earl Puckett, Chief Owners Robert R. Guthrie, Pres.	..... ..... .....
<b>GEORGIA</b>					
ATLANTA	WAGA-TV	Channel 5; 76-82 mc 17.768 kw vis.; 9.37 kw aur.	Liberty Bcstg. Co. W. Beach St.	George B. Storer, Pres.	WAGA ..... .....
ATLANTA	WCON-TV	Channel 2; 54-60 mc 15.5 kw vis.; 8.6 kw aur.	Constitution Pub. Co. Constitution Bldg.	Clarke Howell, Pres.	WCON ..... .....
ATLANTA	WSB-TV	Channel 8; 180-186 mc 12.5 kw aur.; 25.8 kw vis.	The Atlanta Journal Co. Biltmore Hotel HEmlock 1045	James M. Cox, Chairman of Bd. John M. Outler, Jr., Gen. Mgr. Frank Gaither, Commercial Mgr. Marcus Bartlett, Program Director C. F. Daugherty, Chief Engineer	WSB RCA Sept. 29, 1948
<b>ILLINOIS</b>					
CHICAGO 1	WBKB	Channel 4; 66-72 mc 7 kw aur.; 13.1 kw vis.	Balaban & Katz Corp. 190 N. State Randolph 6-8210	John Balaban, Pres. John Mitchell, Gen. Mgr. A. H. Brolly, Chief Engr.	WBIK (FM) DuMont, RCA Jan. 6, 1941
CHICAGO 6	WENR-TV	Channel 7; 174-180 mc 7 kw aur.; 13.1 kw vis.	The American Broadcasting Co. Inc. 20 N. Wacker Drive Delaware 1900	John H. Norton Jr., Vice Pres., ABC Central Div. James L. Stirton, Gen. Mgr., Central Div. Gil Berry, Sales Mgr. Roy McLaughlin, Station Mgr. Harold Stokes, Prog. Mgr. E. C. Horstman, Engr. and Dir. Gerald Vernon, Coordinator TV Sales Fred Killan, Dir. Programming Jack Gibney, Exec. Prod. Monte Fassnacht, Prod. Dir. Carol Howard, Prog. Coordinator	WENR 1948
CHICAGO 11	WGN-TV	Channel 9; 186-192 mc 15 kw aur.; 30 kw vis.	WGN Inc. 441 N. Michigan Ave. Financial 6-0011	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. Vernon R. Brooks, Dir. of Ops. William A. McGuineas, Coml. Mgr. George Harvey, Sls. Mgr. J. E. Faraghan, Prog. Dir. Carl J. Meyers, Dir. of Engring.	WGN, WGNB (FM) GE, RCA April 5, 1948
CHICAGO	WNBQ	Channel 5; 76-82 mc 21.8 kw aur.; 21.8 kw vis.	National Broadcasting Co Merchandise Mart Superior 7-8300	Niles Trammell (NBC), Pres. I. E. Showerman, Vice Pres. & Gen. Mgr. Jules Herbuveaux, Tele. Mgr. Ted Mills, Prog. Mgr. Howard C. Luitgens, Div. Engr.	WMAQ, WMAQ-FM RCA Nov. 1, 1948
PEORIA	WMBD-TV	Channel 6, 82-88 mc 8.75 kw aur.; 17.5 kw vis.	Peoria Broadcasting Co. 212 So. Jefferson 7133	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. Don D. Kynaston, Dir. of Sls. Charles E. Barnhart, Prog. Dir. James A. Ebel, Dir. of Engring	WMBD, WMBD-FM ..... .....
PEORIA	WEEK-TV	Channel 12; 204-210 mc 29 kw vis., 14.5 kw aur.	West Central Bcstg. Co. Commercial National Bank Bldg.	Robert S. Kerr, Pres.	WEEK ..... .....
ROCK ISLAND	WHBF-TV	Channel 4, 66-72 mc 13.6 kw aur., 7.6 kw vis.	Rock Island Broadcasting Co. 1800 3rd Ave. 918	Ben H. Potter, Pres. Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Com. Mgr. Forest W. Cooke, Prog. Dir. Robert J. Sinnett, Chief Engr.	WHBF, WHBF-FM ..... .....

(Continued)

*"This is WGN-TV,  
Chicagoland's Family Television Station"*

**M**ORE THAN 1,500,000 families in Chicagoland (4,500,000 people) form WGN-TV's potential market.

Thousands of these families own television sets around which they gather every day and night to watch entertainment especially designed for *all* members of the family.

Sports, news, kid and variety shows, mystery programs, serious dramas, movies... there is vivid entertainment and vital information for everyone who watches WGN-TV. Something for *everyone* without overbalanced programming for the benefit of the few!

That's why Channel 9 is a *habit* in Chicagoland.



Exclusively CBS-TV and Dumont-TV in Chicago

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INDIANA					
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BLOOMINGTON	WTTV	Channel 10; 192-198 mc 6.38 kw vis.	Sarkes and Mary Tarzian 535 S. Walnut 7538	Sarkes & Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr.	WTTV ..... Indefinite
INDIANAPOLIS	WFBM-TV	Channel 6; 82-88 mc 18.1 kw aur., 28.2 kw vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	H. M. Bitner, Pres. Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Com. Mgr. Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	WFBM, WFBM-FM RCA March, 1949
INDIANAPOLIS 9	WUTV	Channel 3; 60-66 mc 7.6 kw aur.; 14.44 kw vis.	The William H. Block Co. 50 N. Illinois St.	M. S. Block } R. C. Block } Prin. Owners E. A. Block } Merrill Lindley, Radio Dir.	..... RCA Spring, 1949
IOWA					
AMES	WOI-TV	Channel 4; 66-72 mc 10.4 kw aur.; 13 kw vis.	Iowa State College c/o Radio Station WOI	Richard B. Hull, Gen. Mgr. Edward P. Wegener, Prog. Dir. L. L. Lewis, Chief Engr.	WOI, WOI-FM ..... 1949
DAVENPORT	WOC-TV	Channel 5; 76-82 mc 22.9 kw vis., 22.9 kw aur.	Central Bcstg. Co.		WOC ..... .....
KENTUCKY					
LOUISVILLE	WAVE-TV	Channel 5; 76-82 mc 12.05 kw aur., 24.1 kw vis.	WAVE Inc. 334 East Broadway Wabash 6543	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. Ralph Jackson, Coml. Mgr. George Patterson, Prog. Dir. Wilbur Hudson, Chief Engr.	WAVE, WRKW(FM) RCA Nov. 24, 1948
LOUISVILLE	WHAS-TV	Channel 9; 186-192 mc 7.2 kw aur.; 9.6 kw vis.	WHAS Inc. Sixth & Broadway Wabash 2211	Barry Bingham, Pres. Victor A. Sholis, Dir. J. Mac Wynn, Sls. Dir. Orrin W. Towner, Chief Engr.	WHAS, WHAS-FM ..... Mid-1949
LOUISIANA					
NEW ORLEANS	WDSU-TV	Channel 6; 82-88 mc 15 kw aur.; 31 kw vis.	Stephens Bcstg. Co. Inc. Montelaine Hotel Raymond 7135	E. A. Stephens, Pres. Robert Swezey, Exec. Vice Pres. Charles Price, Coml. Mgr. Stanley Holiday, Prog. Dir. Lindsey G. Riddle, Chief Engr.	WDSU, WDSU-FM RCA Dec. 18, 1948
NEW ORLEANS	WRTV	Channel 4; 66-72 mc 7.2 kw aur.; 13.6 kw vis.	Maison Blanche Co.	L. K. Nicholson, Owner	
NEW ORLEANS	WTPS-TV	Channel 7; 174-180 mc 21.5 kw vis., 18 kw aur.	Times-Picayune Bcstg. Co. 601-615 Howard Ave.		
MARYLAND					
BALTIMORE 11	WAAM	Channel 13; 210-216 mc 28.1 kw aur.; 13.8 kw vis.	Radio-Television of Bal- timore Inc. Malden Ave. Mohawk 7600	Ben Cohen, Pres. Frederick Altman, Exec. Vice Pres. Norman C. Kal, Gen. Mgr. Army Grant, Coml. Mgr. Ted Estabrook, Prog. Dir. Warren Braun, Chief Engr.	..... RCA Nov. 1, 1948
BALTIMORE 18	WBAL-TV	Channel 11; 198-204 mc 17.2 kw aur.; 32.6 kw vis.	Hearst Radio Inc. 2610 North Charles Hopkins 3000	Charles McCabe, Pres. Harold C. Burke, Vice Pres. & Gen. Mgr. Kenneth Carter, Coml. Mgr. John Dickman, Prog. Dir. Richard S. Duncan, Chief Engr. Harold See, Dir. of Tele.	WBAL RCA March 11, 1948
BOSTON 34	WMAR-TV	Channel 2; 54-60 mc 10 kw aur.; 17 kw vis.	The A. S. Abell Co. Sun Square Lexington 7700	E. K. Jett, Dir. of Radio Anthony Lang, Coml. Mgr. Robert Cochrane, Prog. Dir. C. G. Nopper, Chief Engr.	WMAR-FM RCA Oct. 30, 1947
MASSACHUSETTS					
BOSTON 34	WBZ-TV	Channel 4; 66-72 mc 6.7 kw aur.; 15.6 kw vis.	Westinghouse Radio Sta- tions Inc. 1170 Soldiers Field Road Algonquin 4-5670	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr. W. H. Hauser, Chief Engr. Lynn Morrow, Sls. Prom. Mgr. W. A. Davis, Publicity Mgr.	WBZ, WBZ-FM, WBZA, WBZA-FM RCA May 29, 1948
BOSTON	WNAC-TV	Channel 7; 174-180 mc 32.7 kw aur.; 32.7 kw vis.	Yankee Network	John Shepard 3rd, Chairman of Board William O'Neil, Pres. Linus Travers, Vice Pres. & Gen. Mgr.	WNAC ..... .....
WALTHAM	WRTE	Channel 2; 54-60 mc 30.7 kw aur.; 50 kw vis.	Raytheon Manufacturing Co. Foundry Ave. Waltham 5860		
MICHIGAN					
DETROIT	WJBK-TV	Channel 2; 54-60 mc 7.51 kw aur.; 14.26 kw vis.	The Fort Industry Co. Masonic Temple Temple 2-6550	George B. Storer, Pres. Ralph G. Elvin, Gen. Mgr. Paul O. Frincke, Chief Engr.	WJBK GE, RCA Oct. 24, 1948
DETROIT	WWJ-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	Evening News Association 622 W. Lafayette Ave. Woodward 2-2000	W. E. Scripps, Pres. Evening News Assn. Harry Bannister, Gen. Mgr. Harry Betteridge, Gen. Sales Mgr. Mel Wissman, Gen. Prog. Mgr. E. J. Love, Gen. Engring Mgr. Edwin K. Wheeler, Asst. Gen. Mgr. Harold W. Priestley, Bus. Mgr. Willard Walbridge, Tele. Sls. Mgr.	WWJ, WWJ-FM DuMont, RCA March 4, 1947

(Continued)

# WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY



BALTIMORE 3, MARYLAND



## In Maryland, it's **WMAR-TV** for Traditions

Ask any stranger to Baltimore what he considers most typical of the city and he will probably say, "Those white marble steps." Baltimoreans are proud of those white stone steps. White steps are a Baltimore tradition.

Television is still too young to have any real traditions of its own, but a responsible television station can capture the flavor and personality of a city. That respect for traditions—shown by WMAR-TV through selective programming—has been reflected in widespread public acceptance.



Marylanders see themselves, the things they know and love, and the things they respect, through the eyes of their "own" station, WMAR-TV.

Only WMAR-TV gives Maryland such typically Maryland programs as: a daily television newsreel of *Maryland* news; every day of the race meets at *Laurel and Pimlico*; the *Baltimore* Colts, professional football team; the *Baltimore* Bullets, professional basketball team; high school and college sports of *Maryland* schools; the *Baltimore* Orioles baseball games; a weekly visit to The *Baltimore* Museum of Art.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

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<b>MICHIGAN (Continued)</b>					
DETROIT	WXYZ-TV	Channel 7, 174-180 mc 27.9 kw vis., 13.9 kw aur.	WXYZ Inc. 3415 E. Jefferson Ave.		WXYZ ..... .....
GRAND RAPIDS	WLAV-TV	Channel 7; 174-180 mc 20 kw aur., 10 kw vis.	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	Leonard A. Versluis, Owner Hy M. Steed, Gen. Mgr. Lee Stevens, Chief Engr.	WLAV, WLAV-FM RCA 1949
LANSING	WJIM-TV	Channel 6; 82-88 mc 2.5 kw aur., 5 kw vis.	WJIM Inc. Bank of Lansing Bldg. 2-1333	Harold F. Gross, Pres. & Gen. Mgr. Howard K. Finch, Prog. Dir.	WJIM, WJIM-FM RCA
<b>MINNESOTA</b>					
MINNEAPOLIS-ST. PAUL	KRTV	Channel 9; 186-192 mc 20.5 kw vis., 15.5 kw aur.	Northwest Bestg. Co. 427 Sixth Ave. South		
MINNEAPOLIS-ST. PAUL	KSTP-TV	Channel 5; 76-82 mc 6.48 kw aur.; 13.68 kw vis.	KSTP Inc. 3415 University Ave. S.E., St. Paul Prior 2717	Stanley E. Hubbard, Pres. & Gen. Mgr. Kenneth M. Hance, Vice Pres. & Asst. Mgr. Miller C. Robertson, Coml. Mgr. Del Franklin, Prog. Mgr. John McMahon, Acting Chief Engr.	KSTP, KSTP-FM ..... April 23, 1948
MINNEAPOLIS-ST. PAUL	WTCN-TV	Channel 4; 66-72 mc 9.2 kw aur.; 17.9 kw vis.	Minnesota Broadcasting Corp.	Robert Ridder, Pres. F. Van Konvnenburg, Gen. Mgr. Robert N. Ekstrum, Coml. Mgr. Judy Bryson, Prog. Dir. John M. Sherman, Chief Engr. Max Karl, Prod. Mgr. C. J. Rian, Publicity	WTCN RCA .....
<b>MISSOURI</b>					
City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
KANSAS CITY	WDAF-TV	Channel 4; 66-72 mc 11.1 kw vis., 22.2 kw aur.	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr.	WDAF ..... Not Determined
ST. LOUIS	KSD-TV	Channel 5; 76-82 mc 9.3 kw aur.; 20.1 kw vis.	The Pulitzer Publishing Co. 1111 Olive St. Main 1111	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	KSD RCA Feb. 8, 1947
<b>NEBRASKA</b>					
OMAHA	WOW-TV	Channel 6; 82-88 mc 8.5 kw vis., 16.2 aur.	Radio Station WOW Inc. Insurance B'dg. Webster 2400	John J. Gillin, Pres. & Gen. Mgr.	WOW, KWOW(FM) GE, RCA Undetermined
OMAHA	KMA-TV	Channel 3; 60-66mc 17.8 kw vis., 8.9 kw aur.	May Bestg. Co. 2615 Farnam St.		
<b>NEW JERSEY</b>					
NEWARK	WATV	Channel 13; 210-216 mc 25 kw aur.; 50 kw vis.	Bremer Broadcasting Corp. 1020 Broad St. Mitchell 2-6400 Barkley 7-8216	Irving R. Rosenhaus, Pres. and Gen. Mgr. Edmund S. Lennon, Coml. Mgr. George Green, Prog. Mgr. Frank V. Bremer, Chief Engr. James Sondheim, Prom. Mgr. Roland Trenchard, Pub. Rel. Dir.	WAAT, WAAT-FM May 15, 1948
TRENTON		Channel 1; 44-50 mc 1.0 kw aur.; 1.0 kw vis.	Trent Broadcast Corp. 35 W. State St. Trenton 2-7127		..... ..... .....
<b>NEW MEXICO</b>					
ALBUQUERQUE	KOB-TV	Channel 4; 66-72 mc 5 kw aur.; 5 kw vis.	Albuquerque Broadcasting Co. Inc. 234 So. 5th 4411	T. M. Pepperday, Owner and Gen. Mgr. George S. Johnson, Chief Engr.	KOB RCA 1948
<b>NEW YORK</b>					
BINGHAMTON	WBNF-TV	Channel 12; 204-210 mc 11.725 kw aur., 23 45 kw vis.	Clark Associates Inc. Arlington Hotel 2-3461	John C. Clark Sr., Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr. Edward M. Scale, Prog. Dir. Louveur H. Stantz, Chief Engr.	WBNF, WBNF-FM ..... Indefinite
BUFFALO 2	WBEN-TV	Channel 4; 66-72 mc 12 kw aur.; 19.1 kw vis.	WBEN Inc. Hotel Statler Cleveland 6400	Edward H. Butler, Pres. and Treas. Alfred H. Kirchhofer, Vice Pres. and Secy. C. Robert Thompson, Sta. Mgr. Frank W. Kelly, Asst. Sta. Mgr. Chg. Sales George Torge, Prog. Dir. Ralph J. Kingsley, Tech. Dir. Robert Glenn Beerbower, Asst. Tech. Dir. Chg. Tele. Joseph A. Jenkins, Exec. Prod.	WBEN, WBEN-FM RCA May 14, 1948
NEW YORK	WABD	Channel 5; 76-82 mc 9.45 kw aur.; 14.25 kw vis.	Allen B. DuMont Labs. Inc. 515 Madison Ave. Murray Hill 8-2600	Allen B. DuMont, Pres. Lawrence Phillips, Dir. Leonard Hole, Gen. Mgr. Humboldt Greg, Coml. Mgr. Tony Kraber, Prog. Dir. Rodney D. Chipp, Chief Engr. Roy Passman, Asst. Mgr. John Hamman, Day. Coml. Mgr. Wade Thompson, Adv. Mgr.	..... DuMont Experimental Coml. Operations 1941
NEW YORK	WCBS-TV	Channel 2; 54-60 mc 6.9 kw aur.; 13.8 kw vis.	Columbia Broadcasting System 51 E. 42d St. Murray Hill 7-8700	J. L. Van Volkenburg, Vice Pres. and Dir. Tele. Oper. David Sutton, CBS-TV Sales Mgr. Charles Underhill, Dir. Prog. Paul Wittlig, Chief Engr.	WCBS, WCBS-FM RCA May 5, 1944

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(Data corrected to January 1, 1949)

## NEW YORK—(Continued)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
NEW YORK	WJZ-TV	Channel 7; 174-180 mc 14.8 kw aur.; 29.5 kw vis.	American Broadcasting Co. 7 W. 66th St. Trafalgar 3-7000	Mark Woods, Pres. Murray B. Grabhorn, Vice Pres. & Gen. Mgr. Clarence L. Doty, Sls. Mgr. John Hade, Prog. Dir. Frank Marx, Vice Pres. in chg. Engring. George Milne, Dir. of Tech. Ops. J. L. Middlebrooks, Chief Fac. Engr. John G. Preston, Chief Alloc. Engr.	WJZ, WJZ-FM RCA Aug. 10, 1948
NEW YORK	WOR-TV	Channel 9; 186-192 mc 11 kw aur.; 9.5 kw vis.	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	Theodore C. Streibert, Pres. and Gen. Mgr. Rufus C. Maddux, Coml. Mgr. Norman S. Livingston and Donald C. Hamilton, Prog. Dirs. J. R. Poppo, Chief Engr. and Vice Pres. Charles H. Singer, Asst. Chief Engr. Frank J. Bingley, Chief Tele. Engr.	WOR, WOR-FM GE, RCA DuMont 1949
NEW YORK	WNBT	Channel 4; 66-72 mc 5.75 kw aur.; 7 kw vis.	National Broadcasting Co. 30 Rockefeller Plaza Circle 7-8300	Niles Trammell, Pres. Sidney N. Strotz, Adm. Vice Pres. chg. Tele. Carleton D. Smith, Dir. of Tele. Ops. Norman Blackburn, Natl. Prog. Dir. Warren Wade, Prod. Mgr. O. B. Hanson, Vice Pres. & Chief Engr. Robert E. Shelby, Dir. Tele. Engng. Ops.	WNBC RCA July 1, 1940
NEW YORK	WPIX	Channel 11; 198-204 mc 9.25 kw aur.; 18.5 kw vis.	WPIX Inc. 220 E. 42nd St. Murray Hill 2-1234	F. M. Flynn, Pres. Robert L. Coe, Mgr. B. O. Sullivan, Coml. Mgr. Thomas E. Howard, Chief Engr. R. Bretz, Op. Mgr. J. Pollak, Mgr. Film Dept. T. E. Mitchell, Mgr. Accting. Carl Warren, Mgr. News and Sp. Events Frank Young, Mgr. Prom. and Pub.	..... GE, RCA June 15, 1948
ROCHESTER	WHTM	Channel 6; 82-88 mc 16.7 kw vis., 8.7 kw aur.	Stromberg-Carlson Co. 201 Humboldt St.	William Fay, Vice Pres. & Gen. Mgr.	WHAM ..... .....
SCHENECTADY	WRGB	Channel 4; 66-72 mc 9.125 kw aur.; 18.25 kw vis.	General Electric Co. 60 Washington Ave. 4-2211, Ext. 4926	R. S. Pearce, Vice Pres. and Mgr. B. J. Rowan, Asst. Mgr. G. Emerson Markham, Sta. Mgr. A. G. MacDonald, Sup. Sta. Sales & Prom. Al G. Zink, Sup. Proc. W. J. Purcell, Chief Engr.	WGY and WGFM GE 1939
SYRACUSE	WAGE-TV	Channel 10; 192-198 mc 30 kw vis., 15 kw aur.	WAGE Inc. Loew Bldg.	Frank G. Revolt, Pres.	WAGE ..... .....
SYRACUSE	WHEN	Channel 8; 180-186 mc 15 kw vis., 7.5 kw aur.	Meredith Syracuse Tele. Corp. 101 Court St. 3-1126	Capt. W. C. Eddy, Gen. Mgr. Paul Adanti, Gen. Mgr. William Bell, Coml. Mgr. H. E. Crow, Chief Engr.	..... ..... December 1948
SYRACUSE	WSYR-TV	Channel 5; 76-82 mc 23 kw vis., 12.8 kw aur.	Radio Projects 224 Harrison St.	H. C. Wilder, Pres.	WSYR
UTICA	WKAL-TV	Channel 13; 210-216 mc 13 kw vis., 11.3 kw aur.	Copper City Bcstg. Corp.	Myron J. Kallet, Pres.	WKAL ..... .....
NORTH CAROLINA					
CHARLOTTE	WBT-TV	Channel 3; 60-66 mc 16.3 kw vis., 8.2 kw aur.	Jefferson Standard Bcstg. Co. Wilder Bldg.	J. M. Bryan, Pres. C. H. Crutchfield, Vice Pres. & Gen. Mgr.	WBT
OHIO					
CINCINNATI	WLWT	Channel 4; 66-72 mc 19.5 kw aur.; 23.5 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St. Cherry 1822	James D. Shouse, Pres. R. E. Dunville, Vice Pres. and Gen. Mgr. M. N. Terry, Vice Pres. Chg. Tele. M. F. Allison, Sales Mgr. James B. Hill, Mgr. Sales Serv. Chester A. Herman, Prog. Dir. R. J. Rockwell, Vice Pres. Chg. Engr. J. R. Duncan, Dir. WLWT Engr. Rikel Kent, Prod. Mgr. Rita Cassidy, Dir. Film Procure. David E. Partridge, Dir. Sales Prom.	WLW, WLWA(FM) RCA Feb. 9, 1948
CINCINNATI	WCPO-TV	Channel 7; 174-180 mc 12 kw aur., 21 kw vis.	Scripps-Howard Radio Inc. Carew Tower Main 3314	Jack R. Howard, Pres. M. C. Watters, Gen. Mgr. J. P. Smith, Coml. Mgr. Glen Clarke Miller, Prog. Dir. Glen A. Davis, Chief Engr.	WCPO, WCPO-FM RCA Feb. 1, 1948
CINCINNATI	WKRC-TV	Channel 11; 198-204 mc 12.25 kw vis., 24.5 kw aur.	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	Hulbert Taft Jr., Managing Dir.	WKRC, WKRC-FM
CLEVELAND	WEWS	Channel 5; 76-82 mc 8.15 kw aur.; 16.3 kw vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Superior 6111	Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr. J. Harrison Hartley, Sta. Dir. Patrick H. Crafton, Prog. Dir. J. B. Epperson, Chief Engr.	WEWS-FM RCA, DuMont Dec. 17, 1947
CLEVELAND	WNBK	Channel 4; 66-72 mc 17.75 kw aur.; 34.4 kw vis.	National Broadcasting Co. 815 Superior Ave. Cherry 0942	Niles Trammell (NBC), Pres. John McCormack, Station Mgr. Charles C. Bevis Jr., Tele. Mgr. Harold L. Gallagher, Sls. Mgr. S. E. Leonard, Engr. in Chg.	WTAM, WTAM-FM RCA Oct. 31, 1948
CLEVELAND	WXEL	Channel 9; 186-192 mc 13 kw aur.; 21 kw vis.	Empire Coll Co.		

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# Directory of COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

## OHIO (Continued)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
COLUMBUS	WBNT	Channel 10; 192-198 mc 28.4 kw vis., 14.2 kw aur.	TV Inc. Olentangy Blvd. and Dublin Rd.	Richard S. Wolfe, Pres.	
COLUMBUS	WLWC	Channel 3; 60-66 mc 5.25 kw aur.; 15.5 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cin- cinnati Cherry 1822	James D. Shouse, Pres.	WLW
COLUMBUS	WTVN	Channel 6; 82-88 mc 14.3 kw vis., 9 kw aur.	Picture Waves Inc. 1006 Huntington Bank Bldg.	Edward Lamb, Pres. Lowell Goerlich, Gen. Mgr. Thomas J. McJilton, Chief Engr.	..... March 1949
DAYTON	WHIO-TV	Channel 13; 210-216 mc 24 kw vis., 25.2 kw aur.	Miami Valley Bestg. Corp. 45 S. Ludlow	James M. Cox Jr., Pres. R. H. Moody, Mgr.	WHIO ..... January 1949
DAYTON	WLWD	Channel 5; 76-82 mc 25 kw aur.; 30 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cin- cinnati Cherry 1822	James D. Shouse, Pres.	WLW
TOLEDO	WSPD-TV	Channel 13; 210-216 mc 27.4 kw vis., 14.4 kw aur.	The Fort Industry Co. 136 Hurm St. Adams 3175	George B. Storer, Pres. E. Y. Flanigan, Gen. Mgr. Wes Shannon, Coml. Mgr. Glenn Jackson, Prog. Dir. William Stringfellow, Chief Engr.	WSPD RCA July 21, 1948

## OKLAHOMA

OKLAHOMA CITY	WKY-TV	Channel 4; 66-72 mc 12.1 kw vis., 6.2 kw aur.	WKY Radiophone Co. Skirvin Tower 3-4306	E. K. Gaylor, Pres. P. A. Sugg, Gen. Mgr. Leo Howard, Coml. Mgr. Paul Brawner, Prog. Dir. H. J. Lovell, Chief Engr.	WKY RCA Summer 1949
TULSA	KOVb	Channel 6; 82-88 mc 16.55 kw vis., 8.53 kw aur.	George E. Cameron Jr.		

## OREGON

PORTLAND	KGWG	Channel 6; 82-88 mc 11.2 kw aur.; 10 kw vis.	The Oregonian Publishing Co. 1011 S.W. Sixth Ave. Beacon 6364	H. Quenton Cox, Gen. Mgr.	KGW
PORTLAND	KTVU	Channel 3; 60-66 mc 15.5 kw vis.; 9 kw aur.	Video Bestg. Co. Heathman Hotel		

## PENNSYLVANIA

ERIE	WICU	Channel 12; 204-210 mc 4 kw vis., 2 kw aur.	Erle Dispatch Inc. State St. 25251	Edward Lamb, Pres. Paul Albracht, Gen. Mgr. Charles Fuller, Coml. Mgr. Thomas J. McJilton, Chief Engr.	WEEL (FM) DuMont, RCA Dec. 1948
JOHNSTOWN	WJAC-TV	Channel 13; 210-216 mc 7 kw aur.; 6.5 kw vis.	WJAC Inc. 329 Main St. 4-1267	W. W. Krebs, Pres. L. W. Barnes, Exec. Vice Pres., Treas. and Gen. Mgr. John F. Foster, Sta. and Coml. Mgr. Campbell E. Patch, Prog. Dir. N. L. Straub, Chief Engr.	WJAC, WJAC-FM RCA 1949
LANCASTER	WGAL-TV	Channel 4; 66-72 mc 1 kw vis., 0.88 kw aur.	WGAL Inc. 8 W. King St. 5251	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Nat'l. Sales Mgr. Ernest Stanzola, Prog. Dir. J. E. Mathiot, Chief Engr.	WGAL ..... March 1949
PHILADELPHIA	WCAU-TV	Channel 10, 192-198 mc 13.94 kw aur.; 25 kw vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	Leon Levy, Pres. and Gen. Mgr. G. Bennett Larson, Dir. Tele. John L. McClay, Prog. Dir. John G. Letch, Tech. Dir. Roy Meredith, Prod. Mgr. Helen Buck, Film Dir.	WCAU, WCAU- FM RCA May 23, 1948
PHILADELPHIA	WFIL-TV	Channel 6; 82-88 mc 9.3 kw aur.; 18.1 kw vis.	Triangle Publications Inc. 46th and Market Sts. Evergreen 6-8090	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr. John J. Steck, Prog. Dir. Louis E. Littlejohn, Chief Engr. Donald S. Kelleet, Adm. Asst. Chg. Tele. Kenneth W. Stowman, Tele. Sales Mgr. John D. Scheuer Jr., Oper. Asst. to Gen. Mgr.	WFIL, WFIL- FM RCA Sept 13, 1947
PHILADELPHIA	WPTZ	Channel 3; 60-66 mc 8.9 kw aur.; 17.8 kw vis.	Philco Tele. Broadcasting Corp. 1800 Architects Bldg. Locust 4-2244	E. B. Loveman, Vice Pres. and Gen. Mgr. Rolland V. Tooke, Asst. Gen. Mgr. Alexander W. Dannenbaum Jr., Coml. Mgr. Ernest Walling, Prog. Dir. Raymond J. Bowley, Chief Engr.	..... ..... Exp. 1939 Coml. 1941
PITTSBURGH	WDTV	Channel 3; 60-66 mc 7.3 kw aur.; 14.6 kw vis.	Allen B. DuMont Labs.	Donald A. Stewart, Gen. Mgr. Raymond Rogers, Chief Engr.	..... ..... Jan. 11, 1949

## RHODE ISLAND

PROVIDENCE	WJAR-TV	Channel 11; 198-204 mc	Outlet Co.	Mortimer L. Burbank, Pres. John J. Boyle, Gen. and Coml. Mgr. Thomas C. J. Prior, Chief Engr.	WJAR, WJAR- FM RCA 1949
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(Data corrected to January 1, 1949)

## TENNESSEE

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
MEMPHIS	WMCT	Channel 4; 66-72 mc 7.12 kw aur.; 13.6 kw vis.	Memphis Pub. Co.	H. W. Slavick, Gen. Mgr.	WMC .....
NASHVILLE	WSM-TV	Channel 4; 66-72 mc 14.4 kw vis., 7.2 kw aur.	WSM Inc. 7th & Union Sts. 6-7181	John H. DeWitt Jr., Pres. Harry L. Stone, Gen. Mgr. Irving Waugh, Coml. Mgr. Jack Stapp, Prog. Dir. George Reynolds, Chief Engr.	WSM ..... 1949

## TEXAS

DALLAS	KBTV	Channel 8; 180-186 mc 18.5 kw aur.; 35 kw vis.	Lacy-Potter Tele. Broad- casting Co.		.....
DALLAS	KRLD-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	KRLD Radio Corp. Adolphus Hotel Central 6811	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Com. Mgr. Roy George, Prog. Dir. Roy M. Flynn, Chief Engr.	KRLD, KRLD- FM GE 1949
FORT WORTH	WBAP-TV	Channel 5; 76-82 mc 8.2 kw aur.; 17.6 kw vis.	Carter Publications Inc. 400 West Seventh 3-1234	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr. Seymour Andrews, Prog. Dir. R. C. Stinson, Chief Engr. Bob Gould, Chief Prod.	WBAP, WBAP-FM RCA Sept 29, 1948
HOUSTON	KLEE-TV	Channel 2; 54-60 mc 16 kw vis., 8.5 kw aur.	W. Albert Lee Milby Hotel	Sidney Balkin, Gen. Mgr. Ken Bagwell, Prog. Dir. Paul Huhndorff, Chief Engr.	KLEE GE Jan. 1, 1949
SAN ANTONIO	KEYL	Channel 5; 76-82 mc 17.9 kw vis., 9 kw aur.	San Antonio Tele. Co.	R. L. Wheelock, W. L. Pickens and H. H. Coffield, Owners	.....
SAN ANTONIO	WOAI-TV	Channel 4; 66-72 mc 21.6 kw vis., 10.8 kw aur.	Southland Industries Inc. 1031 Navarro St. Garfield 4221	G. A. C. Half, Chr. of Board Hugh A. L. Half, Pres. & Gen. Mgr. Jack Keasler, Asst. Gen. & Coml. Mgr. Monte A. Kleban, Prog. Mgr. Charles L. Jeffers, Tech. Dir.	WOAI RCA Not Determined

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### In the heart of a \$2,000,000,000 market



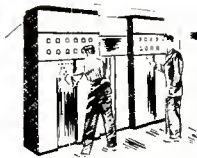
new RCA Mobile Unit complete with Micro-wave relay . . .

■With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our



are completely equipped to handle coverage of local events.

■In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we



tion specialists to get the job done.

■Or take our studio and transmitting equipment—all RCA—the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production



of a new medium in the \$2,000,000,000 Memphis market.

■What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact

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