

TELEVISION STATIONS IN THE UNITED STATES

Alabama

Birmingham—

WAFM-TV

LICENSEE: Voice of Alabama Inc.

ADDRESS: 701 Protective Life Bldg. ZONE: 3 PHONE: 3-8116

AM AFFILIATE: WAPI FM AFFILIATE: WAFM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ed Norton and Thad Holt are principal stockholders. Mr. Norton also is one of the principal stockholders of WMBR-TV Jacksonville, Fla.

BEGAN OPERATION: May 29, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Radio Park, Atop Red Mountain

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13.6 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 875 ft. Above Ground, 531 ft.

STUDIO ADDRESS: Radio Park, Atop Red Mountain. HOURS OF OPERATION: 10 a.m.—Midnight

MAKE OF CAMERA CHAINS: DuMont.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader Telescriptions. NEWS SERVICE: INS Telenews, UP

STUDIO FACILITIES: Auditorium studio (24x40 ft.). Cathedral studio (small stage, seats 150). Ramsey High School Auditorium (stage, seats 1,100). Three DuMont cameras. Two RCA 16mm film projectors. Two Select-O-Slide projectors. One Multiscope. Complete two-camera remote units. Complete model kitchen facilities.

EXECUTIVES:

Ed Norton, Chairman of Board

Thad Holt, President & Treasurer

C. P. Pearsons Jr., Manager of Television Operations, General Manager, Commercial Manager, Program Director & Film Buyer

James L. Evans, Chief Engineer

James Hall, Assistant Chief Engineer

E. H. Mitchell Jr., Business Manager

RATE INFORMATION: Class A hour rate—\$300 (film only). Minute spot—\$50. Participation—\$30 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 3, Jan. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecasting

Birmingham—(Continued)

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Inc.

ADDRESS: 1727 Second Ave., N. PHONE: 4-7741

AM AFFILIATE: WBRC

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Eloise S. Hanna is the principal stockholder.

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: DuMont MODEL NO.: Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 14.25 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above Average Terrain, 750 ft. Above Ground, 190 ft.

STUDIO ADDRESS: 1727 Second Ave., N. HOURS OF OPERATION: 6:45 a.m.—11 p.m.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS, Telenews

STUDIO FACILITIES: Studio "C" (22x50 ft.), with one Auricon studio camera. One Bolepticon. Two Holmes 16mm film projectors. One Eastman Specialist motion picture camera. One Auricon motion picture camera.

EXECUTIVES:

Mrs. Eloise S. Hanna, President

G. P. Hamann, Manager

RATE INFORMATION: Class A hour rate \$300 (film only). Minute spot—\$50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 3, Feb. 1, 1951.)

WASHINGTON ATTORNEY: George O. Sutton.

CONSULTING ENGINEER: George C. Davis.

TELEVISION STATIONS IN THE UNITED STATES

Arizona

Phoenix—

KPHO-TV

LICENSEE: Phoenix Television Inc.

ADDRESS: 631 North First Ave. PHONE: 4-7367

AM AFFILIATE: KPHO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Mullins is principal owner.

BEGAN OPERATION: December 4, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Westward Ho Hotel

MAKE OF TRANSMITTER: DuMont MODEL NO: Series 1000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 400 ft. Above Ground, 497 ft.

STUDIO ADDRESS: 631 North First Avenue

HOURS OF OPERATION: 2:30 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Studio "A" is 50x40 ft. Kitchen Studio is 20x20 ft. Three DuMont cameras. Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:

John C. Mullins, President & General Manager
Julian Kaufman, Sales Manager
William Burton, Program Director
George L. McClanathan, Chief Engineer
Ann Rush, Traffic Manager

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$80. Rehearsal—\$15 per quarter-hour. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25% (From Rate Card No. 5, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Nielson

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California

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting Co., Inc.

ADDRESS: ABC Television Center ZONE: 27 PHONE: Normandy 3-3311

AM AFFILIATE: KECA FM AFFILIATE: KECA-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is principal stockholder. ABC owns & operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: September 16, 1949

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mount Wilson

MAKE OF TRANSMITTER: GE MODEL NO: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 29.4 kw Aural, 14.7 kw

MAKE OF ANTENNA: RCA TYPE: TF6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 3,040 ft. Above Ground, 303 ft.

STUDIO ADDRESS: ABC Television Center HOURS OF OPERATION: 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Both field and studio type

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP, Movietone

STUDIO FACILITIES: Five studios (150x105, 105x90, 95x95, 95x85, 50x25). Seven studio cameras. Six field cameras. Four film cameras. Two 35mm film projectors. Four 16mm film projectors. Six slide projectors. One Bell Opticon.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
William Phillipson, Director of ABC Western Division
Cecil Barker, Program & Production Director of ABC Western Division
Philip G. Caldwell, Technical Operations Manager, ABC Western Division
Donn B. Tatum, Director of Television, ABC Western Division
Robert F. Laws, TV Sales Manager, ABC Western Division
Philip Hoffman, Station Manager
Alvin G. Flanagan, Program Director
Eloise Reeves, Film Director
Cameron G. Pierce, Manager of Station Television Engineering
Darrell E. Ross, Station Production Manager

RATE INFORMATION: Class A hour rate—\$1,200. Minute spot—\$220. Participations—\$220 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Stages 1 & 2, one hour charges are \$150 for camera, \$75 for audio only, \$50 for dry runs. For Studio D, one hour charges are: \$100 for camera, \$50 for audio only, \$35 for dry runs. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4, May 15, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

IN LOS ANGELES...

*Here's your
best buy in
daytime television*



AL JARVIS, 3:00 P.M., Mon.-Sat.

In L. A., you couldn't be in a better spot! *The Al Jarvis Show* has the largest afternoon television audience in Los Angeles... draws 4,000 to 6,000 letters a week! Al's an advertiser's dream come true: the most famous, most popular, most persuasive disc-jockey of 'em all! So when you look at L. A., look first at Al Jarvis and the other great attractions on Channel 7:

Grace Lawson's Kitchen 1:00 p.m.
Mon., Tues., Thurs., Fri.
" " " 1:15 p.m.
Wed.
Korla Pandit 2:00 p.m.
Mon. thru Fri.
Candy & Nancy 5:00 p.m.
Mon., Tues., Wed., Fri.
Roscoe Ates Show . . . 5:30 p.m.
Mon., Tues., Wed., Fri.
KECA-TV NEWS 6:00 p.m.
Mon. thru Fri.



American Broadcasting Company

TV Stations in the U. S.

Los Angeles—(Continued)

KHJ-TV

LICENSEE: Thos. S. Lee Enterprises Inc. (Don Lee Network Division)

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hudson 2-2133

AM AFFILIATE: KHJ FM AFFILIATE: KHJ-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.7 kw

MAKE OF ANTENNA: RCA TYPE: TF6A

ANTENNA HEIGHT: Above Average Terrain, 3,100 ft. Above Ground, 199 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 1:30 p.m.-Midnight

MAKE OF CAMERA CHAINS: RCA & GE

TYPE OF OPERATION: Uses local live, local film

FILM LIBRARY: Snader NEWS SERVICE: AP, INS

STUDIO FACILITIES: Two auditoriums, seating 350, 60x150 ft. Two studios (40x60 and 30x50 ft.). Four RCA TK30A and two RCA TK10A cameras. One RCA film camera. One GE film camera. Four RCA 16mm film projectors. Four slide projectors. One GE Balopticon.

EXECUTIVES:

Tom O'Neil, President (Thomas S. Lee Enterprises)
Willet H. Brown, President (Don Lee Division)
Ward D. Ingram, Executive Vice President
George A. Whitney, Vice President in Charge of Sales
John Bradley, National Advertising Manager
John Reynolds, Sales Manager
Anthony J. LaFrano, Operations Director
Kenneth Higgins, Program Director
Elbert Walker, Program Manager
Robert Livingston, Operations Manager
Robert E. Arne, Chief Engineer
James Love, Film Buyer
James Parsons, Public Relations Director
Les Mawhinney, News & Special Events Director

RATE INFORMATION: Class A hour rate—\$1,000. Minute spot—\$180. Participations—\$180 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 2, March 1, 1952.)

WASHINGTON ATTORNEY: Pierson & Ball

TELEVISION STATIONS IN THE UNITED STATES

Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corp.

ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311

AM AFFILIATE: KLAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff owns licensee. Mrs. Schiff is also publisher of New York Post.

BEGAN OPERATION: September 1948

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw

MAKE OF ANTENNA: RCA TYPE: TF6A, 6-Bay Superturmountile

ANTENNA HEIGHT: Above Average Terrain, 2,955 ft. Above Ground, 237 ft.

STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, local film, kinescopes

NEWS SERVICE: INS, UP

STUDIO FACILITIES: Studio One (30x40 ft.), two RCA cameras, model kitchen set permanent installation. Studio Two (33x63 ft.), one RCA camera. Music Hall Theatre seating 412, stage is 55x70 ft. Mobile Unit No. 1 includes three cameras. Mobile Unit No. 2 includes two cameras. Film projection room has two RCA TK20 film cameras, one RCA 35mm projector, two RCA 16mm projectors, two Selectro-slides (2x2 in. slides), one Gold 3 1/4 x 4 in. slide projector.

EXECUTIVES:

(Mrs.) Dorothy Schiff, President
Don Fedderson, Executive Vice President & General Manager
Dave Lundy, General Sales Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering

RATE INFORMATION: Class A hour rate—\$1,000 (film only). Minute spot—\$175. Participations—\$97.50-\$150 per spot. Rehearsals—\$50 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 22 1/2%. (From Rate Card No. 5, May 1, 1951.)

ATTORNEY: John P. Hearne (Los Angeles).

CONSULTING ENGINEER: Craven, Lohnes & Culver

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Los Angeles—(Continued)

KNBH

LICENSEE: National Broadcasting Co.

ADDRESS: Sunset & Vine ZONE: 28 PHONE: Hollywood 9-6161

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: January 16, 1949

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mount Wilson

MAKE OF TRANSMITTER: RCA MODEL: NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual 25.25 kw Aural, 13.26 kw

MAKE OF ANTENNA: RCA TYPE: TF5A (5 section)

ANTENNA HEIGHT: Above Average Terrain, 3,013 ft. Above Ground, 70 ft.

STUDIO ADDRESS: Sunset & Vine Sts.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon Cameras for live; Iconoscope cameras for film.

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and nine operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:

Joseph H. McConnell, President (NBC)
Thomas B. McFadden, General Manager
Donald A. Norman, Commercial Manager
Albert V. Cole, Program Director
Robert W. Clark, Chief Engineer
Robert Guggenheim, Film Buyer
Richard Eisiminger, Promotion Manager

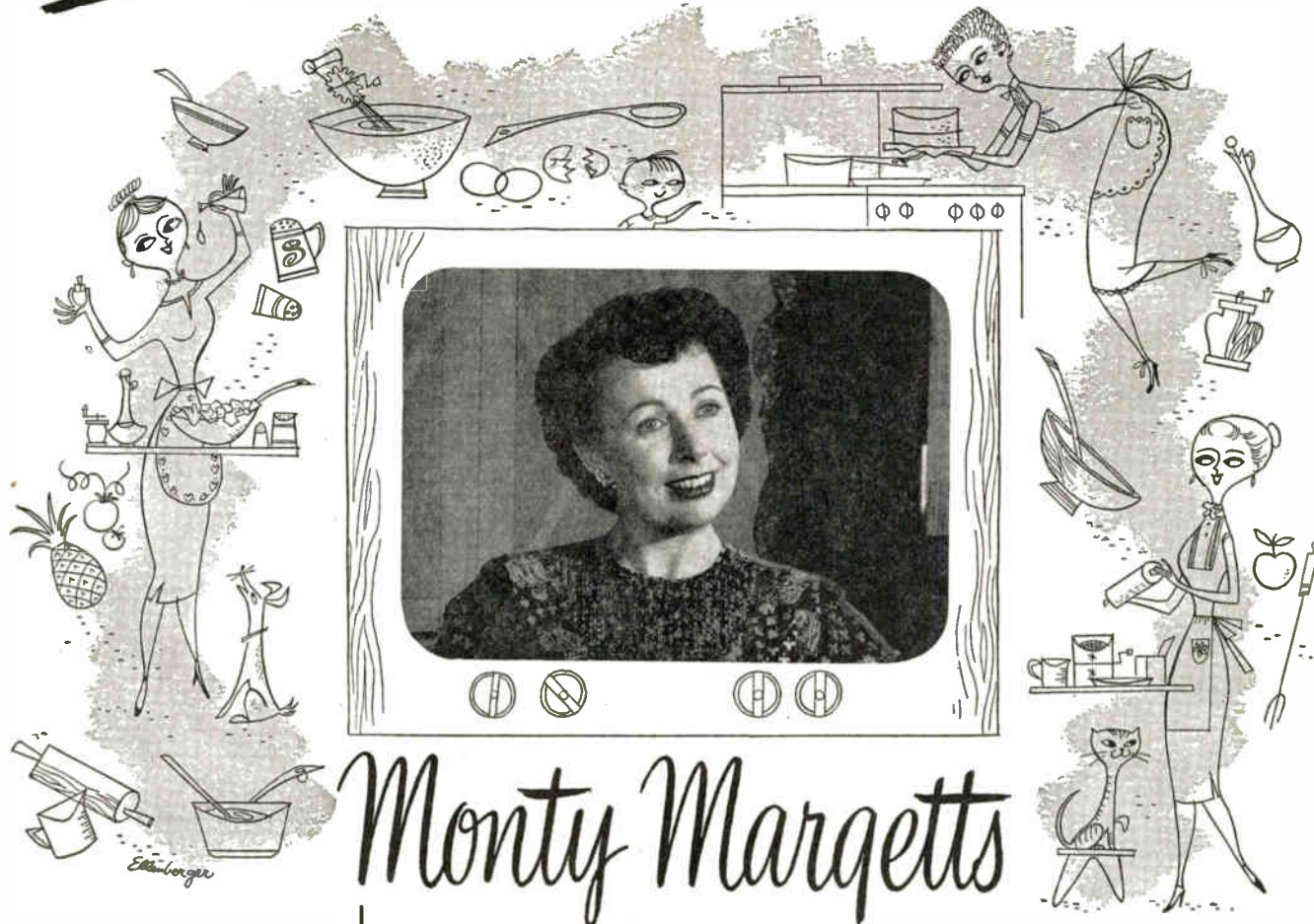
RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participations—\$100-\$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, \$200 (31-60 minute program), \$100 (5-30 minute program). Film studio, \$125 (31-60 minute program), \$62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, \$50. Film studio, \$31.25. Frequency discounts—Begin with 13 times at 2 1/2% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

ENGINEER: Raymond Guy

BROADCASTING • Telecasting

ANOTHER LOS ANGELES TV HEADLINER!



Monty Margetts

**HER
INFORMAL
COOKING
PROGRAM SELLS
SO HARD...
IT'S NEARLY
SOLD OUT!**

Want a sure-fire women's participation show on TV to sell *your* food product in the great Los Angeles market?

Take a look at Monty Margetts! And buy time on this friendly, intimate show — *if there's any left!*

We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen... letters often running into the *thousands* a week.

Yes, Monty may not be an expert cook... but how she sells!

Food products presented on her TV show get the support of dealers... and the patronage of customers in the booming Los Angeles market. Spots are available at the moment on the Monty Margetts program... *they won't be for long!* Time is 2:30 to 3:00, Monday thru Friday.

For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD
KNBH channel
4

**TO SELL THE BUYING
MILLIONS IN AMERICA'S
2ND LARGEST TV MARKET**



TV Stations in the U. S.

Los Angeles—(Continued)

KNXT

(FORMERLY KTSL)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hollywood 9-1212

AM AFFILIATE: KNX FM AFFILIATE: KNX-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) from UPT.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 2,840 ft. Above Ground, 245 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 11:15 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

STUDIO FACILITIES: Seven studios. Eighteen RCA studio cameras. Four RCA film cameras. Three 35mm film projectors. Three 16mm film projectors. Two slide projectors. One Telopticon.

EXECUTIVES:

Frank Stanton, President (CBS)

J. L. Von Volkenburg, President, CBS Television Division

Harry S. Ackerman, Vice President, Network Programs

Charles Glett, Vice President, Network Services

Wilbur S. Edwards, General Manager

James T. Aubrey Jr., Sales Manager

Tony Moe, Director of Sales Promotion

Bill Brennan, Program Director

Lester H. Bowman, Chief Engineer

Don Hine, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Rehearsals—\$225 per hour on camera, \$150 per hour audio only, \$100 per hour dry run, live studio; \$150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5% up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 1, Dec. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye

WHAT'S UP IN L. A.

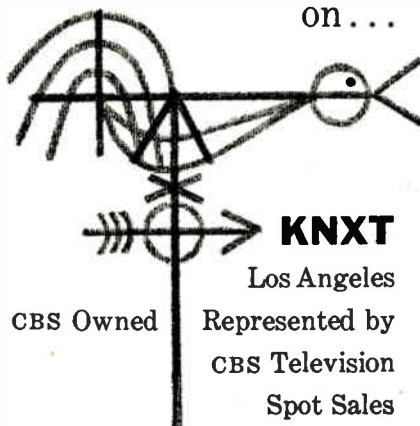
It's the top news in town... on the town's highest-flying TV station.

KNXT Ten O'clock News reaches more homes than any other

TV news program in Los Angeles, with a soaring Telepulse of 9.9 at the low, low cost of \$1.76 per thousand viewers.

With Lee Wood, Tom Harmon, Dan Lundberg, Ruth Ashton and Bob Hudson covering their special fields in five-minute segments, Sunday through Friday 10:00 to 10:30 pm, it's up for sponsorship

on...



Could You Survive and cut Your Volume 80%?



If you did not feature known brands in your establishment—your volume could actually go down that much!

For nation-wide surveys show that your customers prefer manufacturers' brands by eight to one!

But that's not all!... Branded names cut your selling costs in three ways:

1 Self-service and self-selection are possible with brands—very difficult without them!

2 It is easier to sell branded products, as advertising has already pre-sold them to the consumer.

3 It is easier to promote—and tie in your own advertising with known brands, and this also gives your establishment prestige as a place to shop!

The shortest cut you can make to increase your already closer profit margins is to feature and promote the names you can recommend with confidence!

*Brand Names
Foundation*
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N.Y.

TELEVISION STATIONS IN THE UNITED STATES

Los Angeles—(Continued)

KTLA

LICENSEE: Paramount Television Productions Inc.

ADDRESS: 5451 Marathon Street ZONE: 38 PHONE: Hollywood 9-3181

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

BEGAN OPERATION: January 22, 1947

NATIONAL REPRESENTATIVE: Paul H. Raymer Co., Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 2921 ft. Above Ground, 250 ft.

STUDIO ADDRESS: 721 N. Bronson HOURS OF OPERATION: 3:30 p.m.—11:30 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicons

TYPE OF OPERATION: Uses local live, local film, kinescopes.

NEWS SERVICE: Acme, Telenews & UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Seventeen cameras. Two 16mm projectors. Two 35mm projectors. Two studios. Two slide projectors. One multiscope.

EXECUTIVES:

Barney Balaban, President (Paramount Pictures Corp.)
Paul Raibourn, President (Paramount Television Productions Inc.)
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Charles Theodore, Supervisor of Studio Operations
John Silva, Supervisor of Remote Operations
Leland G. Muller, Film Director
Raymond M. Moore, Senior Engineer
Harry Y. Maynard, Sales Manager

RATE INFORMATION: Class A hour rate—\$1,350 (live), \$1,100 (film). Minute spot—\$250 (live), \$225 (film). Rehearsals—\$25 per half-hour for live studio. Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 6, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

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Los Angeles—(Continued)

KTTV

LICENSEE: KTTV Inc.

ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Times-Mirror Co., publisher of Los Angeles Times and Mirror.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw

MAKE OF ANTENNA: RCA TYPE: TF6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 2,345 ft. Above Ground, 142 ft.

STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 2:30 p.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes

NEWS SERVICE: AP

STUDIO FACILITIES: Two motion picture sound stages (93x80x30 and 108x71x30 ft.). Sixteen RCA image orthicon cameras. Two 16mm film projectors. One 35mm film projector. One Balopticon. One automatic slide projector (2x2 in.). Two RCA three-camera mobile units. One international two-camera mobile unit and two auxiliary units.

EXECUTIVES:

Norman Chandler, President
Richard A. Moore, Vice President & General Manager
Frank King, Commercial Manager
Val Cente, Sales Service Manager
Robert Purcell, Director of Operations
John S. Martin, Executive Producer
Robert W. Brechner, Director of Production
Alberta Hackett, Manager of Program Operations
Richard Grey, Production Operations Manager
Joseph Conn, Chief Engineer
Tom Corradine, Film Buyer
John R. Vrba, Promotion Manager

RATE INFORMATION: Class A hour rate—\$1,000. Minute spot—\$120. Participations—\$80-\$200 per spot. Rehearsals—Charge for use of studio facilities and crew for on-camera rehearsals is \$100 per hour, pro-rated to nearest quarter hour used. Frequency discounts—Begin after 26 times with 5%, up to 208 times at 15%. (From Rate Card No. 4, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale.

CONSULTING ENGINEER: Craven, Lohnes & Culver.

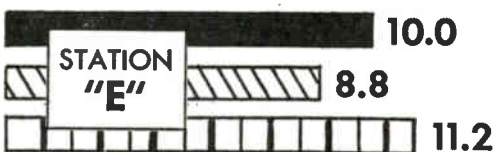
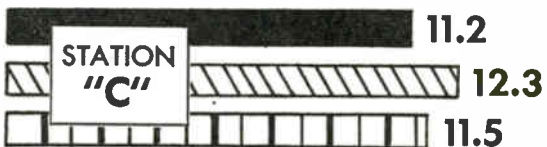
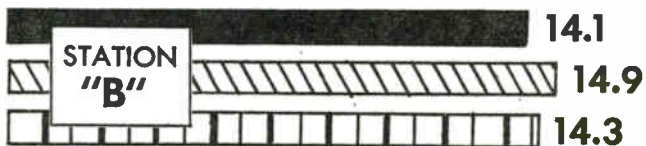
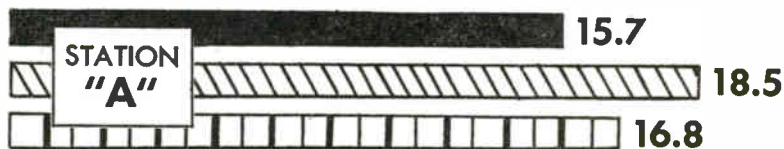
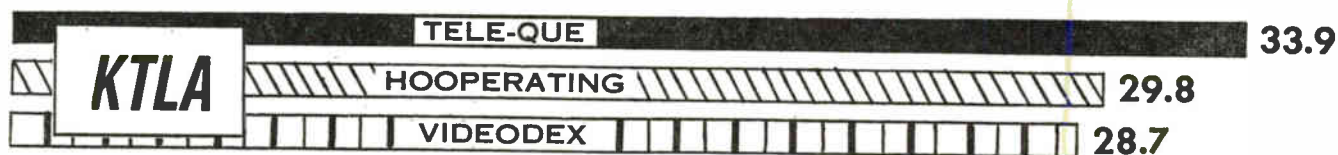
BROADCASTING • Telecasting

CHANNEL 5

KT LA

LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KT LA leadership is built on community service.

KT LA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KT LA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
 Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KT LA - THE BEST ADVERTISING BUY IN LOS ANGELES

TV Stations in the U. S.

San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave. ZONE: 12 PHONE: Main 2114

AM AFFILIATE: KFMB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is John A. Kennedy.

BEGAN OPERATION: May 16, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Mt. Soledad

MAKE OF TRANSMITTER: GE MODEL NO: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.7 kw

MAKE OF ANTENNA: GE TYPE: TY-14F Six Bay

ANTENNA HEIGHT: Above Average Terrain, 710 ft. Above Ground, 1,017 ft.

STUDIO ADDRESS: 1405 Fifth Ave. HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Capitol & Sesac.

STUDIO FACILITIES: Two studios (37x66 and 30x42 ft.), three DuMont image orthicon cameras. Revolving flush-in-floor turntable, 20-ft. diameter. Two GE 16mm film projectors. Two Bell & Howell and one Victor film projectors. Houston Film Developer. Two Auricon and one Bell & Howell sound motion picture cameras. Completely equipped model kitchen.

EXECUTIVES:

John A. Kennedy, Chairman of the Board
Howard L. Chernoff, Vice President & General Manager
W. O. Edholm, Vice President & Commercial Manager
William Fox, Vice President & Program Director & Film Buyer
Thorton Chew, Chief Engineer
Lisle F. Shoemaker, Promotion Manager
Hal Coddon, Production Manager

RATE INFORMATION: Class A hour rate—\$400 film. Minute spot—\$80. Participations—\$80 per spot. Frequency discounts—Begin with 26 times at 5%, up to 260 times at 25%. (From Rate Card No. 4, June 1, 1951).

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.

Page 60 • 1952 TELECASTING Yearbook

KFMB
TV
Channel 8

SAN DIEGO'S
1st and Only
TELEVISION STATION

blankets
CALIFORNIA'S
THIRD MARKET

124,500
TV Sets
(January 1, 1952)
serving a
billion dollar
RETAIL SALES MARKET

Wise Buyers
BUY

KFMB
For
More
Business!

KFMB TV Channel 8 **KFMB AM**
550 - K. C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

BROADCASTING • Telecasting

TV Stations in the U. S.

San Francisco—

KGO-TV

LICENSEE: American Broadcasting Co.

ADDRESS: 155 Montgomery St. ZONE: 4 PHONE: Exbrook 2-6544

AM AFFILIATE: KGO FM AFFILIATE: KGO-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval. Edward J. Noble is principal stockholder.

BEGAN OPERATION: May 5, 1949

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Sutro

MAKE OF TRANSMITTER: GE MODEL NO: 4TT-6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 1,100 ft. Above Ground, 531 ft.

STUDIO ADDRESS: ABC Television Center HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

STUDIO FACILITIES: Main studio is 36x24 ft. Auxiliary studio is 40x24 ft. Nine orthicon cameras. Two film camera chains. Two 35mm film projectors. Two 16mm film projectors. Two slide projectors (2x2 in.). One GE Balopticon.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)

Robert E. Kintner, President (ABC)

Gayle Grubb, Vice President & General Manager

Vince Francis, Commercial Manager

Roland D. Irving, Promotion Manager

Bloyce Wright, Program Director

A. E. Evans, Chief Engineer

Phyllis Towner, Film Buyer

RATE INFORMATION: Class A hour rate—\$600. Minute Spot—\$120. Participations—\$60-\$120 per spot. Rehearsals—\$35 per half-hour in excess of 1x1 ratio for live studio. Rates on request for rehearsal charges for film studio in excess of 1x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

IN SAN FRANCISCO...

*Here's your
best buy in
daytime television*



CHEF CARDINI, 1:00-2:00 P. M., Mon.-Fri.

Recipe for more sales in San Francisco: KGO-TV's own Chef Cardini. He's new, exciting, effective . . . a favorite with fans, columnists *and* sponsors. Free recipes, up-to-the-minute market news, step-by-step preparation of complete meals—how housewives eat it up! Let the Chef stir up interest in *your* food product—he's a "natural"! Here are some others on Channel 7:

Les Malloy Show 4:30 p. m.
Tues.-Fri.

Your Afternoon
Hostess 2:00 p. m.
Mon.-Fri.

Malloy &
Company 1:30 & 3:30
p. m. Sun.

Jolly Bill & His
Tugboat 4:00 p. m.
Mon.-Fri.

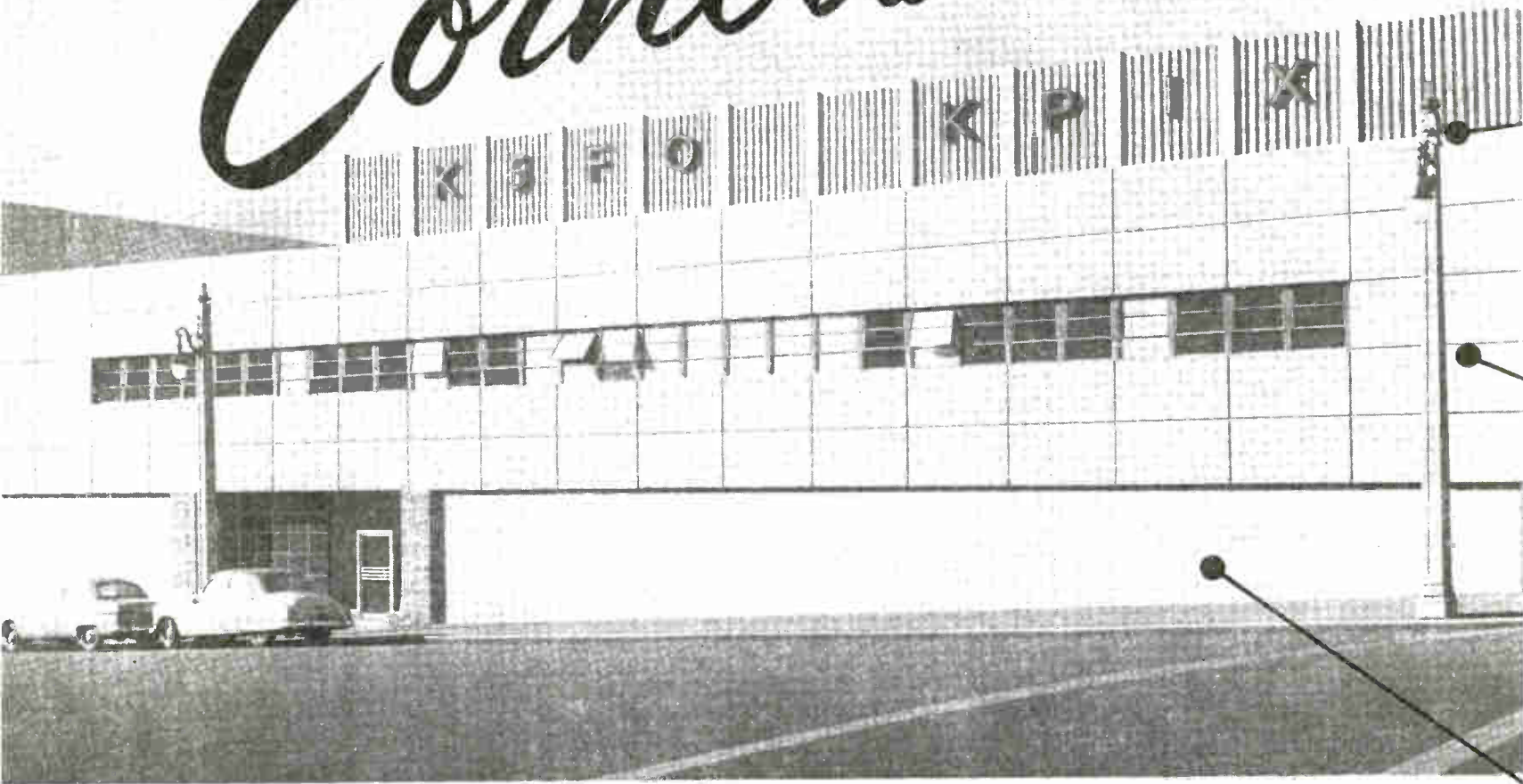
By Request
(Jay Grill) 12:00 p. m. Sun.

Royal Playhouse 5:30 p. m. Sun.



American Broadcasting Company

Cornerstone...



Here is the finest building of its kind in America.

It is the new home of one of Northern California's oldest radio stations... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.



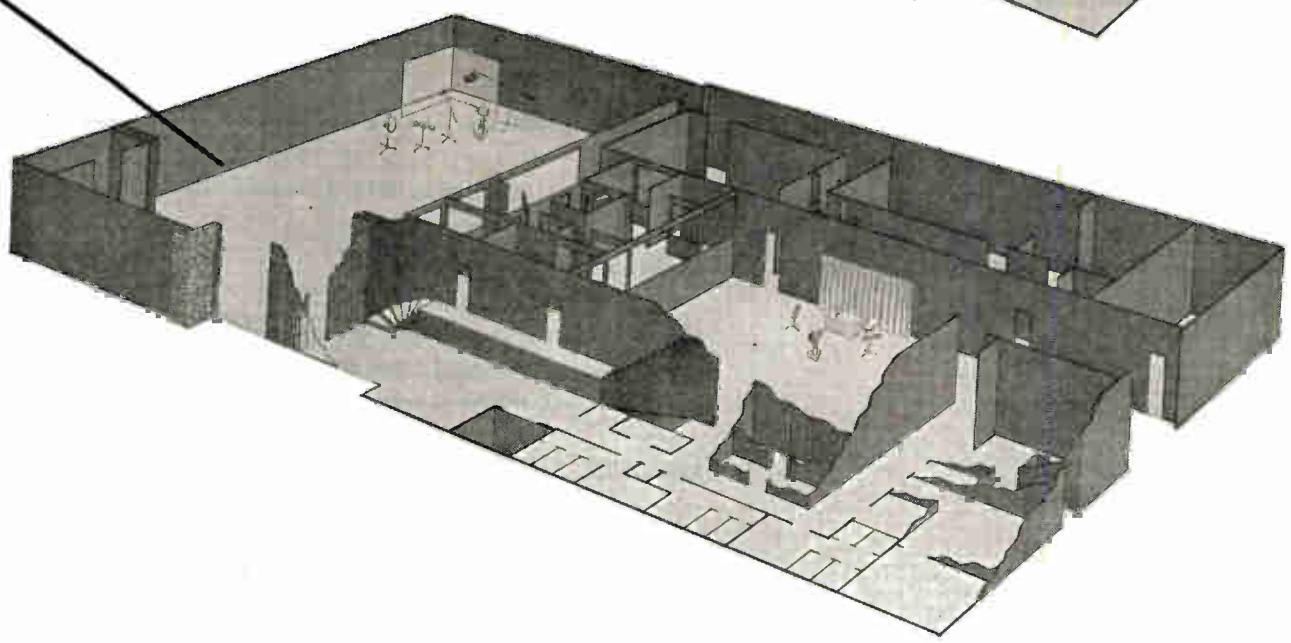
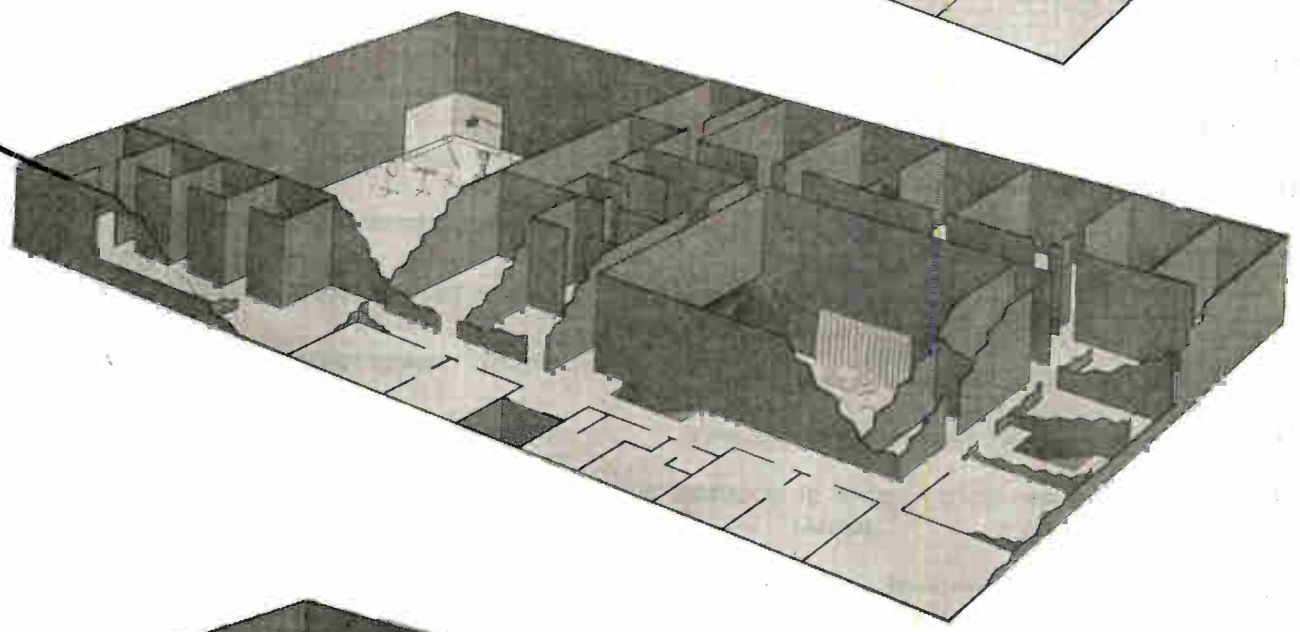
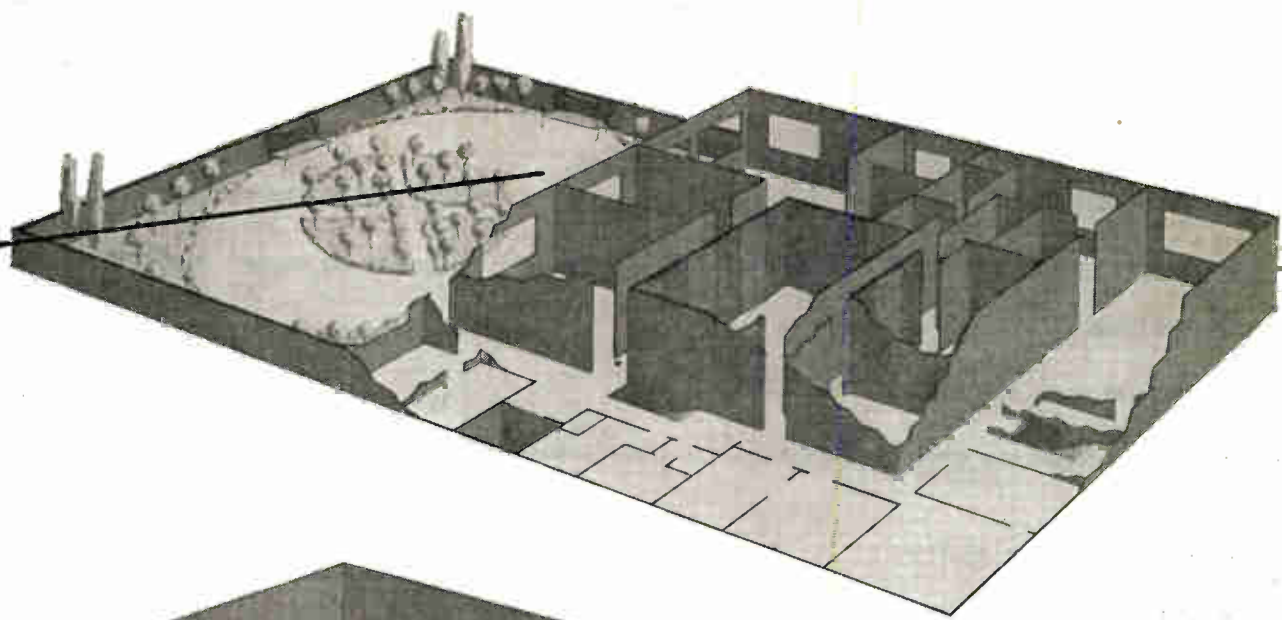
KPIX

CHANNEL 5

REPRESENTED BY THE KATZ AGENCY
...affiliated with CBS and DuMont Television Networks

World Radio History

Van Ness Avenue at



KSFO

560 KILOCYCLES

REPRESENTED BY HEADLEY-REED COMPANY

Greenwich • San Francisco

World Radio History

TELEVISION STATIONS IN THE UNITED STATES

San Francisco—(Continued)

KPIX

LICENSEE: KPIX Inc.

ADDRESS: Van Ness Ave. & Greenwich St. ZONE: 23 PHONE: Prospect 6-6200

AM AFFILIATE: KSFO

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Wesley I. Dumm.

BEGAN OPERATION: December 22, 1948

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mark Hopkins Hotel

MAKE OF TRANSMITTER: RCA MODEL NO: TT5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 16.2 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540 ft. Above Ground, 630 ft.

STUDIO ADDRESS: Van Ness Ave. & Greenwich St. HOURS OF OPERATION: 10 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio & Field types

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

NEWS SERVICE: INS, UP

STUDIO FACILITIES: Three studios (40x68 ft., 29x43 ft. and 14x25 ft.). Fully equipped and operating kitchen studio. Six RCA cameras. Two RCA 16mm film projection chains. Two 35mm slide projectors. One balopticon (3½x4½ in.). Rear screen projection for studios. Mobile unit. Silent and sound 16mm film cameras. Art department.

EXECUTIVES:

Wesley I. Dumm, President
Richard C. D. Bell, Assistant to President
Franklin M. Dumm, Secretary-Treasurer
Philip G. Lasky, General Manager
Lou Simon, Commercial Manager
Sanford Spillman, Program Director & Film Buyer
A. E. Towne, Director of Engineering

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Participations—\$65-\$95 per spot. Rehearsals—\$50 per half-hour minimum, \$35 per half-hour thereafter. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

CONSULTING ENGINEER: Universal Research Labs., San Francisco

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San Francisco—(Continued)

KRON-TV

LICENSEE: The Chronicle Publishing Co.

ADDRESS: 901 Mission PHONE: Gorfield 1-1100

FM AFFILIATE: KRON

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of San Francisco Chronicle.

BEGAN OPERATION: November 15, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: San Bruno Mt.

MAKE OF TRANSMITTER: RCA MODEL NO: TT5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw

MAKE OF ANTENNA: RCA TYPE: 12 Dipole

ANTENNA HEIGHT: Above Average Terrain, 1,325 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 901 Mission HOURS OF OPERATION: 10 a. m.—12:30 a. m.

MAKE OF CAMERA CHAINS RCA DESCRIPTION: Image Orthicon and Iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, INC Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Three Studios (60x40, 20x12, 20x80 ft.). Five image orthicons, two iconoscope film chains. Two RCA 16mm film projectors. Four slide projectors (two automatic, two fixed), using 2x2-in. glass.

EXECUTIVES:

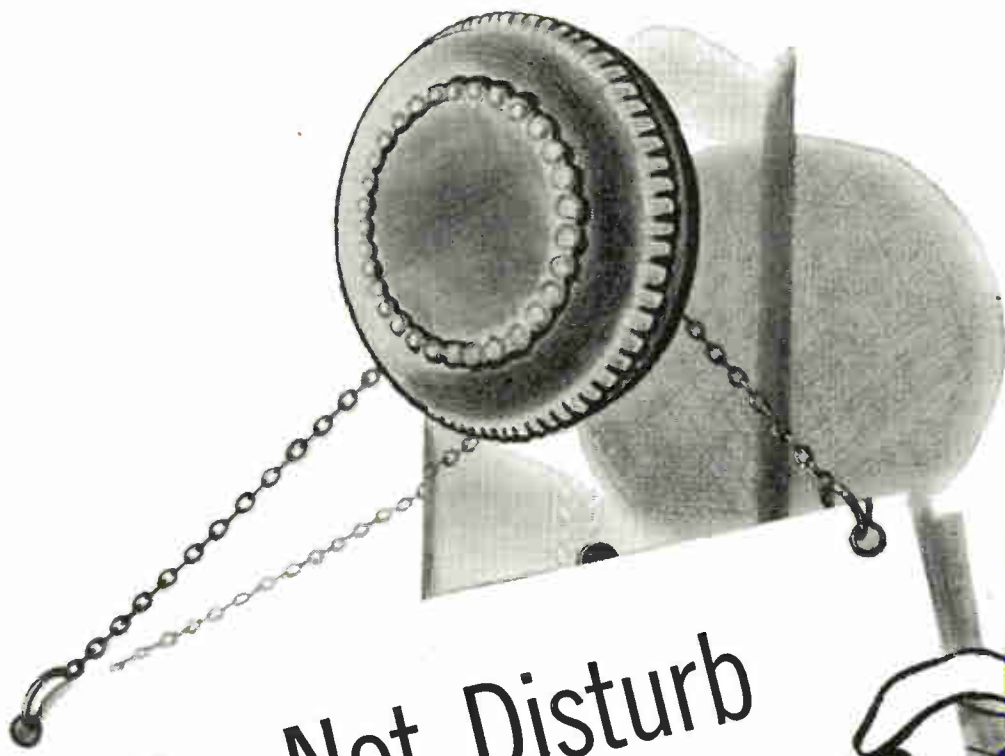
Charles Thieriot, General Manager
Harold See, Director of Television
Norman Louvau, Commercial Manager & Film Buyer
A. H. Constant, Program Director
R. A. Isberg, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Participation—\$120 per spot. Rehearsals—\$50 per half hour. Frequency discounts—Begins with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

ATTORNEY: John P. Heorne (San Francisco).

BROADCASTING • Telecasting

*All you need to know to buy top TV
coverage in the San Francisco Bay Area market...in
Northern and Central California...*



**Do Not Disturb
WE'RE ALL WATCHING
KRON-TV**



*M*ICRO-WAVE has zoomed TV-looking interest in this market. And KRON-TV's "Clear Sweep" coverage (highest antenna in Central California) builds this interest daily. Among the 3 San Francisco TV stations, KRON-TV carries consistently the largest number of top-rated, audience-building shows (more than the other two San Francisco TV Stations COMBINED)...and serves the largest number of advertisers. Represented nationally by FREE & PETERS, INC., ...New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco.

KRON-TV *San Francisco Chronicle • NBC Affiliate*

SELL MORE ON CHANNEL 4

TV Stations in the U. S.

Connecticut

New Haven—

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp.

ADDRESS: 1110 Chapel St. ZONE: 10 PHONE: 6-9826

AM AFFILIATE: WNHC FM AFFILIATE: WNHC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo De Dominicus are the principal stockholders.

BEGAN OPERATION: June 18, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.

MAKE OF TRANSMITTER: DuMont MODEL NO: TA-146A

EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.55 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Section Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 190 ft.

STUDIO ADDRESS: 1110 Chapel St. HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Remote cameras converted to studio operation

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescope

FILM LIBRARY: Snader NEWS SERVICE: AP, INS Telenews

LIBRARY SERVICE: World

STUDIO FACILITIES: One large studio, 40x32 ft. One small studio, 18x12 ft. Three DuMont cameras. Two Holmes 16mm projectors. One GE type PF-2B 16mm film projector. LaBelle slide projector (2x2 in.). Super projectall 3x4 in. cards. Dunning Animatic Model A 16mm strip.

EXECUTIVES:

Patrick J. Goode, President
Aldo DeDominicus, Secretary-Treasurer
Vincent DeLaurentis, Vice President & Chief Engineer
J. Vincent Callanan, Commercial Manager & Commercial Film Buyer
Walter A. Nielson, Program Director
Sam P. Mastro, Office Manager
David K. Harris, Production Manager
Michael J. Goode, Public Relations
Joseph Robinson, Promotion Director
W. Rockwell Clark, News Director

RATE INFORMATION: Class A hour rate—\$660. Minute spot \$132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd.

CONSULTING ENGINEER: Garo W. Ray (Stratford, Conn.)

*For
Meritorious Public
Service to Your
Community!*

"GREAT MEN"

Daniel Webster . . . Andrew Carnegie . . . Susan B. Anthony . . . Washington, Lincoln and Jefferson . . . these are a few of the twenty-six great names in American History dramatically portrayed in this superb series of biographical films. Produced in Hollywood by Emerson Films for Encyclopedia Britannica Films, Inc., in collaboration with leading historians, the "Great Men" series is one you will be proud to announce. It has unusual local tie-in features. Details on request.

APS
Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM
SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

DELAWARE

Wilmington—

WDEL-TV

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. PHONE: 7268

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV, Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading; WEST Easton, all Pa.

BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Shipley Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1 kw Aural, 1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 700 ft.

STUDIO ADDRESS: Shipley Road HOURS OF OPERATION: 6:45 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

EXECUTIVES:

Clair R. McCollough, Station Executive
J. Gorman Walsh, Station Manager & Film Buyer
J. Robert Gulick, National Sales Manager
J. E. Mathiot, Chief Engineer

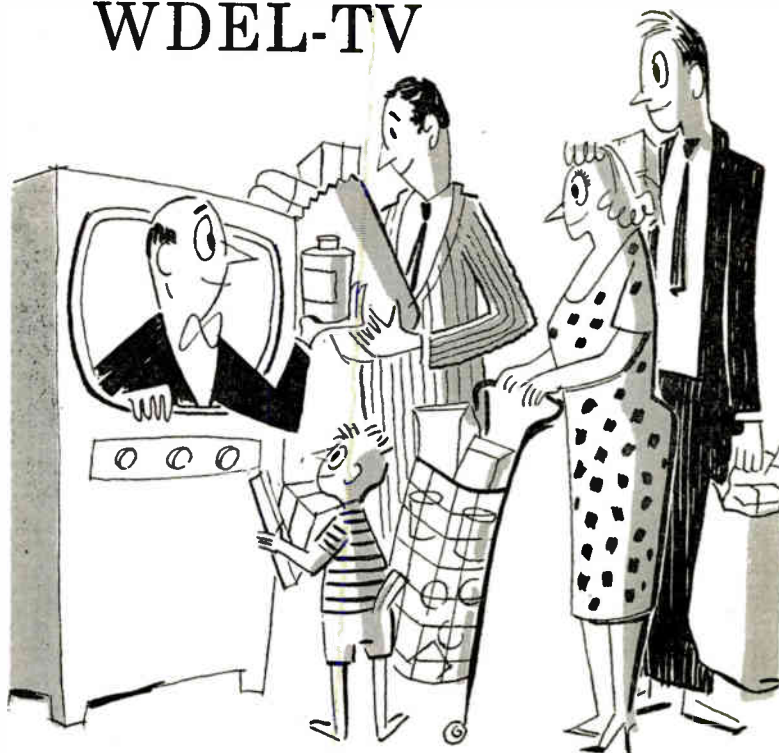
RATE INFORMATION: Class A hour rate—\$525 (film only). Minute spot—\$120 (live), \$110 (film). Rehearsals—\$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, March 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

BROADCASTING • Telecasting

in the
Wilmington,
Delaware
market
WDEL-TV



reaches
more people
who buy more*

WDEL-TV is the *only* television station in this area. With NBC and DuMont network shows, many popular local night and daytime programs—it's the favorite with viewers throughout the area.

*IMPORTANT Wilmington is FIRST in per family buying income among all U. S. Metropolitan cities 100,000 to 250,000. (Sales Management—1951 Survey of Buying Power)

Delaware is FIRST in per capita buying income of any State. (U.S. 1948 Census of Business)

WDEL AM
TV
FM

Represented by
ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

1952 TELECASTING Yearbook • Page 67

TV Stations in the U. S.

District of Columbia

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co., Inc.

ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: National 5400

AM AFFILIATE: WMAL FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Evening Star Newspaper Co., publisher of Washington Star.

BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American U. Campus

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE 6-Bay Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 515 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 4461 Connecticut Ave., N. W. HOURS OF OPERATION: 11:30 a.m.—11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS, Acme News Service

STUDIO FACILITIES: Studio "A" (40x70x19 ft.). Studio "B" (30x50x19 ft.). Studio "C" (Auditorium, 40x70 ft. Elevated stage 30x24 ft.). Four RCA studio cameras. Motion picture slide, strip film and clock balopticon originations multiplexed into three iconoscope cameras. Projection equipment includes two RCA 16mm projectors, two Kodaslide 2x2 in. projectors, 2 SVE AAA 35mm pull down strip film projectors and a custom balopticon for clocks.

EXECUTIVES:

S. H. Kauffmann, President
K. H. Berkeley, Vice President & General Manager
Ben B. Baylor Jr., Commercial Manager
S. Tebbs Chichester Jr., Promotion Manager
Charles L. Kelly, Director of Programs
Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Participation—\$80 per spot. Rehearsals—\$50 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

It's only natural . . .

RUTH CRANE

BRYSON RASH

JIM GIBBONS

that with . . .

Washington's brightest stars.

MILTON Q. FORD

JERRY STRONG

unequaled studio and

production facilities . . .



WMAL-TV offers an unbeatable combination for attracting and **SELLING** the D. C. TV audience . . . the family audience with \$2,000 more per annum to spend than the national average.* Dominant in local live originations, WMAL-TV assures **PEAK RETURNS** from its choice availabilities.

* U. S. Census, 1950

Call or Wire the **KATZ AGENCY, Inc.**

WMAL

WMAL-TV

WMAL-FM

The Evening Star Stations, Washington, D. C.

TV Stations in the U. S.

Washington—(Continued)

WNBW

LICENSEE: National Broadcasting Co. Inc.

ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: Republic 4000

AM AFFILIATE: WRC FM AFFILIATE: WRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: License is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: June 27, 1947.

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: Wardman Park Hotel

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw. Aural, 10 kw.

MAKE OF ANTENNA: RCA TYPE: Mi.-19012-O TF-4A, 4-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 330 ft. Above Ground, 353 ft.

STUDIO ADDRESS: Wardman Park Hotel

HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.

MAKE OF CAMERA CHAINS: RCA. DESCRIPTION: Field.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS, UP

LIBRARY SERVICE: Thesaurus and NBC libraries.

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and six operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:

Joseph H. McConnell, President (NBC)
Frank M. Russell, Vice President in charge of Washington office
Eugene Juster, General Manager
Charles deLozier, Commercial Manager
Ralph Burgin, Program Director
Charles Colledge, Chief Engineer
George Dorsey, Film Buyer
John E. Ghilain, Press & Promotion Manager
Cash Keller, Director of News

RATE INFORMATION: Class A hour rate—\$650. Minute spot—\$135. Participations—\$30-\$75 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, \$80 (31-60 minute program), \$40 (5-30 minute program). Film studio, \$50 (31-60 minute program), \$25 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio \$20, Film Studio, \$12.50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

ENGINEER: Raymond Guy

BROADCASTING • Telecasting

W N B W . . .

your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leif Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings—American Research Bureau, Nov. 1-8, 1951)

(Market data—Sales Management Survey of Buying Power, 1951)

W N B

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

TV Stations in the U. S.

Washington—(Continued)

WTOP-TV

LICENSEE: WTOP Inc.

ADDRESS: Warner Bldg. ZONE: 4 PHONE: Metropolitan 3200

AM AFFILIATE: WTOP FM AFFILIATE: WTOP-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 55% owned by Washington Post Co., publisher of Washington Post, and 45% by Columbia Broadcasting System Inc.

BEGAN OPERATION: January 16, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: TF6A—Six-bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 460 ft. Above Ground, 300 ft.

STUDIO ADDRESS: 40th & Brandywine Sts., N.W.

HOURS OF OPERATION: 10 a.m.-2 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field Type

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, Telenews

STUDIO FACILITIES: Studio "B", 50x35 ft. Studio "C", 20x25 ft. Eight RCA field image orthicon cameras. Three 16mm film projectors. Two Balopticons. Three slide projectors. Mobile unit carries three field cameras.

EXECUTIVES:

Philip L. Graham, Chairman of the Board
John S. Hayes, President & General Manager
George F. Hartford, Vice President in charge of Sales
Clyde M. Hunt, Vice President in charge of Engineering & Operations
Lloyd Dennis, Director of Program Service
Tom Taussig, Director of TV Program Operations
Bill Wood, News Director
Derek Dyatt, Film Director
Cody Pfanstiehl, Director of Audience Promotion
Gloria Markoff, Director of Sales Promotion
Granville Klink Jr., Chief Engineer
Larry A. Wilkinson, Engineer-in-charge, TV Facilities
Donald Saunders, Engineer-in-charge, Technical Operations

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$120. Rehearsals—\$80 per hour for live studio (minimum half-hour), \$50 per hour for film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also weekly discounts of 3-5 days at 5%, 6-7 days at 10%. (From Rate Card No. 2, May 15, 1951.)

WASHINGTON ATTORNEY: Covington & Burling

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In
Washington,
D. C.

WTOP-TV is
in the business
of presenting
a better
television
service . . .



... to an audience
with the highest
family and
per capita incomes
in the
United States



Median
family
income
(34.8%
above
national
average)

\$4136

\$3068

D. C.

U. S.

Average
per
capita
income
(38.3%
above
national
average)

\$1986

\$1436

D. C.

U. S.

WTOP-TV

THE WASHINGTON POST-
CBS TELEVISION
STATION

REPRESENTED BY CBS
TELEVISION SPOT
SALES



*of the people
by the people
for the people*



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's *first* television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's *first* and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.
New York • Chicago

Richard Railton Company
San Francisco

NOW IN OUR 6TH YEAR

TV Stations in the U. S.

Washington—(Continued)

WTTG

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: Hotel Raleigh **ZONE:** 4 **PHONE:** Sterling 5300

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 1, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 5217 19th Road, N. Arlington, Va.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** Master Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, 3-Bay Superturmstile

ANTENNA HEIGHT: Above Average Terrain, 587 ft. Above Ground, 465 ft.

STUDIO ADDRESS: Hotel Raleigh **HOURS OF OPERATION:** 10:15 a.m.—12:30 a.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Iconoscope film cameras & image orthicon studio & field pick-up cameras

NEWS SERVICE: UP Movietone

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Five DuMont image orthicon cameras. Two 16mm film projectors. Two 35mm slide projectors.

EXECUTIVES:

Dr. Allen B. DuMont, President

Chris J. Witting, Director, DuMont Television Network

Walter Compton, General Manager

Perry Walders, Commercial Manager

Roger M. Coelos, Program Operations Manager

M. M. Burlison, Chief Engineer

Jules Huber, Film Buyer

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$100. Participation—\$100 per spot. Rehearsals—\$50 per hour in excess of 1½x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, Sept. 10, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis.

1949 **4 stations**

1950 **6 stations**

1951 **7 stations**

1952 **8 stations**

8 important television stations in 8 key markets of America. These successful stations know the full meaning and benefits derived from the separate and *undivided* representation provided by Harrington, Righter & Parsons, Inc. The principle preached in 1949—that television was different and important enough to deserve the attention in the national field of a company uncompromisingly devoted to the television medium — has become the positive fact of 1952.

At Harrington, Righter & Parsons you find a solid, experienced and well-rounded organization whose only interest is television. There is no compromise. That's why these 8 important television stations in 8 key markets have appointed us their exclusive national representative.

Harrington, Righter & Parsons, Inc.
the only exclusive television station representative

WLTV ATLANTA
owned by Broadcasting, Inc.

WAAM BALTIMORE
owned by WAAM, Inc.

WBEN-TV BUFFALO
owned by Buffalo Evening News

WFMY-TV . GREENSBORO
owned by Greensboro News and Record

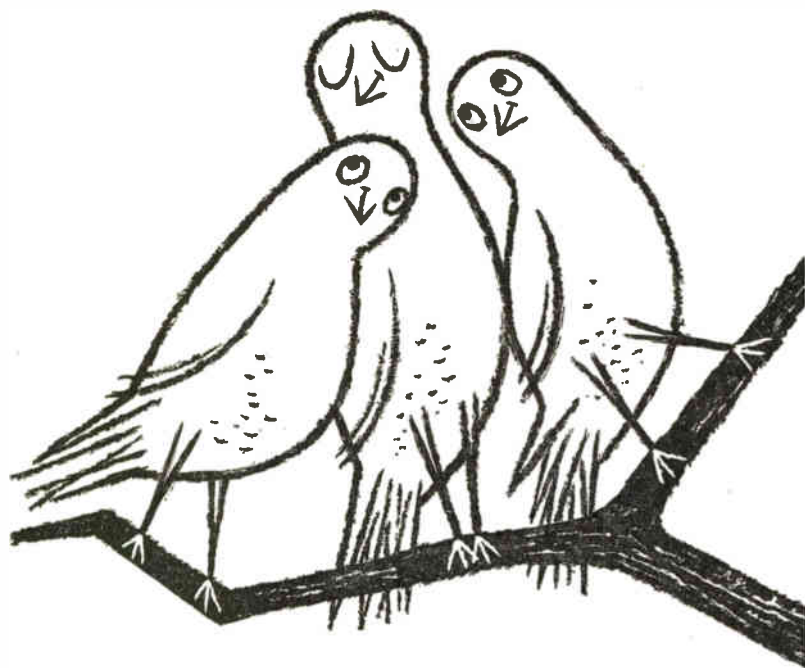
WDAF-TV . KANSAS CITY
owned by The Kansas City Star

WHAS-TV . LOUISVILLE*
owned by the Courier-Journal &
the Louisville Times *effective March 22, 1952

WTMJ-TV . . MILWAUKEE
owned by the Milwaukee Journal

WTTG WASHINGTON
owned by Allen B. DuMont Labs., Inc.

NEW YORK
CHICAGO
SAN FRANCISCO



**one can't get along
without the other**

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL
INCORPORATED

NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

TV Stations in the U. S.

Florida

Jacksonville—

WMBR-TV

LICENSEE: Florida Broadcasting Co.

ADDRESS: 702 Flagler St. ZONE: 7 PHONE: 9-4479

AM AFFILIATE: WMBR FM AFFILIATE: WMBR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS Ed Norton, Frank King and Glenn Marshall Jr. are principal stockholders. Mr. Norton is also a principal stockholder of WAFM-TV Birmingham, Ala.

BEGAN OPERATION: October 14, 1949

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: Mass. & Vine St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 14.8 kw Aural, 7.4 kw.

MAKE OF ANTENNA: Stainless

ANTENNA HEIGHT: Above Average Terrain, 477 ft. Above Ground, 477 ft.

STUDIO ADDRESS: 702 Flagler St. HOURS OF OPERATION: 6:45 a.m.-Midnight.

NEWS SERVICE: INS

STUDIO FACILITIES One studio (4300 sq. ft.). Two DuMont cameras. Two GE 16mm projectors. One Projectall (2½x2 in. card size). One Eastman slide projector.

EXECUTIVES:

Ed Norton, Chairman of Board

Frank King, President

Glenn Marshall Jr., General Manager

Charles Stone, National Commercial Manager

Bernie Adams, Program Director

E. B. Vardemark, Chief Engineer

Lewis Evenden, Assistant Chief Engineer

William Terry, Film Buyer & Operational Director

RATE INFORMATION: Class A hour rate—\$520 (live) \$400 (film). Minute spot—\$78 (live), \$60 (film). Participation—\$30 per spot. (From Rate Card No. 3, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience
- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900	TV Sets In Total Coverage Area
52,000	TV Sets In 0.1 MV/m (60 mi. Radius)
43.3%	TV Penetration
43,472	TV Sets In Duval County
50.6%	TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
	Union	2,200	58
GEORGIA	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

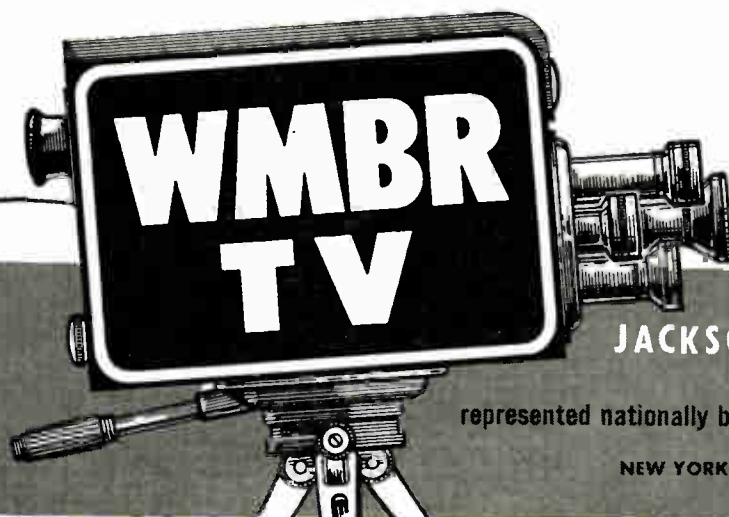
"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Jacksonville Matinee" Monday thru Friday

Audience participation, conducted before a live audience, makes this half-hour program easy viewing and puts the audience in a receptive mind for your clients.

Live, Film or Slide copy accepted



CBS
NBC
DuM
ABC

JACKSONVILLE, FLORIDA CHANNEL 4

represented nationally by: **AVERY-KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • ATLANTA

TV Stations in the U. S.

Miami—

WTVJ

LICENSEE: Southern Radio & Television Equipment Co.

ADDRESS: 17 Northwest 3rd St. ZONE: 31 PHONE: 82-6671

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Wometco Theatres Corp., theatre chain in southeast. Principal stockholders of Wometco are Mitchell Wolfson and Sidney Meyer.

BEGAN OPERATION: March 21, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Everglades

MAKE OF TRANSMITTER: GE MODEL NO: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw. Aural, 8.25 kw

MAKE OF ANTENNA: GE TYPE: 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 306 ft. Above Ground, 312 ft.

STUDIO ADDRESS: 17 N. W. 3rd St. HOURS OF OPERATION: 9:30 a.m.—1 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus, World

STUDIO FACILITIES: One studio (40x22 ft.). One rehearsal studio (60x22 ft.). Theatre Studio seating 1,000. Seven image orthicon cameras (four studio, three remote). Four 16mm film projectors. One duplex slide projector (3¼x4 in.). One iconoscope film camera.

EXECUTIVES:

Mitchell Wolfson, President

Lee Ruwitch, Vice President & General Manager

John S. Allen, Business & Sales Manager

John Shay, Program & Technical Coordinator

Lee Phillips, Program Director

Lee Waller, Assistant Program Director

Dick Troxel, Production Manager

Earl W. Lewis, Chief Engineer

Labe Mell, Film Director

Arthur L. Gray, National Sales Manager

Lynn Morrow, Public Relations & Administrative Assistant to General Manager

Burt Toppan, Publicity Director & Promotion Manager

Hal Kopplin, Art Director

Ralph Renick, News Director

Jack Cummins, Sports Director

RATE INFORMATION: Class A hour rate—\$600 (film only). Minute spot—\$110. Participation—\$40-\$50 per spot. Rehearsals—\$50 per half-hour in excess of 1x1 rate. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: Jansky & Bailey

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Current Realities

Number of sets
as of Feb. 1st 102,000

PLUS - high spending market
(per capita income) \$1,800

PLUS - One station market

PLUS - 10% increase in year-round
population every year including 1951.

EQUAL A "MUST" BUY

Channel 4 WTVJ

MIAMI, FLORIDA

NATIONAL REPRESENTATIVE
FREE and PETERS, Inc.

BROADCASTING • Telecasting

BOOM OVER MIAMI



and this Boom is here to stay!

WTVJ brought this boom to South Florida in March of 1949 and it has continued to grow and grow and grow.

Rorabaugh figures show that this phenomenal increase is built on a solid foundation of consistent year-round local advertisers. An average of 185 local advertisers invest in WTVJ television every month in the year. For eight consecutive months WTVJ televised for more local advertisers than any other television station in the nation.

These advertisers have found that WTVJ has developed a progressive, show-wise operation which attracts more and more viewers daily. Better yet, these advertisers have discovered that the WTVJ viewers buy and buy and buy in South Florida's great year-round market.

See and hear our story from your nearest Free and Peters' Colonel.

Florida's First TV Station

IN THE SOUTH'S RICHEST MARKET
MIAMI, FLORIDA

WTVJ
Channel 4
WTVJ



TV Stations in the U. S.

Georgia

Atlanta—

WAGA-TV

LICENSEE: The Fort Industry Co.

ADDRESS: 1018 W. Peachtree PHONE: Emerson 2541

AM AFFILIATE: WAGA FM AFFILIATE: WAGA-FM

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: March 8, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 W. Peachtree

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 13.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 531 ft. Above Ground, 500 ft.

STUDIO ADDRESS: 1018 W. Peachtree HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Two RCA image orthicon cameras. Two RCA iconoscope film camera chains. One slide projector (2x2 in.). One Balopticon. Two RCA 16mm motion picture projectors. Two RCA image orthicon field cameras.

EXECUTIVES:

Geo. B. Storer, President
Lee B. Wailes, Executive Vice President
Stanton P. Kettler, Vice President (Southern District)
J. W. Collins, Local Advertising Manager
Claude H. Frazier, National Advertising Manager
Don Naylor, Program Director & Film Buyer
Geo. B. Smith, Chief Engineer
Dale Clark, News Editor & Special Events
Jim Woods, Sports Editor
Norman Grey, Production Director

RATE INFORMATION: Class A hour rate—\$650. Minute Spot—\$104. Frequency Discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

*For
Meritorious Public
Service to Your
Community!*

CHILDREN AROUND THE WORLD

How children live and play . . . in Greece, in Africa, Italy, Greenland, Mexico, China, and Japan . . . how they grow up in Navajo-land, in Ireland and Norway, Spain and Holland . . . this is the subject of these delightful, authentic films, made on-the-spot by EBF cameramen. There are nineteen films (one reel) in this series—and they'll delight your entire audience . . . win praise for your good taste, too! Easily sponsored. Details on request.

APS
Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM
SERVICE

151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.



waga says . . .

“if you want to
move goods in the
Atlanta market, use . . .



waga-tv
all the way.”

NEW STUDIOS

waga-tv studios are the newest and finest in Atlanta.

Your programs carry prestige and are assured top production when they originate in the new studios of waga-tv.

waga-tv is CBS in Atlanta, Ga.

National Sales Headquarters:
NEW YORK — 488 MADISON AVENUE
CHICAGO — 230 N. MICHIGAN AVENUE

Represented Nationally by
THE KATZ AGENCY, INC.

SNADER PRODUCTIONS

Proudly presents

WASHINGTON SPOTLIGHT

featuring the internationally famous
news-analyst and columnist,

MARQUIS CHILDS

and a weekly guest panel
made up of America's history-making
personalities. . . .

- * Senator Capehart
- * Senator Kefauver
- * Senator Wiley
- * Senator Dirkson
- * Congressman Scott
- * Congressman Joe McCarthy
- * Michael DiSalle
- * plus dozens of others

TIMELY . . .

The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE . . .

Each week's show is flown to you direct from the processing laboratories . . . immediately after it has been filmed!

HISTORY-MAKING . . .

The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines . . . because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St. N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid
Cleveland, Ohio

TV Stations in the U. S.

Atlanta—(Continued)

WLTV

LICENSEE: Broadcasting Inc.

ADDRESS: 15 Forsyth St., S.W. ZONE: 2 PHONE: Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by a group of Atlanta businessmen, of whom the following own 5,000 or more shares each: Walter Sturdivant, Clement A. Evans, Alfred D. Kennedy Jr., Harris Robertson, Arthur Montgomery.

BEGAN OPERATION: Sept. 30, 1951

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 1601 W. Peachtree St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B

ANTENNA HEIGHT: Above Average Terrain, 546 ft. Above Ground, 600 ft.

STUDIO ADDRESS: 15 Forsyth St., S.W.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and film cameras

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes

NEWS SERVICES: AP, Acme

EXECUTIVES:

- Walter C. Sturdivant, President
- William T. Lane, Vice President & General Manager
- George P. Moore Jr., Commercial Manager
- Roger O. Van Duzer, Program Director
- Harvey J. Aderhold, Technical Director
- Ann Hutcheson, Traffic Manager
- John Barry, Film Buyer

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$75. Frequency discounts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 1, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr.

Local TV Shows That Sparkle - - and SELL



Roger Van is a handy man . . . whether he's making a piano and organ talk simultaneously, playing telephone quiz games with his loyal afternoon viewers, or lending his unaffected neighborly personality to a commercial, on his daily feature called "Anything Goes."

Atlanta's WLTV is building an increasing schedule of local programs . . . shows that are sales-minded; shows that are aimed straight at the local tastes and interests of the Atlanta community; shows that are skillfully produced to win loyal and responsive audiences.

All day, every day, Shirley Krayble and her aides shop Atlanta's stores for the best bargain buys in all lines from lipsticks to pots and pans. And every Monday thru Friday, from 3:30 to 4:00 P.M., Shirley displays and demonstrates her "best buys of the day" to a loyal audience of women who know they can rely on her judgment. She personally handles an average of 150 phone calls and dozens of letters daily from homemakers who consult her for shopping advice. A top grade sales vehicle, this "Shopping Atlanta" . . . because women believe in the program.



WLTV's weather forecasts are authoritative, complete and down-to-earth . . . done by meteorologist Al Stakely, who is a familiar, trusted and popular visitor to Atlanta-area homes whenever it's "time to talk about the weather." The WLTV weather reporter is as Southern as fried chicken . . . and just as good!

WLTV
CHANNEL 8 ATLANTA

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.

ABC
Network

General Manager
William T. Lane



WLTV's Ray McCay and his SWINGBILLIES serve up a half hour of gay music and good humor nightly to that immense North Georgia audience that loves the folk music and songs of the South and West. Plus which, they do such amazing things as pulling 2,000 persons in one week into a sponsor's stores with a single little offer used exclusively on their show!



News is something that WLTV delivers skillfully and frequently, daytime and nighttime . . . crisp, easy-to-watch summaries of world and regional events, amply illustrated with up-to-the-minute telephotos. Here, news-telecaster Bob Martin checks his news before air-time.

TV Stations in the U. S.

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: Biltmore Hotel PHONE: Elgin 6711

AM AFFILIATE: WSB FM AFFILIATE: WSB-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Atlanta Journal and Constitution. James M. Cox, ex-Governor of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton, O.; WSB-AM-FM-TV Atlanta, Ga.; WIOD-AM-FM Miami, Fla.; also publish Dayton Daily News and Journal Herald, Springfield News and Sun, Miami News.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: TFS-14-A

ANTENNA HEIGHT: Above Average Terrain, 932 ft. Above Ground, 1,062 ft.

STUDIO ADDRESS: 1601 W. Peachtree

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard, World

STUDIO FACILITIES: Four orthicon cameras for studio shows. Two image orthicon field cameras. One iconoscope camera. Two 16mm film projectors.

EXECUTIVES:

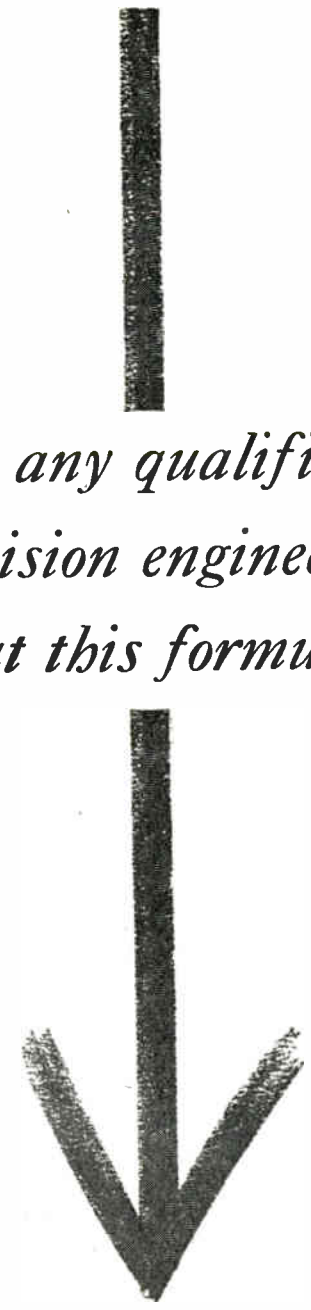
J. M. Cox Jr., President
J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station Manager
C. F. Daugherty, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—\$650 (film only). Minute spot—\$104. Participation—\$39-\$78 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card, Jan. 10, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

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*Ask any qualified
television engineer
about this formula:*

**50,000 watts of radiated
power on channel 2
from a tower 1,062 ft. high**

wsb-tv

World's tallest TV tower
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution
Represented by Edw. Petry & Co., Inc.

BROADCASTING • Telecasting

TV Stations in the U. S.

Illinois

Chicago—

WBKB

LICENSEE: Balaban & Katz Corp.

ADDRESS: 190 North State St. ZONE: 1 PHONE: Randolph 6-8210

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by United Paramount Theatres Inc., owner of national chain of movie theatres. If FCC approves merger of ABC and UPT, Columbia Broadcasting System will buy facilities of WBKB.

BEGAN OPERATION: September 6, 1946

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: American National Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 390 ft. Above Ground, 700 ft.

STUDIO ADDRESS: 190 N. State St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio A (24x26 ft.) includes two image orthicon studio cameras. Studio G (35x55 ft.) includes two image orthicon studio cameras. Studio C (8x10 ft.) designed for news broadcasts and similar type programs. Film studio includes two iconoscope and one image orthicon cameras, 16mm and 35mm film projectors, slide projector for 35 mm film or 2x2-in. slides, Multiscope projector for 4x3-in. cards.

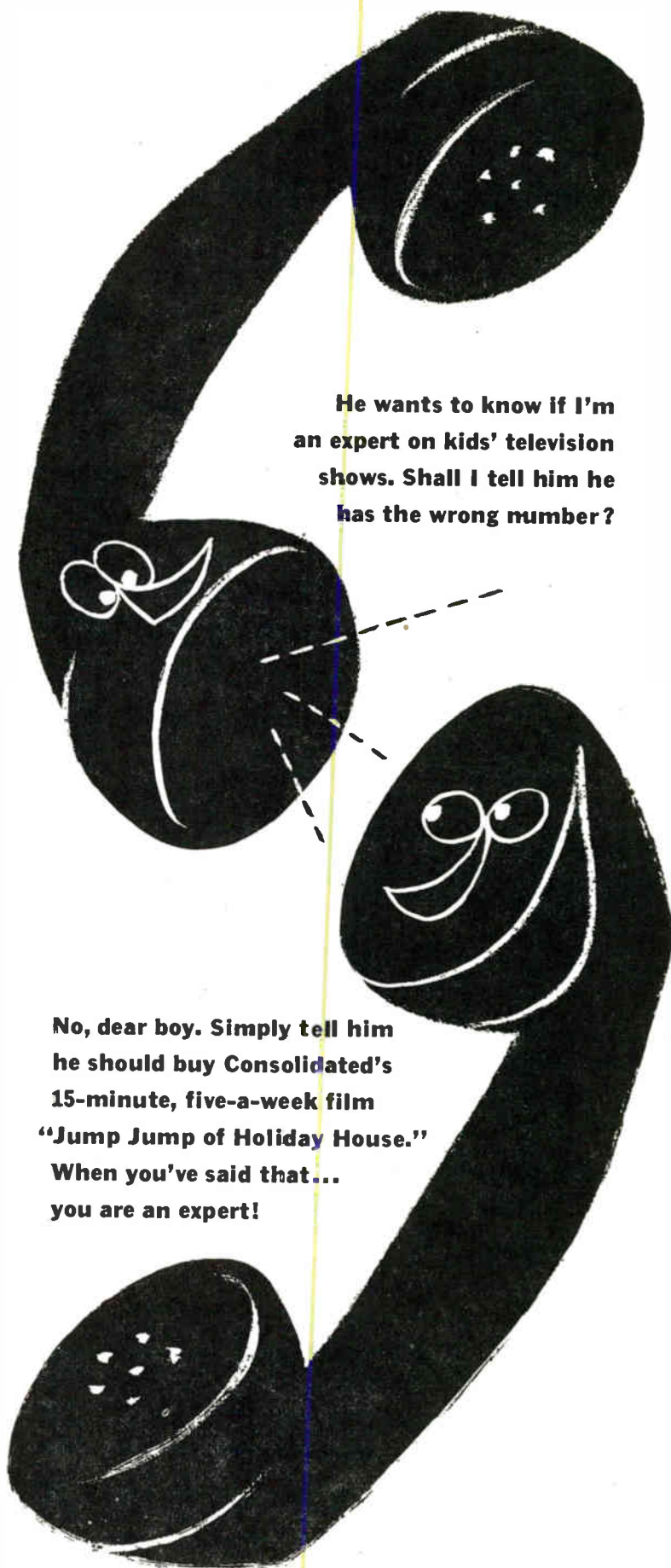
EXECUTIVES:

Leonard Goldenson, President (UPT)
Robert H. O'Brien, Secretary-Treasurer (UPT)
John H. Mitchell, General Manager
Milton D. Friedland, Traffic Manager
S. C. Quinlan, Program Director
William P. Kusack, Chief Engineer
Carl Russell, Film Buyer
Matt Vieracker, Controller
George Rice, Office Manager
Lee Salberg, Publicity & Promotion Director
William Ryan, Production Manager

RATE INFORMATION: Class A hour rate—\$1,300 (live), \$1,500 (film). Minute spot—\$325. Participation per spot—\$85—\$250. Rehearsals—\$50 per half hour for live studio; \$60 per hour in excess of pre-broadcast run thru for film studio (minimum—\$30). Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 8, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: Andrew Corp. (Chicago)



He wants to know if I'm an expert on kids' television shows. Shall I tell him he has the wrong number?

No, dear boy. Simply tell him he should buy Consolidated's 15-minute, five-a-week film "Jump Jump of Holiday House." When you've said that... you are an expert!

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

IN CHICAGO...

*Here's your
best buy in
daytime television*



BOB AND KAY, 12 Noon, Mon.-Fri.

If you want more *pull* in Chicago, pull up a chair and get the facts on the *Bob and Kay Show*. You just can't beat 'em in Chicago for entertainment...and for results. One day, by accident, Kay mentioned where she had bought the \$89.95 blouse she was wearing. The store wasn't even a sponsor, but Kay's plug sold 75 of the blouses! She and Bob can do the same for you...and so can these other great shows on Channel 7:

Beulah Karney 2:00 p.m.
Mon., Wed., Fri.
Housewives' Holiday . 2:00 p.m.
Tues. & Thurs.
Barbara Moro 2:30 p.m.
Mon. thru Fri.
Sagebrush Theatre . . 4:30 p.m.
Mon. thru Fri.
King Calico 5:45 p.m.
Mon., Wed., Fri.
Sports Highlights . . . 6:20 p.m.
Mon. thru Fri.



American Broadcasting Company

TV Stations in the U. S.

Chicago—(Continued)

WENR-TV

LICENSEE: American Broadcasting Co. Inc.

ADDRESS: 20 N. Wacker Drive ZONE: 6 PHONE: Andover 3-0800

AM AFFILIATE: WENR FM AFFILIATE: WENR-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is principal stockholder. ABC owns & operates WJZ-AM-FM-TV, New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: September 17, 1948

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 20 N. Wacker Drive

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 667 ft. Above Ground, 660 ft.

STUDIO ADDRESS: 20 N. Wacker Drive

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A, TK-20A, TK-30A

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

NEWS SERVICE: AP, INS

STUDIO FACILITIES: Studio "A" is 28x52x18 ft. Studio "B" is 15x20x9 ft. Studio "N" is 36x44x22 ft. Studio "6" is 34x47x11 ft. Penthouse studio is 25x30x14 ft. Civic Theatre is 32x70x60 ft. far stage, seats 800. Sixteen studio cameras. Two RCA iconoscope film cameras. Two RCA 16mm film projectors. Two RCA 35mm film projectors. One mobile unit with three RCA field cameras. One GPL 16mm film projector. Due April 1, two RCA image orthicon cameras, two GPL 16mm film projectors, one Gray Telopticon, two automatic slide projectors, four Eastman slide projectors.

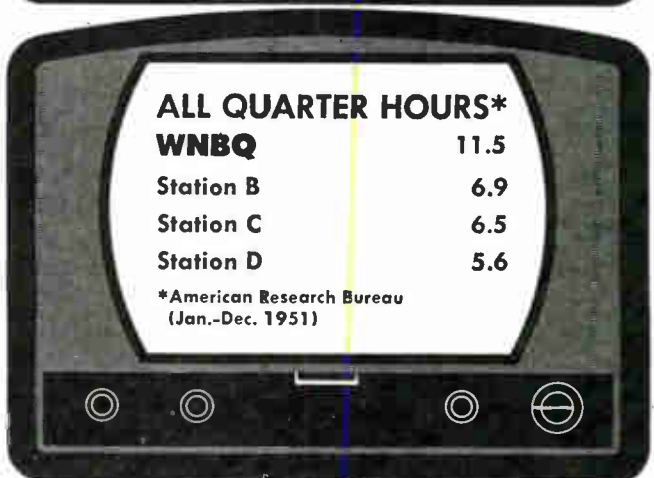
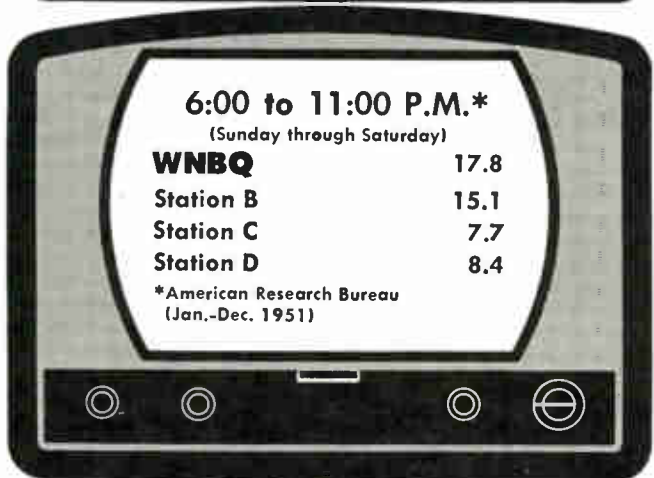
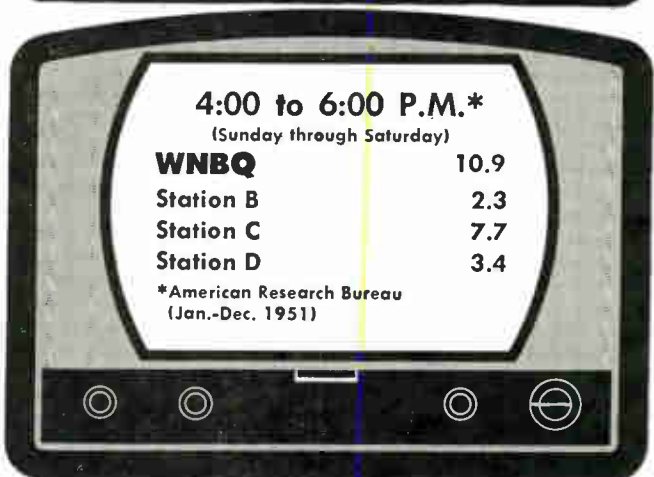
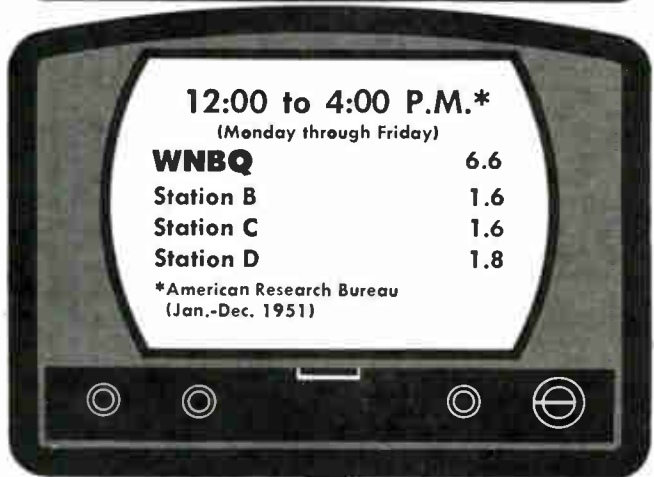
EXECUTIVES:

Edward J. Noble, Chairman of Board (ABC)
Robert E. Kintner, President (ABC)
John H. Norton Jr., Vice President, Central Division (ABC)
Roy McLaughlin, Commercial Manager
Jack Brand, Executive Producer
James Pollak, Program Director
John Fitzpatrick, Production Manager
E. C. Horstman, Chief Engineer
Polly Thompson, Film Buyer
Jack McCord, Business Manager of Television Dept.
Clara Heider, Operational Supervisor

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participations—\$167.50-\$300 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Civic Theatre, one hour charges are \$200 for camera, \$100 for audio only, \$75 dry run. For Studios A, N and Penthouse, one hour charges are \$100 for camera, \$75 for audio only, \$40 dry run. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy



TELEVISION STATIONS IN THE UNITED STATES

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave. ZONE: 11 PHONE Superior 7-0100

AM AFFILIATE: WGN FM AFFILIATE: WGNB

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York and publish New York News and Washington (D.C.) Times-Herald.

BEGAN OPERATION: April 15, 1948

NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 435 N. Michigan Ave.

MAKE OF TRANSMITTER: GE MODEL NO: TT-7B & TT-8B

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw

MAKE OF ANTENNA: RCA TYPE: TF6B Six-Element

ANTENNA HEIGHT: Above Average Terrain, 585 ft. Above Ground, 609 ft, 6 in.

STUDIO ADDRESS: 441 N. Michigan Ave. HOURS OF OPERATION: 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS, Tribune Press

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Studio 1A (seating 400), four cameras. Studio 5A (43x68 ft.), seats 150, two cameras. Studio 5B (31x25 ft.), two cameras. Studio 6A (34x51 ft.), two cameras. Studio 6B (34x51 ft.), two cameras. Studio 7A (32x60 ft.), three cameras. Studio 7B (12x16 ft.), one camera. Two mobile units include three field cameras each. Two 35mm Simplex projectors. Two 16mm projectors. Two slide projectors (3¼x4 in.).

EXECUTIVES:

Colonel Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuineas, Commercial Manager
Ted Weber, Western Sales Manager
Jay Faraghan, Program Director
Carl J. Meyers, Chief Engineer
Elizabeth Bain, Film Buyer
Spencer Allen, Director of News
George Petterson, Director of Operations

RATE INFORMATION: Class A hour rate—\$1,000 (live), \$850 (film). Minute spot—\$200. Participations—\$110-\$120 per spot. Rehearsals—\$25 per half hour in excess of 1x1 ratio for live studio. Frequency discounts—Begin with 13 weeks at 5% up to 52 weeks at 10%. Also weekly discounts beginning with 2 days at 2½% up to 7 days at 15%. (From Rate Card No. 8, March 1, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

Chicago—(Continued)

WNBQ

LICENSEE: National Broadcasting Co.

ADDRESS: Merchandise Mart ZONE: 54 PHONE: Superior 7-8300

AM AFFILIATE: WMAQ FM AFFILIATE: WMAQ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: January 9, 1949

NATIONAL REPRESENTATIVE: NBC Spot Sales

TRANSMITTER ADDRESS: Civic Opera Bldg.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw

MAKE OF ANTENNA: RCA TYPE: 4 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 627 ft. Above Ground, 627 ft.

STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-1:15 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: One studio (43x68 ft.), four cameras. One studio (17x39 ft.), two cameras. One studio (40x54 ft.), three cameras. One studio theatre, three cameras. One film studio, two cameras. Two 16mm film projectors. Two 35mm film projectors. Two slide projectors. One mobile unit.

EXECUTIVES:

Joseph McConnell, President (NBC)
Harry C. Kopf, Vice President & General Manager
Jules Herbuveaux, Manager of TV Operations
John J. McPartlin, Sales Manager
George Heinemann, Program Manager
Howard Luttgens, Chief Engineer
Isabelle Cooney, Film Procurement
John F. Whalley, Controller
William Ray, News & Special Events Manager
Jack Ryan, Press Manager
John Keys, Promotion Manager

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participations—\$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, \$200 (31-60 minute program), \$100 (5-30 minute program). Addition studio, \$125 (31-60 minute program), \$62.50 (5-30 minute program). Live studio \$50. Film studio, \$31.25. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.

... Here's TV Coverage

... A WGN-TV advertiser made an introductory offer on his first program ... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

**Early or late ... if you want results ...
call your WGN-TV representative for availabilities**



The Chicago Tribune Television Station

You'll Buy the WHBF-TV MARKET EASIER

if you know these facts:

FACT 1 — THE QUAD-CITIES ARE TIED TOGETHER BY PHYSICAL PROXIMITY, BY BUSINESS ACTIVITY, AND BY SOCIAL BONDS INTO ONE LARGE METROPOLITAN UNIT.

FACT 2 — THE 234,256 PEOPLE IN THIS METROPOLITAN AREA RESIDE IN THE 4 CITIES SIMILARLY TO RESIDENTS IN THE BOROUGHS OF NEW YORK.

FACT 3 — THE QUAD-CITIES IS 82ND IN POPULATION—AND 14TH IN EFFECTIVE BUYING INCOME PER CAPITA, AMONG SALES MANAGEMENT'S 162 METROPOLITAN COUNTY AREAS.

FACT 4 — THE QUAD-CITIES IS 69TH IN BUYING POWER AND 76TH IN RETAIL SALES, AMONG SALES MANAGEMENT'S 162 METROPOLITAN COUNTY AREAS.

FACT 5 — WHBF IS THE ONLY TV STATION IN ILLINOIS OUTSIDE OF CHICAGO (180 MILES AWAY). AFFILIATED WITH ABC, DU MONT AND COLUMBIA TV NETWORKS.

FACT 6 — YOU COVER THE ENTIRE QUAD-CITY METROPOLITAN AREA WHEN YOU USE WHBF-TV—85,134 FAMILIES NOW HAVE TV. (AS OF JANUARY 1, 1952).

FACT 7 — ON CHANNEL 4—WHBF-TV HAS RECENTLY DOUBLED ITS POWER.

WHBF-TV SELLS TO QUAD-CITIZANS



Les Johnson,
Vice President and Manager

TV Stations in the U. S.

Rock Island—

WHBF-TV

LICENSEE: Rock Island Broadcasting Co.

ADDRESS: Telco Bldg. PHONE: 6-5441

AM AFFILIATE: WHBF FM AFFILIATE: WHBF-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is J. W. Potter Co., publisher of Rock Island Argus.

BEGAN OPERATION: July 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Telco Bldg.

MAKE OF TRANSMITTER: DuMont MODEL: 2000

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF5A

ANTENNA HEIGHT: Above Average Terrain, 370 ft. Above Ground, 485 ft.

STUDIO ADDRESS: Telco Bldg. HOURS OF OPERATION: 10 a.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

LIBRARY SERVICE: Langworth, Standard

STUDIO FACILITIES: Main studio (30x20 ft.), two image orthicon cameras. Two 16mm film projectors. One Monochrome scanner. Two image orthicon field cameras.

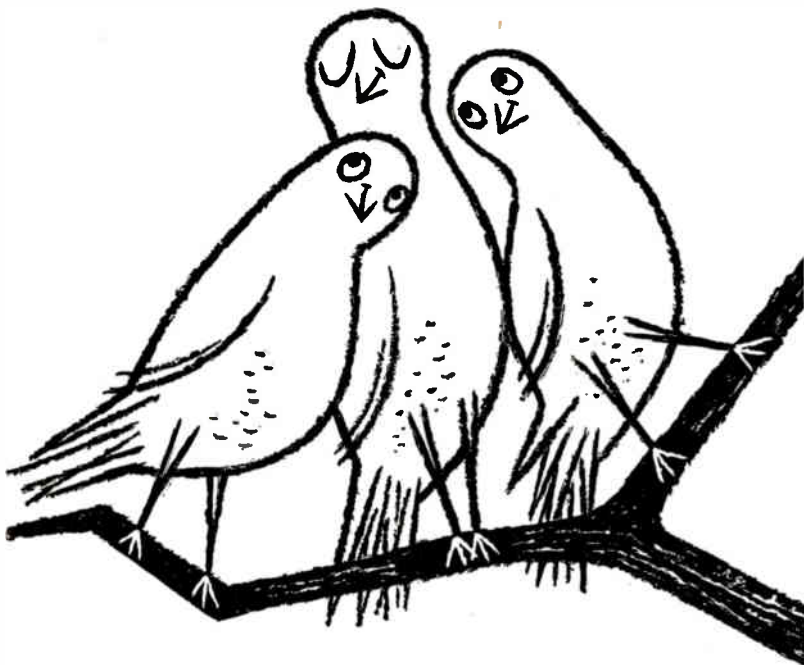
EXECUTIVES:

Ben H. Potter, President
Leslie C. Johnson, Vice President & General Manager
Maurice Corken, Commercial Manager
Fred K. Leo, Public Relations Director
Forest W. Cooke, Program Director & Film Buyer
Robert J. Sinnett, Chief Engineer

RATE INFORMATION: Class A hour rate—\$360 (live), \$300 (film). Minute spot—\$80 (live), \$60 (film). Participation per spot—\$45. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: E. C. Page



one can't get along without the other

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL

INCORPORATED

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS

BROADCASTING • Telecasting

TV Stations in the U. S.

Indiana

Bloomington—

WTTV

LICENSEE: Sarkes Tarzian Inc.

ADDRESS: East Hillside Drive PHONE: 2-1407

AM AFFILIATE: WTTT

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMONT (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a radio-TV and electronics components and parts manufacturer.

BEGAN OPERATION: November 11, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: East Hillside Drive

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.2 kw, Aural, 13.6 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturndstile

ANTENNA HEIGHT: Above average terrain, 707 ft. Above ground, 650 ft.

STUDIO ADDRESS: East Hillside Drive HOURS OF OPERATING: 11 a. m. to 11 p. m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICES: AP, Acme

LIBRARY SERVICES: Snader

STUDIO FACILITIES: One studio (25x50 ft.). Two RCA cameras. One RCA projector. Super Projectall.

EXECUTIVES:

Sarkes Tarzian, President
Glenn Van Horn, General Manager
Robert Lemon, Station Manager & Commercial Manager
Norman Cissna, Assistant Sales Manager
Robert Petranoff, Program Director & Film Buyer
Norton Weigel, Chief Engineer
James Ratcliffe, Traffic Director
Susan Bartlett, Continuity Director
Steve Briggs, Production Manager
Albert Fiscus, Film Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discount—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 4, March 1, 1952.)

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: Kear & Kennedy

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TV Stations in the U. S.

Indianapolis—

WFBM-TV

LICENSEE: WFBM-TV

ADDRESS: 1330 N. Meridian St. ZONE: 2 PHONE: Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry M. Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind. WOOD-AM-TV Grand Rapids, WFDL Flint, Mich.

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.2 Aural, 18 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 428 ft. Above Ground, 428 ft.

STUDIO ADDRESS: 1330 N. Meridian St. HOURS OF OPERATION: 9 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader, Screen Gems NEWS SERVICE: AP, INS, NBC, Telenews

STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Six RCA cameras. Two RCA 16mm film projectors. One Balopticon (6x8 in.). One Projectall (3x4 in.).

EXECUTIVES:

Harry M. Bitner, President

Harry M. Bitner Jr., General Manager

William F. Kiley, Commercial Manager

Hugh Kibbey, Program Director & Film Buyer

Harold Holland, Chief Engineer

Melvin C. Green, Secretary-Treasurer

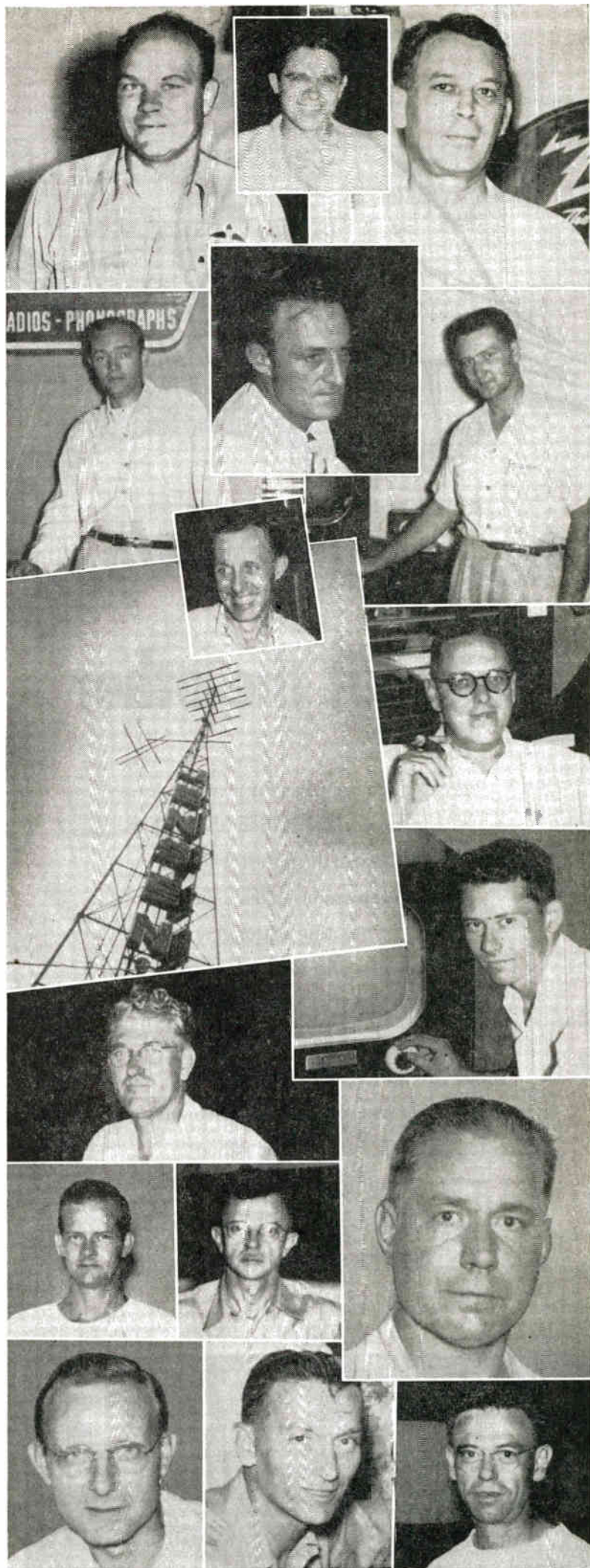
RATE INFORMATION: Class A hour rate—\$580 (live), \$480 (film). Minute spot—\$100.

Participations—\$100 per spot. Rehearsals—\$100 per hours in excess of 1x1 ratio for live studio, \$75 per hour in excess of normal run-through (pro-rated to nearest quarter hour). (From Rate Card No. 4, Feb. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Kopalovitz

CONSULTING ENGINEER: Gillett & Bergquist

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TERRE
HAUTE
Indiana

LAWRENCE-
VILLE
Illinois

EVANSVILLE
Indiana

FAR AWAY
DEALERS SAY:



"You get a
BIG BONUS IN SETS ON **WFBM-TV**
INDIANAPOLIS"

PARIS
Illinois

VINCENNES
Indiana

DANVILLE
Illinois

MARSHALL
Illinois

● The television set dealers pictured at the left, located in communities far beyond the theoretical WFBM-TV coverage area, verify the BIG BONUS audience of Indiana's FIRST Station. Evansville, Indiana, for instance (located 164 miles from Indianapolis) is just one of the "bonus communities" where viewers watch WFBM-TV. Thousands of television families in hundreds of cities and towns and on farms in areas far from the station make up this "big bonus group," by watching WFBM-TV regularly.

And that's just the "bonus" market WFBM-TV offers you!

On February 1, 1952, approximately 210,000 TV sets were installed within the station's regular coverage area. Add the BONUS THOUSANDS of sets to that figure and you'll agree WFBM-TV is one of the best buys in the country for your advertisers.

Indiana ranks among the first ten states, both agriculturally and industrially. That means high employment and HIGH incomes. Check this money-loaded Hoosier market—then—let WFBM-TV cover it for you.

First in Indiana

WFBM-TV

Channel 6, Indianapolis



Affiliated with: WEOA, Evansville, Ind.—WFBM, Indianapolis, Ind.—WFDF, Flint, Mich.—WOOD and WOOD-TV, Grand Rapids, Mich.

R E P R E S E N T E D N A T I O N A L L Y B Y T H E K A T Z A G E N C Y

BROADCASTING • Telecasting

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SNADER PRODUCTIONS

presents

DICK TRACY

- ★ 39 half-hour episodes now available
- ★ Filmed in Hollywood expressly for TV
- ★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD.....as DICK TRACY
LYLE TALBOT.....as THE BRAIN
ANGELA GREENE.....as TESS TRUEHEART
JOE DEVLIN.....as SAM CATCHEM

- ★ **SURE-FIRE** entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational... teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Iowa

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechnic Arts

ADDRESS: Ames, Iowa PHONE: 2500 Ext. 281

AM AFFILIATE: WOI FM AFFILIATE: WOI-FM

TV NETWORK AFFILIATION ABC, CBS, NBC, DuMont (Interconnected)

BEGAN OPERATION: February 21, 1950

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 3 miles S. W. of Ames

MAKE OF TRANSMITTER: GE MODEL NO: 4TT-6C

EFFECTIVE RADIATED POWERS: Visual, 15.6 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Element

ANTENNA HEIGHT: Above Average Terrain, 560 ft. Above Ground, 580 ft.

STUDIO ADDRESS: Exhibit Hall, ISC HOURS OF OPERATION: 1 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INP

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: Two 16mm projectors, one 35mm slide projector, one 2x2 in. slide and film projector. One balopticon, card size 3x4 in.

EXECUTIVES:

Charles E. Friley, President
Richard B. Hull, General Manager
Robert C. Mulhall, Operations Manager
Edward P. Wegener, Program Director
Louie L. Lewis, Chief Engineer
John Dunlop, Film Buyer

RATE INFORMATION: Class A hour rate—\$400 (film only). Minute spot—\$80. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. Accepts no local advertising. (From Rate Card No. 3, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks.

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

First

in
educational
television

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV

CBS-TV

ABC-TV

DuMont-TV

Get this...he wants a "reasonably priced show with real big-time Hollywood production values." What shall I say?



Say yes... then call Consolidated and ask them to airmail us a print of "The Best Things in Life."

Consolidated Television Sales

A division of Consolidated Television Productions, Inc.

Sunset & Van Ness, Hollywood 28, HO9-6369
25 Vanderbilt Ave., New York 17, MU6-7543
612 Michigan Ave., Chicago 11, MI 2-5231

TV Stations in the U. S.

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady St. PHONE: 3-3661

AM AFFILIATE: WOC FM AFFILIATE: WOC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Col. B. J. Palmer and Mr. D. D. Palmer are the principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, Ia., and KMTV (TV) Omaha, Neb.

BEGAN OPERATION: October 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: RR #1, Bettendorf, Iowa

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22.9 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: 5 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 342 ft. Above Ground, 358 ft.

STUDIO ADDRESS: 805 Brady St. HOURS OF OPERATION: 6:45 a.m.-11p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One Studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

EXECUTIVES:

Col. B. J. Palmer, President
D. D. Palmer, Vice President & Treasurer
Ralph Evans, Executive Vice President
William D. Wagner, Secretary
Ernest Sanders, Resident Manager
Mark Wedlinger, Sales Manager
Chas. Freiburg, Program Director
Fred A. Reed, Sales Promotion Manager
Poul Arvidson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60 (\$10 extra for live). Participation—\$62.50 flat, or \$70 per spot. Rehearsal—\$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Co.

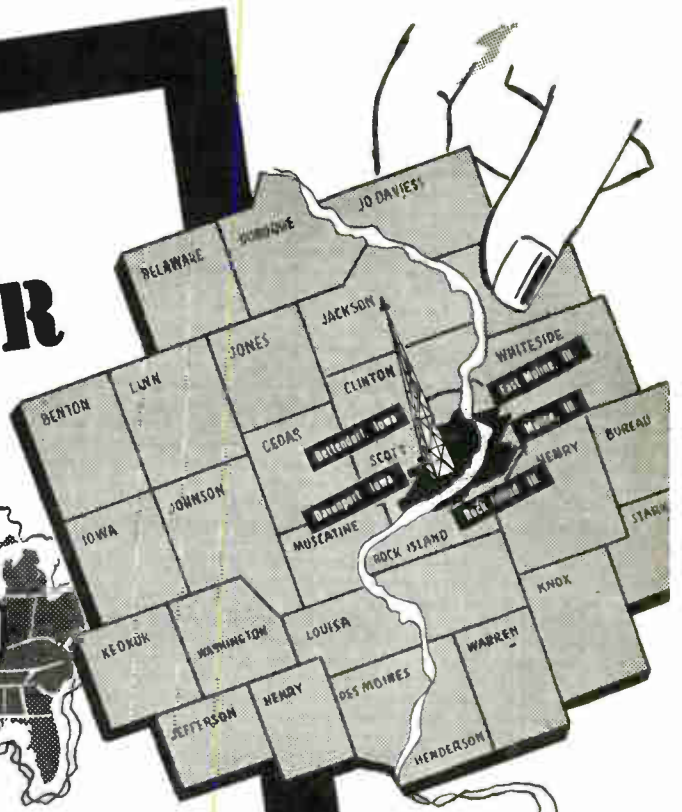
BROADCASTING • Telecasting

**SOLD
DOWN THE RIVER**

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



WOC-TV Sells!

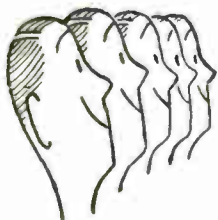
In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



**The
QUINT CITIES**

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager



TV Stations in the U. S.

Kentucky

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.

ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201

AM AFFILIATE: WAVE FM AFFILIATE: WRXW

TV NETWORK AFFILIATION: ABC, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.

BEGAN OPERATION: November 4, 1948

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 334 E. Broadway

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.1 kw Aural, 12.1 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 570 ft.

STUDIO ADDRESS: 334 E. Broadway HOURS OF OPERATION: 6:45 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio, 36x55 ft. Studio N II, 22x33 ft. Four image orthicon cameras. Two 16mm film projectors. One 35mm slide projector. Two Balopticons (3/4x4 in.) Remote equipment consists of two or more field cameras.

EXECUTIVES:

George Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program Director
Wilbur Hudson, Chief Engineer
Jack Boyle, Director of TV Operation
Cyrus D. Crites, Director of Publicity and Promotion

RATE INFORMATION: Class A hour rate—\$450. Minute spot—\$97 (live), \$90 (film). Participation—\$97 per spot (live), \$90 (film). Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.

*For
Meritorious Public
Service to Your
Community!*

TRIP AROUND THE WORLD

... with the crack cameramen of Encyclopedia Britannica Films is yours for the asking with the EBF series of World Films. Alaska ... Africa ... West Indies ... South Pacific Isles ... countries of Europe and South America ... they're all delightfully documented on film ... 39 different quarter-hour units for you to schedule *now*. You'll find sponsors, viewers ... plus lots of praise for your service to all ... in this round-the-world trip. Details on request.

APS
Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM
SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

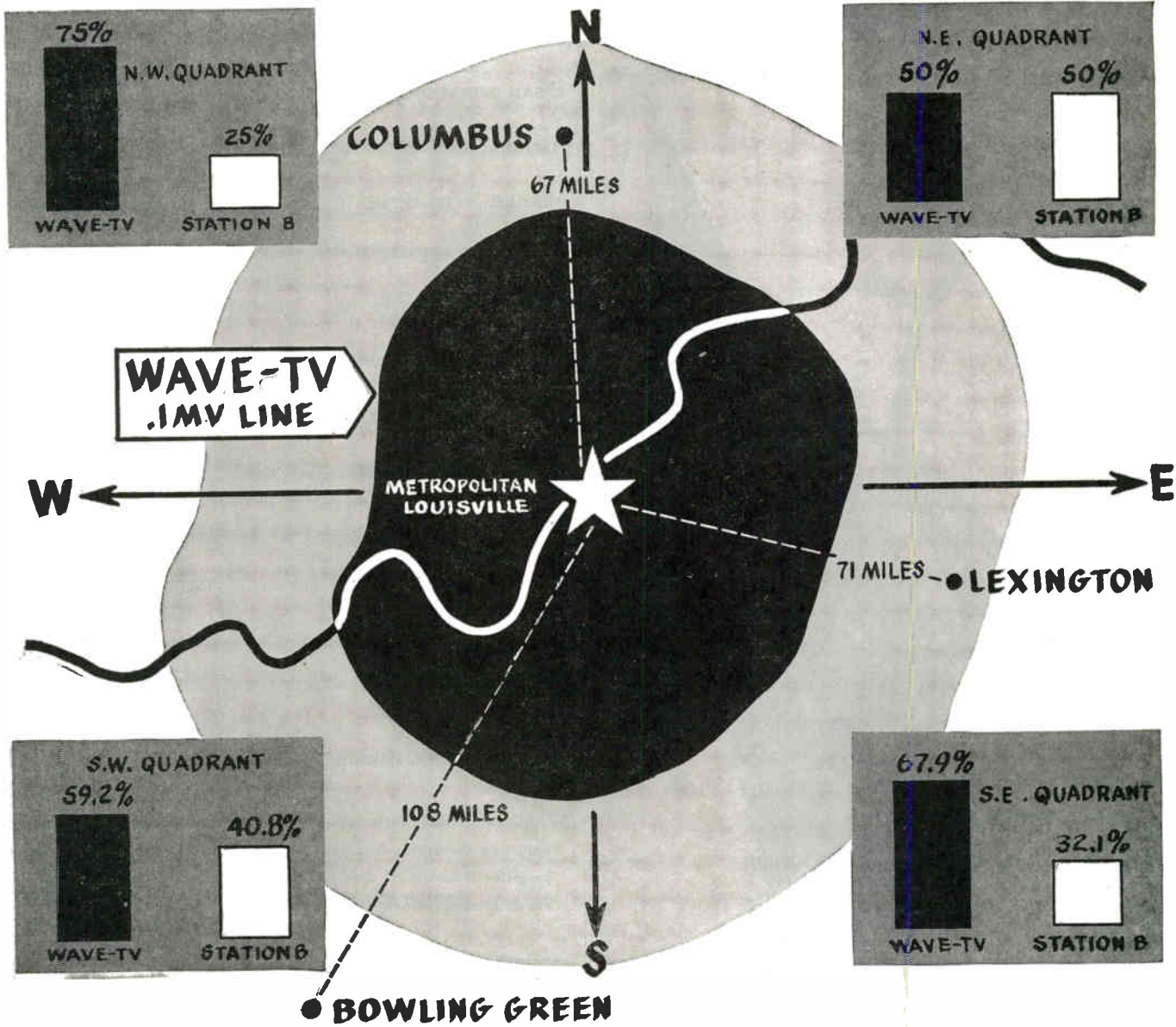
Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.

WAVE-TV

FIRST IN COVERAGE!
First in Audience Preference!
First In Kentucky!

**63.1% OF FRINGE-AREA RECEIVERS OBTAIN
 A CLEARER PICTURE FROM WAVE-TV
 THAN FROM LOUISVILLE'S 2ND STATION!**

*(Based on scientific, authoritative survey made by
 Dr. Raymond A. Kemper, Head of the Psychological
 Services Center, University of Louisville, in 44 towns
 and cities in WAVE-TV fringe area, November, 1951)*



WAVE-TV
 LOUISVILLE, KY.

CHANNEL 5 • NBC, ABC, DUMONT



Free & Peters, Inc., *Exclusive National Representatives*

**How did I become a vice president?
Used my head. While others were
sinking money in live TV, I got in touch
with Consolidated and bought a bang-up
show on film. Then I bought spot
market. No wasted circulation...
costs less, too. And I
don't mind adding that it pleased
the client no end.**



Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Louisville—(Continued)

WHAS-TV

LICENSEE: WHAS Inc.

ADDRESS: Sixth & Broadway **ZONE:** 2 **PHONE:** Wabash 2211

AM AFFILIATE: WHAS

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Courier-Journal and Louisville Times Co., publisher of Louisville Courier-Journal and Times.

BEGAN OPERATION: March 27, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Sixth & Broadway

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6D

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: GE **TYPE:** Special built 12 Bay—Super Gained

ANTENNA HEIGHT: Above Average Terrain, 529 ft. Above Ground, 600 ft.

STUDIO ADDRESS: Sixth & Broadway **HOURS OF OPERATION:** 10 a.m.-10:30 p.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Portable

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios, 42x60 ft. and 30x50 ft., four cameras. One mobile unit, two cameras. One film camera chain. Two 16mm film projectors. One slide projector (3¼x4 in.). One opaque projector. Bell & Howell Model 70H 16mm silent movie camera. Complete 16mm (equipment for cutting and editing).

EXECUTIVES:

Barry Bingham, President

Victor A. Sholis, Vice President & Director

Neil Cline, Sales Director

William F. Loader, Promotion Manager

Ralph Hansen, Program Director & Film Buyer

Orrin W. Towner, Technical Director

RATE INFORMATION: Class A hour rate—\$500 (film only). Minute spot—\$100. Participation—\$100 per spot. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Miller & Schroeder.

IN THE **WHAS** TRADITION...



The only radio station
serving and selling
all of the rich Kentuckiana Market



The Nation's First and
Kentuckiana's Only
50,000 watt television station

VICTOR J. SHOLIS, Director

NEIL C. CLINE, Sales Director

TELEVISION STATIONS IN THE UNITED STATES

Louisiana

New Orleans—

WDSU-TV

LICENSEE: WDSU Broadcasting Corp.

ADDRESS: 520 Royal St. ZONE: 16 PHONE: Tulane 4371

AM AFFILIATE: WDSU FM AFFILIATE: WDSU-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr. is principal stockholder.

BEGAN OPERATION: December 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Hibernia Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5 section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 395 ft. Above Ground, 425 ft.

STUDIO ADDRESS: 520 Royal St. HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field camera chains

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, NBC Newsreel, Acme Photo

LIBRARY SERVICE: Capital, World

STUDIO FACILITIES: One studio (100x55 ft.), two RCA studio image orthicon cameras. Two RCA film cameras. Two 16mm film projectors. One slide projector (2x2 in.). One combination slide and Balopticon projector (3¼x4 in.). One automatic slide projector (2x2 in.).

EXECUTIVES:

Edgar B. Stern Jr., President
Robert D. Swezey, General Manager
Lester E. Kabacoff, Secretary-Treasurer
Louis Read, Commercial Manager
Lindsey Riddle, Chief Engineer
Rose Wetzel, Film Buyer

RATE INFORMATION: Class A hour rate—\$500 (live), \$400 (film). Minute spot—\$95 (live), \$80 (film). Participations—\$75 per spot. Rehearsals—\$75 per hour for first hour, \$60 per hour thereafter for rehearsals in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

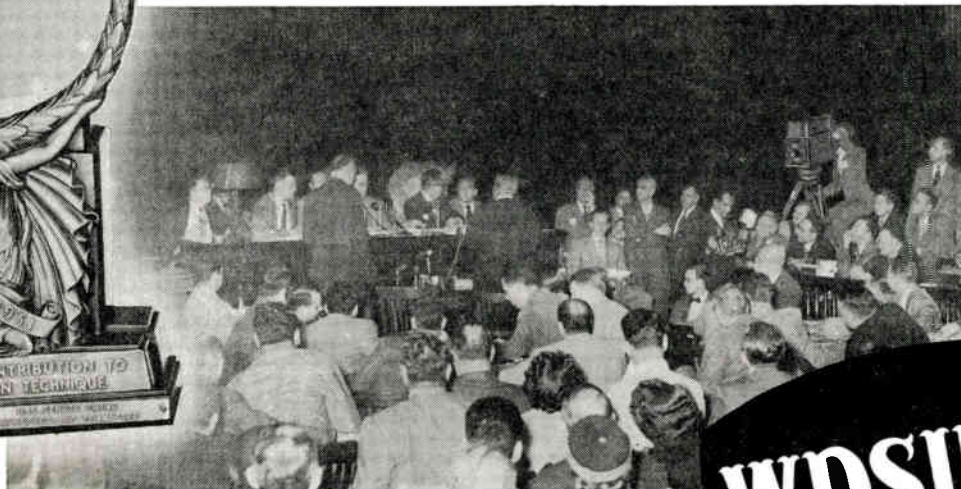
WASHINGTON ATTORNEY: Pierson & Ball.

CONSULTING ENGINEER: E. C. Page Consulting Engineers

"For the FIRST Televising of the Kefauver Hearings.."



WDSU-TV RECEIVES THE 1951 SYLVANIA AWARD



- WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award and the Citation of the Award Committee:

"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

WDSU-TV
CHANNEL 6
NEW ORLEANS

CALL
BLAIR-TV!

TV Stations in the U. S.

Maryland

Baltimore—

WAAM

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. ZONE: 11 PHONE: Mohawk 7600

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben and Herman Cohen and families are principal stockholders.

BEGAN OPERATION: November 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Richter & Parsons Inc.

CHANNEL: 13 (210-216 inc.)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Batwing

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 13.8 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay batwing

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 495 ft.

STUDIO ADDRESS: 3725 Malden Ave. HOURS OF OPERATION: 10:20 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: Main studio is 65x65x25 ft. Second studio is 20x30x10 ft. Announcer studio is 14x12x10 ft. Two 16mm film projectors. Two 35mm slide projectors. Gray Telopticon. Four camera chains. Two mobile field camera chains.

EXECUTIVES:

Ben Cohen, President

Narman C. Kal, Executive Vice President

Ken Carter, General Manager

Armand Grant, Assistant General Manager & Director of Sales

Herbert B. Cahan, Program Manager & Film Buyer

Ben Wolfe, Director of Engineering

Glenn Lahman, Chief Engineer

Pel Schmidt, Local Sales Manager

Joel Chaseman, Director of Public Service & Publicity

Paul Kane, Studio Production Supervisor

RATE INFORMATION: Class A hour rate—\$650. Minute spot—\$113.75. Participations—\$85-\$110 per spot. Rehearsals—\$50 per hour live studio, \$25 per hour film studio in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 6, May 1, 1951.)

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

OUR TV FILMS CAN

SELL FOR YOU TOO!

VIRGINIA DARE WINE

RYBUTOL

RED TOP BEER

BARTLEY STORES

NATIONAL TEA COMPANY

INTERNATIONAL SHOE COMPANY

CROWN DRUG COMPANY

CAPITAL PAPER COMPANY

POLK MILK COMPANY

COURTESY MOTORS

HORSE TRADER ED

LANGENDORF UNITED BAKERIES

AMERICAN VITAMIN ASSOCIATES

BUSTER BROWN SHOE COMPANY

NORGE AND BARDAHL

ARDEN DAIRY

DEAN MILK COMPANY

HELM'S BAKERIES

THE HUMKO COMPANY

SWAN CLEANERS

FLETCHER JONES CHRYSLER

DEALER

HOFFMAN COMPANY

AND HUNDREDS MORE

ADRIAN WEISS PRODUCTIONS PRESENT THE

CRAIG KENNEDY CRIMINOLOGIST SERIES

STARRING

DONALD WOODS

With Sydney Mason and Lewis Wilson

Mystery! • Suspense! • Action!



13 HALF-HOUR FILMS

IMMEDIATE DELIVERY

13 MORE

CRAIG KENNEDYS

NOW IN PRODUCTION

Your audience will thrill to these exciting mystery shows. Beautiful settings, excellent casts, wonderfully photographed. Sponsors get five product identifications and 3 full length selling commercials at climax point of each story, guaranteeing that viewers see and hear sponsor's message.

ANOTHER NEW HALF-HOUR SERIES!

13 New Action Packed TV Films

"THE THRILL OF YOUR LIFE"

For Immediate Delivery

Top entertainment for the entire family. Real-life comedy and drama, as lived by real people. A lion tamer, judo teacher, swordsman, ski-jumper, parachute fire fighter, tillerman on a hook and ladder, water ballet queen, pistol marksman, horse trainer . . . all vividly filmed . . . available now to sell any sponsor's products.

WHY NOT LET OUR FILMS SELL FOR YOU TOO?

13 Craig Kennedy Criminologist Series (13 more in production)

13 "The Thrill of Your Life"

52 Full Length Westerns

3 15-Episode Serials

13 Cartoons

100's of Silent Slapstick Comedies and Other Subjects

6 Wrestling Subjects

8 Western Featurettes

26 Travelogues

6 Nursery Rhymes

26 Full Length Features

LOUIS WEISS & COMPANY

655 N. FAIRFAX AVE.

Los Angeles 36, Calif. • Webster 8-5287

Phone, Write or Wire for Available Open Markets—

Prices and Audition Films—Don't Delay, Contact Us Today!

SNADER PRODUCTIONS

present

TELEVISION'S FINEST SELECTION OF

FEATURE FILMS

BONNIE PRINCE CHARLIE	THE AMAZING ADVENTURE
THE COURTNEY AFFAIR	ADVENTURE IN BLACKMAIL
THE WOODEN HORSE	STORM IN A TEACUP
HOOR OF GLORY	BUT NOT IN VAIN
FLESH AND BLOOD	THE GREEN COCKATOO
ANGEL WITH A TRUMPET	UNDER THE RED ROBE
WONDER BOY	DARK JOURNEY
MAN IN THE DINGHY	TEN DAYS IN PARIS
THE HIDEOUT	FAREWELL AGAIN
SAINTS AND SINNERS	ACTION FOR SLANDER
WOMAN OF DOLWYN	SOUTH RIDING
INTERRUPTED JOURNEY	A WOMAN ALONE
SEVEN DAYS TO NOON	WINGS OF THE MORNING
FOREVER AND A DAY	DINNER AT THE RITZ

FEATURING THESE BIG-NAME STARS:

HOWARD KEEL	RAY MILLAND	REX HARRISON
RICHARD TODD	IDA LUPINO	ANN TODD
ANNA NEAGLE	CHARLES LAUGHTON	HENRY FONDA
DAVID NIVEN	CARY GRANT	MERLE OBERON
MICHAEL WILDING	VIVIEN LEIGH	ROBERT CUMMINGS

PLUS

MANY NEW FEATURES SOON TO BE RELEASED!

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Baltimore—(Continued)

WBAL-TV

LICENSEE: Hearst Corp. (Radio & Television Division)

ADDRESS: 2610 N. Charles St. ZONE: 1B PHONE: Hopkins 3000

AM AFFILIATE: WBAL

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hearst Corp. owns and operates WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAE-AM-FM Pittsburgh. It also owns 25% of KING-AM-FM-TV Seattle. Hearst newspapers are: New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Baltimore News-Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.

BEGAN OPERATION: March 11, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 inc.)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540.4 ft. Above Ground, 447 ft.

STUDIO ADDRESS: 2610 N. Charles St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film-Iconoscope, live-image orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: NBC NEWS SERVICE: Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "H" (30x50 ft.), three image orthicon cameras. Studio "E" (40x100 ft.), four image orthicon cameras, seats 300. Small studio (25x35 ft.). Two iconoscope film chains. Three 16mm film projectors. Four 35mm slide projectors. One Teleopticon (4x5 in.). Rear screen projector for studios. Mobile unit with three image orthicon cameras.

EXECUTIVES:

Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President (Engineering)
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Leslie H. Peard Jr., Station Manager
Jerro Wyatt, Program Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfeld, Film Buyer
Mollie Martin, Director of Women's Programs
William C. Baram, Chief Engineer

RATE INFORMATION: Class A hour rate—\$700. Minute spot—\$125. Participations—\$80-\$100 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 7, April 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

"Month after month
more advertisers
spend more dollars
on **WBAL-TV...**
than any other
Baltimore station"



Nationally Represented by
Edward Petry and Co., Inc.

Television Baltimore
WBAL-TV
NBC in Maryland

Oh, it was just one of those things. This client calls up and says he's got to reach kids, lots of kids...and fast! So I say... buy Consolidated's "Adventures of Cyclone Malone." He does. Well, you know what happened! Ten thousand kids rushed into his stores and in less than 24 hours he'd sold them 10,000 quarts of ice cream. And that's not all. Before the campaign was over 106,400 kids had made purchases tied in with Cyclone Malone badges. Was I ever a hero! Still am, in fact, because when anyone wants a good show on film, I say, call

Consolidated Television Sales

*a division of
Consolidated Television
Productions, Inc.*

HOLLYWOOD, HO. 9-6369
NEW YORK, MU. 6-7543
CHICAGO, MI. 2-5231



TV Stations in the U. S.

Baltimore—(Continued)

WMAR-TV

LICENSEE: The A. S. Abell Co.

ADDRESS: Baltimore & Charles Sts. ZONE: 3 PHONE: Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Baltimore Sunpapers.

BEGAN OPERATION: October 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mathieson Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 405 ft. Above Ground, 624 ft.

STUDIO ADDRESS: Baltimore & Charles Sts. HOURS OF OPERATION: 9 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (32x48 and 21x25 ft.). Three RCA orthicon cameras. Two RCA iconoscope chains. Two 16mm film projectors. Two camera chains. One Balopticon projector. Two Kodak slide projectors. One 35mm strip film projector. Projectall. One Houston processor. One film printer. Seven type 7-DE cameras. One Auricon 16mm sound camera. Two 16mm Zoomar lenses. One mobile unit equipped with three camera chains; another unit with two chains.

EXECUTIVES:

William F. Schmick Sr., President
E. K. Jett, Vice President & Director of Television
Earnest A. Lang, Commercial Manager
Ralph T. Braun, Promotion Manager
Robert B. Cochran, Program Director
Carlton G. Nopper, Chief Engineer
David V. R. Stickle, Film Buyer

RATE INFORMATION: Class A Hour rate—\$800. Minute spot—\$150. Participation—\$60 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

375 MILES

OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities
7 days a week



**IN MARYLAND
MOST PEOPLE WATCH**

Represented by **THE KATZ AGENCY, INC.**

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WMAR-TV
SUNPAPERS TELEVISION

CHANNEL 2
BALTIMORE 3 MARYLAND

WMAR-TV
SUNPAPERS

TELEVISION STATIONS IN THE UNITED STATES

Massachusetts

Boston—

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc.

ADDRESS: 1170 Soldiers Field Rd. ZONE: 34 PHONE: Algonquin 4-5670

AM AFFILIATE: WBZ FM AFFILIATE: WBZ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore. WRS is a subsidiary of Westinghouse Electric Corp., radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 9, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1170 Soldiers Field Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.61 kw Aural, 7.70 kw

MAKE OF ANTENNA: RCA TYPE: TF 3A 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 547 ft. Above Ground, 649 ft.

STUDIO ADDRESS: 1170 Soldiers Field Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field Cameras

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

LIBRARY SERVICE: Snader, NBC Film.

STUDIO FACILITIES: Studio "T" (40x45x23 ft.); Studio "B" (30x45x19 ft.); Auditorium Studio seating 150 persons (35x20 ft. stage). Three studio camera chains. Film facilities: Two RCA 16mm film projectors; two RCA 35mm film projectors; one Balopticon; two strip film projectors; two slide projectors; two Multiplexer units with film cameras. RCA mobile units with three field camera chains.

EXECUTIVES:

Walter Evans, President
W. C. Swartley, Station Manager
C. Herbert Masse, Sales Manager
W. Gordon Swan, Program Manager
W. H. Hauser, Chief Engineer
Carl Lawton, Film Librarian
John G. Stilli Jr., Advertising & Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Rehearsals—Live studio: \$100 per hour (for programs 31-60 minutes), \$50 per hour (for programs 5-30 minutes). Additional live studio rehearsals, \$50 per half-hour; film studio, \$25 per half-hour in excess of free normal run-through. Frequency discounts—Begin with 26 times at 7½% up to 260 times at 20%. (From Rate Card No. 6-T, Aug. 1, 1951.)

Boston—(Continued)

WNAC-TV

LICENSEE: Thomas S. Lee Enterprises Inc. (Yankee Division)

ADDRESS: 21 Brookline Ave. ZONE: 15 PHONE: Commonwealth 6-0800

AM AFFILIATE: WNAC FM AFFILIATE: WNAC-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMONT (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-FM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: June 21, 1948

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Medford, Mass.

MAKE OF TRANSMITTER: GE MODEL NO: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw

MAKE OF ANTENNA: GE TYPE: TY14F (6-bay)

ANTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.

STUDIO ADDRESS: 21 Brookline Ave. HOURS OF OPERATION: 10 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: UP Movietone

STUDIO FACILITIES: Three image orthicon camera chains. Mobile unit, three image orthicon camera chains. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector (3¼x4 in.). One 35mm slide projector (2x2 in.). Two film camera chains.

EXECUTIVES:

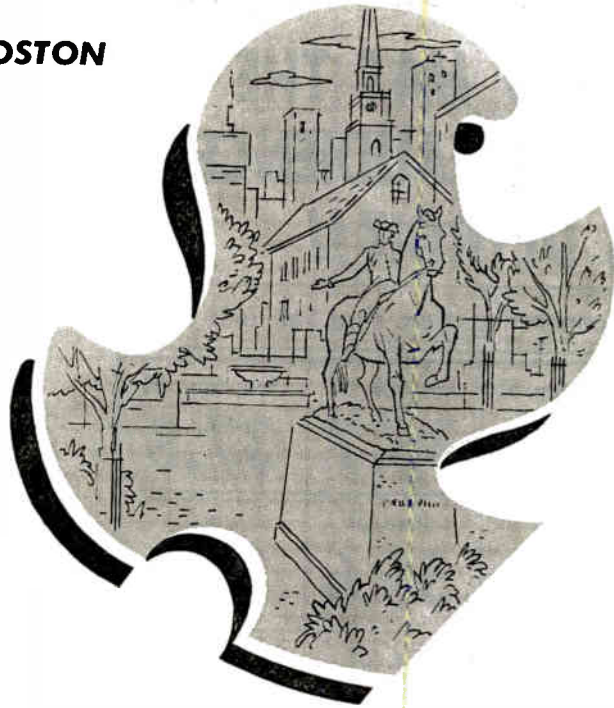
Tom O'Neil, President (Thomas S. Lee Enterprises)
William O'Neil, President (Yankee Network Division)
Linus Travers, Executive Vice President, General Manager & Commercial Manager
George Steffy, Vice President in charge of TV Operations
Harry Whittemore, Technical Director
James Pike, Film Buyer
Paul Keyes, Publicity.

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Rehearsals—\$50 per half hour. (From Rate Card No. 6, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Pierson & Ball

NO OTHER CITY MATCHES BOSTON

in TV penetration! In the Boston metropolitan area reached by WBZ-TV, there are more than 847,000 sets.. *more sets per thousand families* than in any other U.S. city.



NO OTHER STATION MATCHES WBZ-TV

in television activity, throughout all New England! 43 live shows a week now originate in the WBZ-TV studios.. shows that join with *NBC network programs* to keep Boston audiences eagerly tuned to Channel 4.

Recognition of WBZ-TV live programming comes from viewers, advertisers, award juries. Among recent awards: TV Guide's award for Public Service programs to "Our Believing World," and TV Guide's award for best TV Sports-caster to Bump Hadley.

WBZ-TV

CHANNEL 4

BOSTON

For availabilities, check WBZ-TV, or NBC Spot Sales.



WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Around the clock . . .
all year long . . .

WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!!

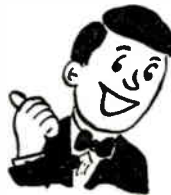
WJBK-TV Home Hooperatings Sun. thru Sat. 6-11 P.M.			
Nov.-Dec.'50 37.2	Dec.'50-Jan.'51 37.3	Jan.-Feb.'51 36.7	Feb.-Mar.'51 37.8
April '51 37.9	May '51 37.6	June '51 35.6	July '51 38.5
Aug. '51 41.1	Sept. '51 38.2	Oct. '51 35.4	12 Mos. average 37.7



Just think! WJBK-TV's average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

LOOK at these other Whopping Hooper averages WJBK-TV earned during 1951:

Mon. thru Fri. 8-12 AM (Apr.-Oct.)49.9!
Saturday 12-6 PM (Apr.-Oct.)41.3!



WJBK-TV's consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer's choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.



WJBK —AM —FM —TV DETROIT

The Station With A Million Friends
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.

TV Stations in the U. S.

Michigan

Detroit—

WJBK-TV

LICENSEE: Fort Industry Co.

ADDRESS: 500 Temple ZONE: 1 PHONE: Temple 3-7900

AM AFFILIATE: WJBK FM AFFILIATE: WJBK-FM

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WAGA-AM-FM-TV Atlanta WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: October 24, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Lyndon & Cloverdale

MAKE OF TRANSMITTER: GE MODEL NO: TT-6A

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: GE TYPE: TY-12 C

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 488 ft.

STUDIO ADDRESS: 500 Temple HOURS OF OPERATION: 8 a.m.—12:45 a.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS Telenews

STUDIO FACILITIES: Two studios (32x45 and 15x11 ft.). Two GE studio cameras. Two slide projectors. Two movie projectors. Balopticon.

EXECUTIVES:

George B. Storer, President
Lee B. Wailes, Executive Vice President
E. Hal Hough, Program Director
Paul O. Frincke, Chief Engineer
Robert Stricker, Film Buyer

RATE INFORMATION: Class A hour rate—\$1,000. Minute spot—\$200. Participations—\$60-\$200 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, March 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

BROADCASTING • Telecasting

**We've got
their eyes
glued to
WWJ-TV**



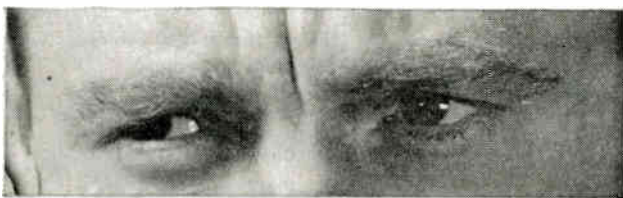
The Eyes of Detroit are upon you when you're on WWJ-TV, Detroit's NBC affiliate . . . from 7 A.M. Dave Garroway time to sign-off at midnight.



Seven of Detroit's ten top-rated multi-weekly shows are on WWJ-TV. So is Red Wing hockey, and Friday night boxing.



In 1952, join the multitude of current WWJ-TV advertisers who are profiting from this large, responsive audience on a station that commands the greatest community respect, and assures reliability of production . . . in one of the greatest marketplaces in the world today.

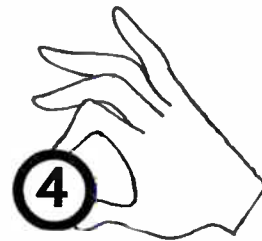


FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

WWJ-TV

**NBC Television Network
ASSOCIATE AM-FM STATION WWJ**



National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

TELEVISION STATIONS IN THE UNITED STATES

Detroit—(Continued)

WWJ-TV

LICENSEE: The Evening News Association

ADDRESS: 615 W. Lafayette ZONE: 31 PHONE: Woodward 2-2000

AM AFFILIATE: WWJ FM AFFILIATE: WWJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Detroit News.

BEGAN OPERATION: June 1947

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Penobscot Bldg.

MAKE OF TRANSMITTER: DuMont MODEL NO: TA-118A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Bat Wing

ANTENNA HEIGHT: Above Average Terrain, 658 ft. Above Ground, 695 ft.

STUDIO ADDRESS: 615 W. Lafayette HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA-DuMont DESCRIPTION: RCA, TK-10A, DuMont, Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Langworth, Thesaurus

STUDIO FACILITIES: Two studios (30x40 and 27x42 ft.). Additional studios planned for April. Six image orthicon cameras. Three iconoscope film cameras. Three image orthicon field cameras. Two RCA 16mm film cameras. Opticon-Multiscope slide projectors.

EXECUTIVES:

William J. Scripps, Director of Radio

Harry Bannister, General Manager

Willard E. Walbridge, Station Manager

Melvin C. Wissman, General Program Manager

Edgar J. Love, General Engineering Manager

Gabriel P. Dype, Sales Manager

Fran Harris, Publicity & Promotion Manager

Douglas Wright, Film Editor

John E. Hill, Program Production Manager

E. L. Tyson, Personnel Manager

Tom Sutton, News Producer

Walter Koste, Production Director

RATE INFORMATION: Class A Hour rate—\$1,400. Minute spot—\$252. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 10, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Nielson.

CONSULTING ENGINEER: William L. Foss Inc.

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Detroit—(Continued)

WXYZ-TV

LICENSEE: WXYZ Inc.

ADDRESS: 1700 Mutual Bldg. ZONE: 26 PHONE: Woodward 3-8321

AM AFFILIATE: WXYZ FM AFFILIATE: WXYZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by American Broadcasting Co. of which Edward J. Noble is principal stockholder. ABC owns and operates WJZ-AM-FM-TV New York; WENR-AM-FM-TV Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: October 8, 1948

NATIONAL REPRESENTATIVE: ABC Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Maccabees Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT5A

EFFECTIVE RADIATED POWERS: Visual, 27.9 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 500 ft.

STUDIO ADDRESS: Maccabees Bldg. HOURS OF OPERATION: 7 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10

TYPE OF OPERATION: Uses local live, network live, local film, network, film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: STANDARD

STUDIO FACILITIES: Studio "A" (20x38). Studio "B" (42x64). Studio "C" (28x28). Studio "E" (15x16). Eleven TK10 cameras. Two TK20 film cameras. Two RCA 16mm and two RCA 35mm film projectors.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)

Robert E. Kintner, President (ABC)

James G. Riddell, President

Harold Christian, Commercial Manager

John Pival, Manager & Sales Manager

Harold L. Neal Jr., Assistant Sales Manager

J. E. McCarthy, Studio Supervisor

Peter Strand, Program Manager

William Morgan, Advertising & Sales Promotion Director

Charles Kotcher, Chief Engineer

Dick Femmel, News Editor

Thomas Ahearn, News Director

Don Wattrick, Sports Director

RATE INFORMATION: Class A hour rate—\$1,100. Minute spot—\$200. Participation—\$75-\$200 per spot. Rehearsals—Live, \$100; Film, \$50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%. (From Rate Card No. 7, Jan. 1, 1951.)

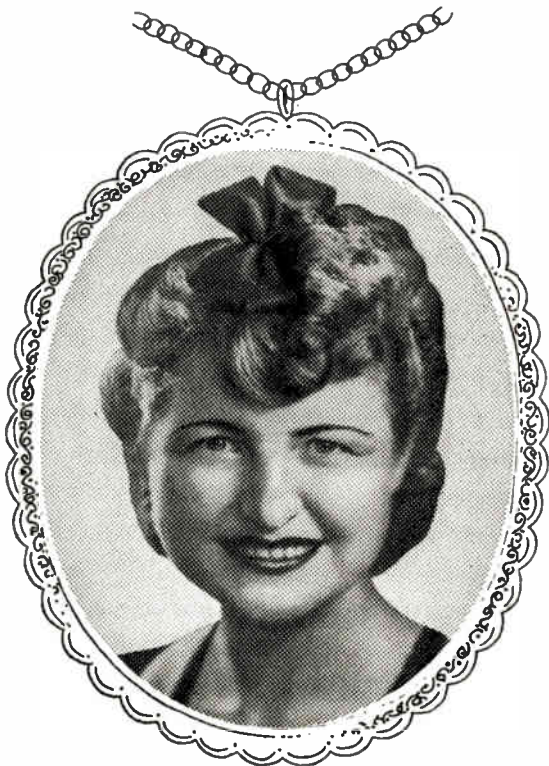
WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: Kear & Kennedy.

BROADCASTING • Telecasting

IN DETROIT...

*Here's your
best buy in
daytime television*



EDYTHE FERN MELROSE, 11:00 A.M., Mon.-Fri.

How to charm your audience in Detroit? Look to the Lady of Charm, Edythe Fern Melrose! Her *Charm Time* and *Charm Kitchen* are the top fashion and cooking shows in Detroit television. Specialty of the house: the integrated commercial . . . expertly, convincingly delivered by a "saleslady" with more than 20 years broadcasting experience. (P.S. In news, in variety, in music, we've got a lot of other charmers, too!)

Warren Michael Kelly 7:00 a.m.
Mon. thru Fri.
Coffee and Cakes . . . 9:00 a.m.
Mon. thru Fri.
Hello, Girls 10:00 a.m.
Mon. thru Fri.
Happy Hour Club . . . 3:00 p.m.
Mon. thru Fri.
Cowboy Colt 4:00 p.m.
Mon. thru Fri.
Melodies 'n' Money . . 5:30 p.m.
Mon. thru Fri.



American Broadcasting Company

TV Stations in the U. S.

Grand Rapids—

WOOD-TV
(FORMERLY WLAV-TV)

LICENSEE: Grandwood Broadcasting Co. Inc.

ADDRESS: National Bank Bldg. ZONE: 2 PHONE: 9-4211

AM AFFILIATE: WOOD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGAN OPERATION: August 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: E. 92nd St.

MAKE OF TRANSMITTER: RCA MODEL NO. TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average terrain, 501 ft. Above Ground, 265 ft.

STUDIO ADDRESS: National Bank Bldg.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

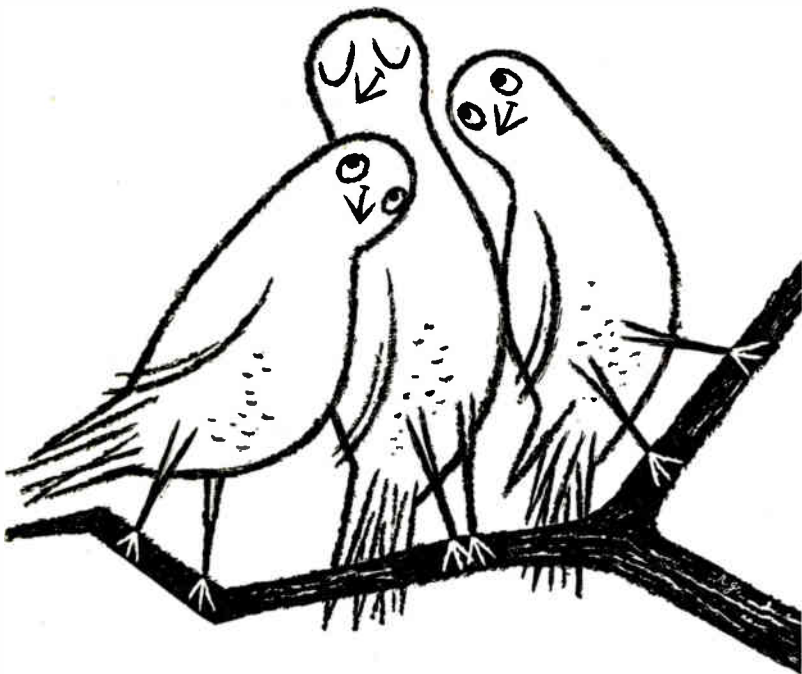
EXECUTIVES:

Harry Bitner Sr., President
Willard Schroeder, General Manager
Robert Wilson, Chief Engineer
Franklin Sisson, Program Director
Hal Kaufman, Film Buyer
David Hoyle, Promotion Director
Howard Silbar, Sales Service Manager

RATE INFORMATION: Class A hour rates—\$600 (live), \$500 (film). Minute spot—\$100. Rehearsals—\$100 per hour in excess of 1x1 ratio, live studio; \$75 per hour, film studio. Frequency discounts—Begin with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 1-A, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: George C. Davis



**one can't get along
without the other**

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL
INCORPORATED

NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

TV Stations in the U. S.

Kalamazoo—

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. PHONE: 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer is principal stockholder. Licensee also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 3 (60-66 inc.)

TRANSMITTER ADDRESS: Plainwell, Mich.

MAKE OF TRANSMITTER: Federal MODEL NO: FTL-17A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3FTA

ANTENNA HEIGHT: Above Average Terrain, 525 ft. Above Ground, 352 ft.

STUDIO ADDRESS: 124 W. Michigan Ave. HOURS OF OPERATION: 11:15 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

STUDIO FACILITIES: Two 16mm RCA film projectors. One 2x2 in. transparency slide projector. One Telopticon (4x5 opaques).

EXECUTIVES:

- John E. Fetzer, President & General Manager
- Carl E. Lee, Administrative Assistant & Chief Engineer
- Donald W. DeSmit Jr., Commercial Manager
- Harry E. Travis, Program Director & Film Buyer
- Willis F. Dunbar, Public Affairs Adviser

RATE INFORMATION: Class A hour rate—\$500 (film only). Minute spot—\$90. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Paul F. Godley Co.

DO YOU WANT 103,583 (OR 63,009) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that *BMB developed the only satisfactory yardstick to determine circulation in radio.* That method, we believe, is the only solution to audience measurement in TV.

In January, 1952, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was *smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week!*

The chart at the right shows the results: 103,583 TV families in the 24-county area view WKZO-TV; 63,009 families view Station "B". Thus WKZO-TV delivers 40,574, or 64.4%, more Western Michigan and Northern Indiana television homes than Station "B"!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, today!

***Measures less than 5%. In three counties, Michigan television Station "C" showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.*

videodex report

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana
JANUARY, 1952

County	TV Families*	WKZO-TV Nighttime Audience		Station "B" Nighttime Audience	
		Families	%	Families	%
MICHIGAN					
Allegan	7,351	5,652	76.9	4,521	61.5
Barry	3,988	2,911	73.0	2,672	67.0
Berrien	10,551	4,832	45.8	**	
Branch	2,555	1,740	68.1	**	
Calhoun	18,104	14,918	82.4	1,068	5.9
Cass	3,816	2,881	75.5	466	12.2
Eaton	6,360	4,007	63.0	1,272	20.0
Hillsdale	2,405	1,741	72.4	**	
Ionia	6,355	2,332	36.7	2,771	43.6
Jackson	10,453	1,840	17.6	**	
Kalamazoo	18,964	14,659	77.3	1,119	5.9
Kent	38,049	14,192	37.3	28,384	74.6
Montcalm	4,202	1,723	41.0	2,841	67.6
Muskegon	13,095	6,364	48.6	7,425	56.7
Newaygo	3,069	1,040	33.9	1,940	63.2
Ottawa	8,764	5,478	62.5	5,916	67.5
St. Joseph	4,187	2,972	71.0	**	
Van Buren	5,782	3,261	56.4	2,521	43.6
INDIANA					
DeKalb	2,439	1,568	64.3	**	
Elkhart	10,653	3,462	32.5	**	
Kosciusko	2,543	1,322	52.0	**	
LaGrange	1,748	1,196	68.4	95	5.3
Noble	2,430	1,796	73.9	**	
Steuben	2,314	1,696	73.3		
TOTAL	190,177	103,583		63,009	

**TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.*

WJEF
TOP 4 IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV
TOP 4 IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
TOP 4 IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

TV Stations in the U. S.

Lansing—

WJIM-TV

LICENSEE: WJIM Inc.

ADDRESS: Bank of Lansing Bldg. ZONE: 16 PHONE: 2-1333

AM AFFILIATE: WJIM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay).

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Harold F. Gross is principal stockholder.

BEGAN OPERATION: May 1, 1950

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 6 (82-88 inc.)

TRANSMITTER ADDRESS: Howard & Saginaw

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 9 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 350 ft. Above Ground, 300 ft.

STUDIO ADDRESS: Bank of Lansing Bldg. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 20-A film chain

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

EXECUTIVES:

Harold F. Gross, President

Howard K. Finch, General Manager & Program Director

R. S. Underhill, Commercial Manager

Emil Popke, Film Director

Donald Silbert, Chief Engineer

RATE INFORMATION: Class A hour rate—\$475 (film only). Minute spot—\$75. Frequency discounts—Begin with 13 times at about 6% up to 104 times at about 22%. (From Rate Card No. 4, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Kear & Kennedy

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BATTLE CREEK

JACKSON

SAGINAW

LANSING

FLINT



WJIM-TV

"1 GETS YOU 5"

5 major markets in Michigan

Yes, five of the richest markets in the great middle Michigan area receive primary television service from WJIM-TV . . . Lansing, Flint, Saginaw and Jackson are exclusive markets, with Battle Creek receiving primary service. It's a market of one million people with retail sales of one billion dollars. Only WJIM-TV, Channel 6, serves this vast audience as the primary outlet for four major television networks.

WJIM-TV

Lansing, Mich.

BROADCASTING • Telecasting

for accurate facts
fast service
and excellent results

on

WNAC-TV

Boston

WJIM-TV

**Lansing—Flint—Saginaw
Jackson—Battle Creek**

WOR-TV

New York

(Pacific Coast)

call, wire or write

H-R REPRESENTATIVES, Inc.

New York
Chrysler Bldg.
MUrray Hill 9-2606

Chicago
35 E. Wacker Dr.
RAndolph 6-0113

Los Angeles
Equitable Bldg.
GRanite 1480

San Francisco
110 Sutter St.
EXbrook 2-3407

★ ★ ★ ★

Attention, Station Owners:

If you want better national representation for your television station,
you are invited to communicate with the nearest H-R office for full
information.

TV Stations in the U. S.

Minnesota

Minneapolis—

KSTP-TV

LICENSEE: KSTP Inc.

ADDRESS: 3415 University Ave., S. E. ZONE: 14 PHONE: Prior 2717

AM AFFILIATE: KSTP FM AFFILIATE: KSTP-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Stanley E. Hubbard is principal stockholder.

BEGAN OPERATION: April 23, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 5 (76-82 inc.)

TRANSMITTER ADDRESS: 3415 University Ave., S. E.

MAKE OF TRANSMITTER: Composite MODEL NO: TV5A, TV3A

EFFECTIVE RADIATED POWERS: Visual, 24.7 kw Aural, 17.3 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 563 ft. Above Ground, 568.9 ft.

STUDIO ADDRESS: 3415 University Ave., S. E. HOURS OF OPERATION: 8 a.m.-1 a.m.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Thesaurus, World NEWS SERVICE: AP, UP, Radio News Assn.

EXECUTIVES:

Stanley E. Hubbard, President & General Manager

K. M. Hance, Executive Vice President & Treasurer

Miller C. Robertson, Vice President in Charge of Sales

Del Franklin, Production Supervisor

John H. McMahon, Chief Engineer

Joseph C. Cook, Promotion & Publicity Director

RATE INFORMATION: Class A hour rate—\$900. Minute spot—\$180. Rehearsals—\$50 per half hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 52 times at 5% up to 260 times at 15%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. D. Ring & Co.

*For
Meritorious Public
Service to Your
Community!*

"HOW TO PLAY"

How to catch a baseball . . . blocking in football . . . ball-handling in basketball . . . these are a few of the subjects covered in this authoritative 13-film series covering several major sports. Top coaches and athletes demonstrate form and performance, using stop-action and slow-motion to make every lesson stick. Perfect tie-in with local coaches, schools, sports editors, etc. For $\frac{1}{4}$ hour programming. Details on request.

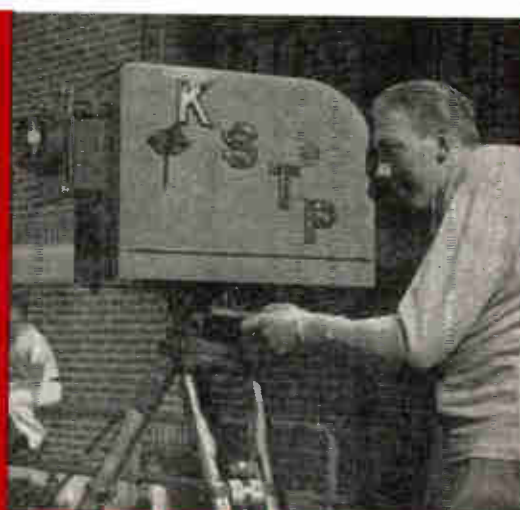
APS
Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM
SERVICE
151 West 46th Street,
New York 36, N. Y.

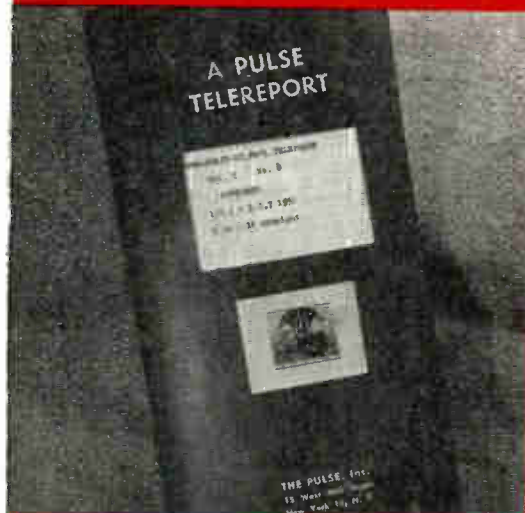
APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.



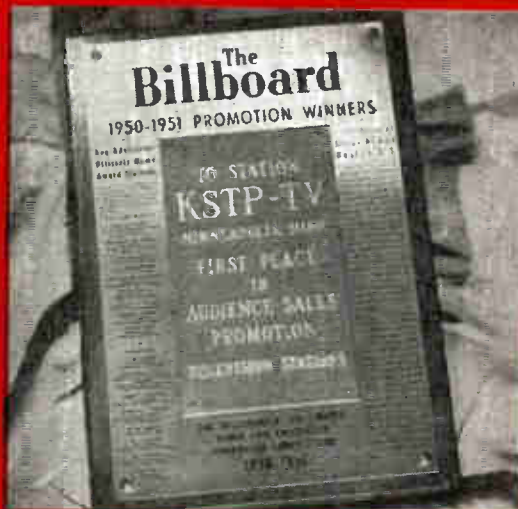
The biggest shows, the greatest names in television are on KSTP-TV, the Northwest's FIRST television station.



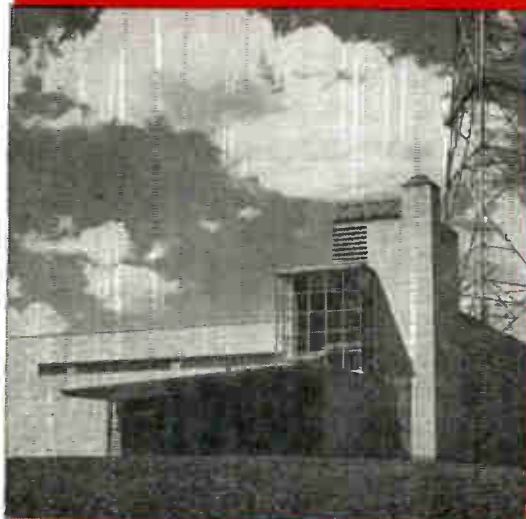
Thirteen years of experience. Television experimenting at KSTP-TV began in 1939.



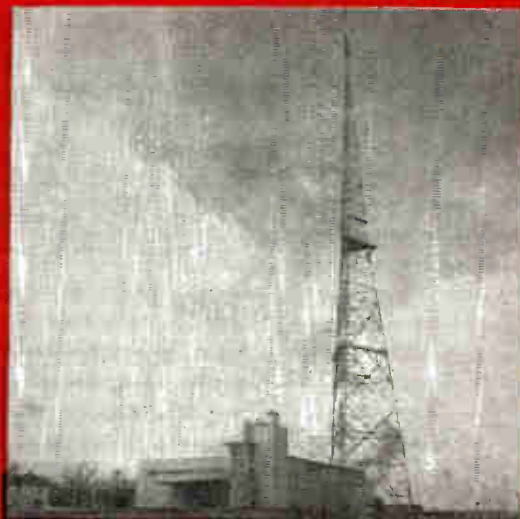
Superior Programming. 37 of the top 50 shows. 9 of the top 10 once-a-week, 8 of the top 10 multi-weekly shows. NBC Basic.



Superior Promotion. Number 1 in audience and Sales Promotion in the Billboard 1950-51 promotion competition.



Greatest Facilities. The only building in the Northwest designed exclusively for radio and television production.



Highest Antenna and Strongest Signal. 25% greater output from a 571 foot tower at the highest point in the Twin Cities.

KSTP-TV
MINNEAPOLIS ... ST. PAUL

The Basic Buy in Northwest Television. Point by point from management through program ratings, KSTP-TV is Number One. Your nearest Edward Petry man will give you the whole terrific story. Call him today!

KSTP-TV
MINNEAPOLIS ... ST. PAUL

CHANNEL FIVE: 76 TO 82 MEGACYCLES
AFFILIATE: THE NATIONAL BROADCASTING CO.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TELEVISION STATIONS IN THE UNITED STATES

Minneapolis—(Continued)

WTCN-TV

LICENSEE: Mid Continent Radio-Television Inc.

ADDRESS: 50 South Ninth St. PHONE: Lincoln 0552

AM AFFILIATE: WTCN FM AFFILIATE: WTCN-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 50% owned by Northwest Publications (Ridder newspapers) and 50% by Minnesota Tribune Co. Ridder interests also own WDSM Superior, Wis., control KILQ Grand Forks, N. D. and KSDN Aberdeen, S. D. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Journal of Commerce, New York Staats-Zeitung and Herald, Aberdeen (S. D.) American and News, Grand Forks (N. D.) Herald, minority interest in Seattle Times. Mid Continent Radio-Television Inc. owns 45% of WEMP-AM-FM Milwaukee.

BEGAN OPERATION: July 1, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foshay Tower Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground 533 ft.

STUDIO ADDRESS: 50 S. Ninth St. HOURS OF OPERATION: 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio chains; Field remotes

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Associated, RCA 45 NEWS SERVICE: AP, UP, INS, Acme

STUDIO FACILITIES: Set studio (30x80 ft.). Stage studio (30x60 ft.). Four RCA image orthicon cameras. Two complete kitchens. One iconoscope film camera. Two 16mm RCA film projectors. Two Eastman slide projectors (2x2 in.). One GE Balopticon (8x6 in. glossies or 3x4 in. transparencies). RCA mobile unit, with four RCA image orthicon cameras, Zoomar lens, etc.

EXECUTIVES:

Robert B. Ridder, Chairman of Board
Wm. J. McNally, President
F. Van Konynenburg, General Manager
Robert N. Ekstrum, Sales Manager
Sherman K. Headley, Director of Television
John M. Sherman, Director of Engineering
Harry C. Jones, Film Director
Robert N. Wold, Promotion Manager

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$160. Frequency discounts—Begin with 26 times at about 5% up to 260 times at about 15%. (From Rate Card No. 5, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

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Missouri

Kansas City—

WDAF-TV

LICENSEE: Kansas City Star Co.

ADDRESS: 3030 Summit ZONE: B PHONE: Jefferson 3966

AM AFFILIATE: WDAF

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected).

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Kansas City Star.

BEGAN OPERATION: October 16, 1949.

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 31st & Summit

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw. Aural 11 kw.

MAKE ON ANTENNA: RCA TPYE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 745 ft. Above Ground, 724 ft.

STUDIO ADDRESS: 3030 Summit HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon & Iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Multiple NEWS SERVICE: AP

LIBRARY SERVICES: Standard, Thesaurus

STUDIO FACILITIES: Studio is 20x20 ft. Four image orthicon cameras (two studio, two remote). One film camera. Gray Telopticon. Two RCA 16mm film projectors. Due to be added in spring of 1952 is another studio (40x60 ft.), with two additional studio cameras, crane dolly, rear-screen projection.

EXECUTIVES:

Roy A. Roberts, President
H. Dean Fitzner, Managing Director
William A. Bates, Station Manager
Victor P. Peck, Assistant Station Manager
E. Manne Russo, Commercial Manager
Randall S. Jessee, Program Director & Film Buyer
Joseph A. Flaherty, Chief Engineer
Martha Jenkins, Film Supervisor

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Participations—\$110. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

CONSULTING ENGINEER: Gautney & Ray.

BROADCASTING • Telecasting

IN YOUR TOWN YOU KNOW WHERE TO BUY!



Minneapolis-St. Paul offers proof that the local advertisers know their way around their own yard. WTCN-TV is one of the ten top stations in the country for number of local accounts.* One reason is the standing it has in the community thru service to the community.

Space alone limits us to three instances:

Video School—directed by the Board of Education: Now over two years old. During a wintertime janitors' strike which closed the schools WTCN-TV, as Variety put it in their award, "brought the little red school house to Television". This was the way child education progressed!

School Patrol: Their mass induction into the local School Patrol Service put the importance and dignity of their job in the minds of 20,000 school boys and girls over the state: A public service feature originated by WTCN-TV.

Greetings: From 80,000 Twin City school children to Japanese school age youngsters. At Christmas time these huge rolls of greetings were gathered by WTCN-TV and flown to Tokyo where General Ridgway supervised their distribution thru Japanese schools. For 80,000 boys and girls—this world's longest greeting card was a never-to-be-forgotten lesson in International Amity.

This is part of the reason why the Town Crier of the Northwest has an uncommonly strong hold upon the folks who live here and raise families:—Why WTCN-TV is a potent friend to introduce your products to our fellow citizens!

*Rorabaugh

WTown Crier N of the Northwest

MINNEAPOLIS—ST. PAUL

RADIO ABC—1280 TELEVISION ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives

TV Stations in the U. S.

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St. ZONE: 1 PHONE: Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Louis Post-Dispatch.

BEGAN OPERATION: February 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw. Aural, 8 kw.

MAKE OF ANTENNA: RCA TYPE: 3-Element Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St. HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

EXECUTIVES:

Joseph Pulitzer, President

George M. Burbach, General Manager

Edward W. Hamlin, Commercial Manager

Harold Grams, Program Director

J. E. Risk, Chief Engineer

David Pasternak, Promotion Manager

RATE INFORMATION: Class A hour rate—\$950. Minute spot—\$175. Participations—\$80-\$300 per spot. Frequency discounts—Begin with 13 times at 5% up to 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.

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K S A M E R I C A ' S F I R S T P O S T W A R T E L E V I S I O N S T A T I O N T V

Established February 8, 1947

BROADCASTING • Telecasting

**For more than 5 years
KSD-TV has been delivering to
"spot" advertisers . . . and for more
than 3 years to the clients of
all four television networks . . .
the ENTIRE* television audience
in the nation's 8th largest market!**

KSD-TV

**THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NBC • CBS • ABC • DUMONT TELEVISION NETWORKS**

National Advertising Representative: FREE & PETERS, INC.

RADIO AFFILIATE: KSD—5000 WATTS ON 550 KC DAY AND NIGHT

***350,000 TELEVISION HOMES WITHIN A 40-MILE RADIUS OF
ST. LOUIS AS OF JANUARY 1, 1952**

TV Stations in the U. S.

Nebraska

Omaha—

KMTV

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. ZONE: 2 PHONE: Webster 9800

AM AFFILIATE: KMA

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

BEGAN OPERATION: September 1, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw. Aural, 8.4 kw.

MAKE OF ANTENNA: RCA TYPE: Model 3C

ANTENNA HEIGHT: Above Average Terrain, 591.5 ft. Above Ground, 524 ft.

STUDIO ADDRESS: 2615 Farnam St. HOURS OF OPERATION: 9 a.m.—Midnight.

MAKE OF CAMERA CHAINS: RCA.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICE: Capitol NEWS SERVICE: UP

STUDIO FACILITIES: Two studio (25x35 and 40x50 ft., latter seating 100). Two RCA image orthicon cameras. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

EXECUTIVES:

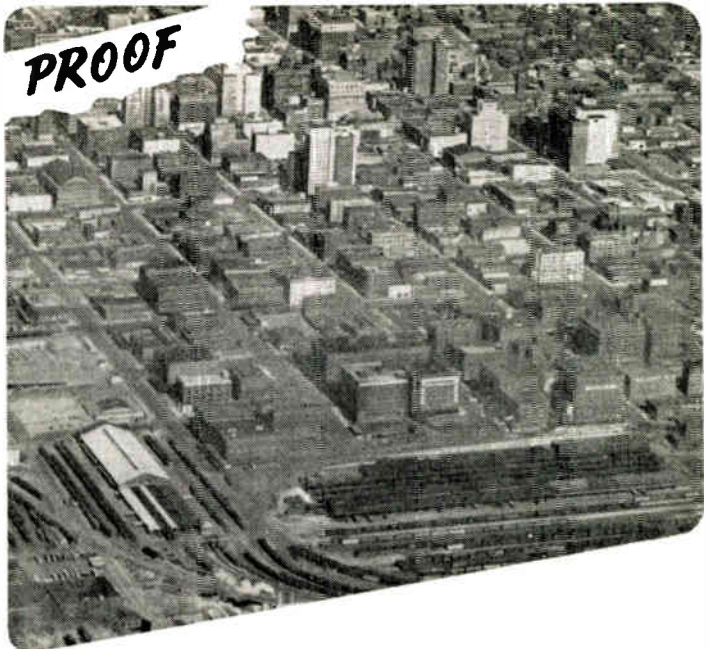
Edward W. May, President
Owen Saddler, Executive Vice President & General Manager
Howard O. Peterson, Vice President in Charge of Sales
Glenn Harris, Program Director & Film Buyer
Ray Schroeder, Chief Engineer
Lew Jeffrey, Production Manager
Wally Schwentzer, Engineering Supervisor
Floyd Kalber, Director of News & Sports

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$80. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: William L. Foss Inc.

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... Yes, PROOF That KMTV is Omaha's Favorite TV Station!

Figures are from the latest Pulse survey conducted in Omaha. . . . Oct., 1951.

KMTV LEADS in share of audience in 60 out of the 100 evening Class "A" quarter hours surveyed. (6-11 P. M., Monday through Friday.)

KMTV LEADS with 62% of the audience between 9 A. M.—6 P. M., Monday through Friday. Pulse reported that Omaha is among the top cities in the country in sets in use . . . with as many as 62% of the sets in use at one time.

... and Look at the **WEALTH** of the Omaha Market!

	OMAHA	NAT'L AVR.
Retail sales per capita	\$1273.00	\$ 921.00
Retail sales per family	\$4301.00	\$3177.00
Gross Buying Income per capita	\$1599.00	\$1311.00

AND — Omaha is the 19th city in the nation in volume of Wholesale Sales . . . the nation's 13th city in dollar volume of Insurance Premiums.

OMAHA is a 115,000 TV Set Market and Still Growing

... experts predict 160,000 TV sets for Omaha by year's end, 1952.

CBS
ABC
DUMONT

KMTV

CHANNEL
3

TELEVISION CENTER

MAY BROADCASTING CO. — Omaha, Nebraska
Represented Nationally by KATZ, Inc.

TV Stations in the U. S.

Omaha—(Continued)

WOW-TV

LICENSEE: Radio Station WOW Inc.

ADDRESS: 3509 Farnam St. PHONE: Webster 3400

AM AFFILIATE: WOW

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

BEGAN OPERATION: August 29, 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3509 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO. TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17.2 kw Aural, 9 kw

MAKE OF ANTENNA: RCA TYPE: TF3A

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 500 ft.

STUDIO ADDRESS: 3509 Farnam St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader, NBC Newsreel. NEWS SERVICE: AP, UP.

LIBRARY SERVICE: SESAC, Standard, World.

STUDIO FACILITIES: Two studios (75x45x25 and 30x28x18 ft.). Two studio cameras. Two RCA field cameras. Two 16 GE film projectors. Two 35mm Eastman slide projectors. One GE slide projector (2x2 or 3¼x4 in.). Houston processor.

EXECUTIVES:

Fred O. Bohlen, Chairman of Board
E. T. Meredith Jr., President
Payson Hall, Secretary
Frank P. Fogarty, General Manager
Lyle DeMoss, Assistant General Manager, Program & Production Director
Fred Ebener, Sales Manager
Wm. J. Kotera, Chief Engineer
Soren Munkhof, Production Manager
Ray Clark, Director of News & Special Events
Jack Payne, Director of Sports
Glenn Flynn, Assistant Chief Engineer
Mal Hansen, Farm Service Director

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$85 (live), \$80 (film). Participations—\$75.50-\$87.50 per spot. Frequency discounts—Begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecasting

WOW-TV

Serves

ONE OF THE
**FASTEST GROWING
TV MARKETS**
in the United States



EVERY DAY
An Average of 100 FAMILIES
Is Added to the
WOW-TV AUDIENCE

**PRESENT
TOTAL
OVER
115,000
SETS**

**LOW-COST
HIGH-RATED
PARTICIPATIONS
NOW
AVAILABLE**

WOW-TV

CHANNEL
6

A MEREDITH STATION
FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400

OMAHA, NEBRASKA

TELEVISION STATIONS IN THE UNITED STATES

New Jersey

Newark—

WATV

LICENSEE: Bremer Broadcasting Co.

ADDRESS: 1020 Broad St. Zone: 1 PHONE: Mitchell 2-6400

AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: April 1948.

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: West Orange, N. J.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw. Aural, 15.3 kw.

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay-Batwing.

ANTENNA HEIGHT: Above Average Terrain, 595 ft. Above Ground, 182 ft.

STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: 11:30 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A

TYPE OF OPERATION: Uses local live, local film.

EXECUTIVES:

Irving R. Rosenhaus, President & General Manager

Edward S. Lennon, Vice President of Sales

Frank V. Bremer, Vice President

George H. Green, Program Director

Robert P. Paskow, Film Buyer

Henry L. Dabrowski, Engineer in Charge of Operations

Thomas T. Magee, Engineer in Charge of Studio Operations

John Williams, Assistant Director of Studio Operations

RATE INFORMATION: Class A hour rate—\$800. Minute spot—\$165. Rehearsals—\$100 first hour, \$50 each additional hour, live studio; \$50 per hour, film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card, Oct. 1, 1950.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

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New Mexico

Albuquerque—

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 S. Fifth St. PHONE: 3-4411

AM AFFILIATE: KOB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: T. M. Pepperday is principal stockholder. Mr. Pepperday is publisher of Albuquerque Journal.

BEGAN OPERATION: November 29, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 S. Buena Vista

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 6.28 kw Aural, 2.5 kw

MAKE OF ANTENNA: RCA TYPE: Single Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 69.6 ft. Above Ground, 138 ft.

STUDIO ADDRESS: 234 S. Fifth St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio or Field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio is 20x30 ft. Two studio cameras. One film camera. Two 16mm film projectors. One slide projector.

EXECUTIVES:

T. M. Pepperday, President & General Manager

George S. Johnson, Commercial Manager, Chief Engineer & Film Buyer

Dorothy B. Smith, Program Director & Assistant Manager

Kay Blossom, Traffic Manager

Lawrence Billmaier, Transmitter Operations

RATE INFORMATION: Class A hour rate—\$195 (film only). Minute spot—\$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 2, Dec. 1, 1950.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis.

BROADCASTING • Telecasting

TV Stations in the U. S.

New York

Binghamton—

WNBF-TV

LICENSEE: Clark Associates Inc.

ADDRESS: P. O. Box 48 **PHONE:** 2-3461

AM AFFILIATE: WNBC **FM AFFILIATE:** WNBC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Ingraham Hill Rd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.5 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 850 ft. Above Ground, 385 ft.

STUDIO ADDRESS: Arlington Hotel **HOURS OF OPERATION:** 11 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Orthicons and iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICE: Thesaurus **NEWS SERVICE:** UP

STUDIO FACILITIES: Two studios (20x13 and 18x35 ft.). Two 16mm projectors. One slide projector. Two RCA field image orthicon cameras. One RCA iconoscope camera.

EXECUTIVES:

John C. Clark, President

Cecil D. Mastin, General Manager

S. N. Heslop, Commercial Manager

L. L. Rogers, Assistant General Manager & Treasurer

E. M. Scara, Program Director

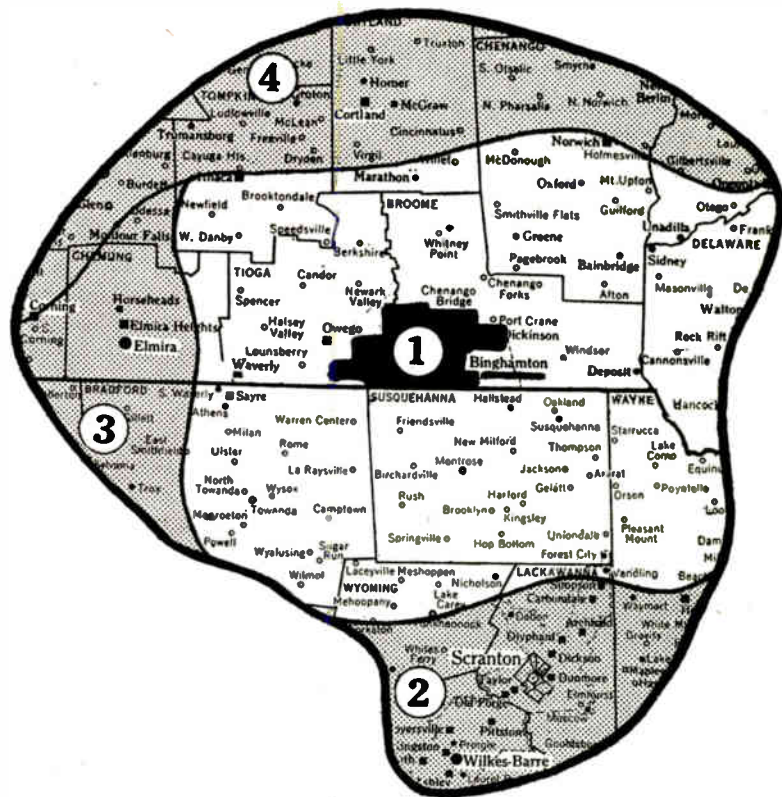
L. H. Stantz, Chief Engineer

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$60. Rehearsals—\$15 per quarter hour. (From Rate Card No. 4, Jan. 15, 1952.)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting



* Tabulated as of February 1, 1952

80,000* SETS

AND ONLY WNBF-TV DELIVERS 'EM!



52,000 SETS EXCLUSIVELY COVERED BY WNBF-TV IN THE TRADING AREA (1) OF BINGHAMTON-JOHNSON CITY-ENDICOTT.

PLUS

A BIG, HEALTHY BONUS OF 28,000 SETS IN IMPORTANT ADJOINING MARKETS WITH:



- (2) 16,000 exclusive sets in the Scranton-Wilkes-Barre area
- (3) 6,000 exclusive sets in the Elmira area
- (4) 6,000 shared sets in the Syracuse-Utica area

23.5 KILOWATTS WNBF-TV CHANNEL 12

BINGHAMTON, NEW YORK

National Representative: The Bolling Company

TELEVISION STATIONS IN THE UNITED STATES

Buffalo—

WBEN-TV

LICENSEE: WBEN Inc.

ADDRESS: Hotel Statler ZONE: 2 PHONE: Mohawk 0930

AM AFFILIATE: WBEN FM AFFILIATE: WBEN-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGAN OPERATION: May 14, 1948

NATIONAL REPRESENTATIVE: Horrington, Righter & Parsons Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Statler

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 335 ft. Above Ground, 360 ft.

STUDIO ADDRESS: Hotel Statler HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Langworth, Standard, Thesaurus NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Two studios (22x36 and 22x48 ft.). Four studio RCA orthicon cameras. Two remote RCA cameras. Two RCA 16mm film projectors. Two slide projectors. One Balopticon.

EXECUTIVES:

Edward H. Butler, President
Alfred H. Kirchhofer, Vice President
C. Robert Thompson, General Manager
George R. Torge, Station Manager & Program Director
Nicholas J. Malter, Sales Manager
Ralph J. Kingsley, Technical Director
R. Glenn Beerbower, Assistant Technical Director in charge of Television
Frederick A. Keller, Executive Producer

RATE INFORMATION: Class A hour rate—\$700. Minute spot—\$125 (live), \$115.50 (film). Participation \$40—\$70 per spot. Rehearsals—\$35 (live), \$20 (film) per half-hour. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

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New York—

WABD

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: 515 Madison Ave. ZONE: 22 PHONE: Murray Hill 8-2600

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDER AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: May 1944

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: DuMont MODEL NO: 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: Supergain

ANTENNA HEIGHT: Above Average Terrain, 1,338 ft. Above Ground, 1,436 ft.

STUDIO ADDRESS: 515 Madison Ave. HOURS OF OPERATION: 10:15 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

STUDIO FACILITIES: Studio D (35x40 ft.), three DuMont image orthicon cameras, one 16mm DuMont film projector, two DuMont slide projectors. Adelphio Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Ambassador Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Wanamaker Studio (55x70 ft.), three DuMont image orthicon cameras. Master control contains two 35mm DuMont film projectors, two 16mm DuMont film projectors and two DuMont slide projectors (2x2 in.). Remote unit contains three DuMont image orthicon cameras. Due for completion in the spring of 1952 at the DuMont TV center on E. 67th St. are five studios (128x80, 85x72 and three, 50x60 ft. each).

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network & General Manager
Robert L. Coe, Manager, DuMont Network Stations Relations Department
Ted Bergmann, Director of Sales
James L. Caddigan, Director of Programming & Production
Rodney D. Chipp, Director of Engineering
Donald A. Stewart, Manager, Film Department
Tom S. Gallery, Director of Sports
Clarence G. Alexander, Director of Operations

RATE INFORMATION: Class A hour rate—\$2,200. Minute spot—\$500. Rehearsals—Live studio: \$200 per hour (30-60 minute program), \$100 per half-hour (5-29 minute program), \$200 per hour for additional rehearsal time. Film studio: \$125 per hour (\$50 minimum). Extra charge for theatre studios, \$250 per telecast. (From Rate Card No. 9, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis

BROADCASTING • Telecasting



PRIME MOVER * *in New York*

W A B D

Channel 5

* *and economical*
"THE MOST EFFECTIVE FORCE
television
IN ANY UNDERTAKING"
WEBSTER

DU MONT
TELEVISION NETWORK
515 Madison Avenue, N. Y. 22, N. Y. MU 8-2600

TV Stations in the U. S.

New York—(Continued)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 485 Madison Ave. ZONE: 22 PHONE: Plaza 5-2000

AM AFFILIATE: WCBS FM AFFILIATE: WCBS-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: CBS owns and operates WCBS-AM FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) Chicago from UPT.

BEGAN OPERATION: July 1941

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10-A

EFFECTIVE RADIATED POWERS: Visual, 17.3 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA TYPE: Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,290 ft. Above Ground, 1,465 ft.

STUDIO ADDRESS: 485 Madison Ave. HOURS OF OPERATION: 11 a. m.-12:30 a. m.

MAKE OF CAMERA CHAINS: RCA, GE, DuMont, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, INS Telenews

STUDIO FACILITIES: Fourteen studios. Eight announcer studios. Seven rehearsal halls. Fifty-six studio camera chains. Three film studios. Nineteen film projectors (35mm and 16mm), Telecticons. Eleven film camera chains.

EXECUTIVES:

Frank Stanton, President (CBS)

J. L. Van Volkenburg, President, CBS Television Division

Craig Lawrence, General Manager

Clarence Worden, Assistant to the General Manager

George Dunham Jr., Sales Manager

Richard Doan, Program Director

Robert G. Thompson, Chief Engineer

David Savage, Manager of Film Dept.

Robert G. Patt, Advertising & Sales Promotion Manager

Jack Lescolie, Assistant Program Director

M. H. LeBlang, Assistant Promotion Manager

RATE INFORMATION Class A hour rate—\$3,750. Minute spot—\$775. Rehearsals—\$325 per hour on camera, \$150 per hour audio only, \$100 per hour dry run, live studio \$150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5% up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 10, Sept. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye



More
than meets
the eye

You need more than a bright clear picture in New York television today. Five major stations beam their pictures from the world's tallest building... blanket the same metropolitan area with virtually the same signal strength.

Now as never before, the show's the thing to catch—and keep—your customers' eyes.

With the most quarter-hour wins, day and night (Telepulse, Jan. 1952), WCBS-TV reaches the most of your customers most of the time. For availabilities, just ask CBS Television Spot Sales, or...

WCBS-TV

New York • CBS Owned

TV Stations in the U. S.

New York—(Continued)

WJZ-TV

LICENSEE: American Broadcasting Co. Inc.

ADDRESS: 7 West 66th St. ZONE: 23 PHONE: Susquehanna 7-5000

AM AFFILIATE: WJZ FM AFFILIATE: WJZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is principal stockholder. ABC owns & operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: August 10, 1948

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 inc.)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: Special

ANTENNA HEIGHT: Above Average Terrain, 1,378 ft. Above Ground, 1,373 ft.

STUDIO ADDRESS: 7 West 66th St. HOURS OF OPERATION: 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA, GPL, GE DESCRIPTION: Image Orthicons

TYPE OF OPERATIONS: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICES: AP, UP, INS, UP Movietone

STUDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras, combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x67 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique Studio (34x88 ft.), three cameras. Three 35mm film projectors. Eight 16mm film projectors. Ten slide projectors. Two Boloptions. Three Vitapix. Four field cameras associated with two microwave units.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)

Robert E. Kintner, President (ABC)

Slocum Chapin, Vice President in Charge of O&O Stations (ABC)

Trevor Adams, General Manager

Don L. Kearney, Manager of Spot Sales

Harold Hough, Program Director

Bernard I. Paulson, Operations Manager

William Trevarthen, Director of Technical Operations

Nat Fowler, Film Director

Mitchell DeGroot, Director of Advertising & Promotion

John Madigan, Director of News & Special Events

RATE INFORMATION: Class A hour rate—\$3,100. Minute spot—\$650. Participations—\$170 per spot. Rehearsals—Studio TV-1, \$350. Studio TV-4, \$250. Studios TV-5, 6 and 7, \$225. Studio TV-8, \$225. Studio TV-11, \$275. Studio TV-12, \$275. Ritz Theatre, \$325. Fifty-Eighth St. Theatre, \$300. School of Radio Technique Studio, \$275. Audio only rehearsals are \$100 less than on camera rates. Dry runs are \$125 less than on camera rates. All rates are for one hour of rehearsal. Film studio rehearsals are at the rate of \$150 per hour (minimum half-hour). Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 7, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

IN NEW YORK...

Here's your
best buy in
daytime television



NANCY CRAIG. 3:30 P. M., Mon.-Fri.

NUMBER ONE in the nation's Number One market ... *Nancy Craig Time* is the top-rated woman's show in New York television! Charming, vivacious Nancy and her fascinating guests are a must with women in the New York area—and with advertisers, too. Participating costs are reasonable; response is phenomenal (24,351 mailed-in votes in a recent contest!). So take a good look at *Nancy Craig Time* and these other best buys on Channel 7:

Kitchen Kapers . . . 11:00 a.m.
Mon.-Fri.
Dione Lucas 1:30 p.m.
Mon., Wed., Fri.
Domestically Yours . . . 1:30 p.m.
Tues., Thurs.
Club Matinee 2:30 p.m.
Mon.-Fri.
Hwd. Movie Time . . . 4:00 p.m.
Mon.-Thurs.
The Fitzgeralds . . . 5:00 p.m.
Mon.-Fri.
Saddle Pal Club . . . 5:30 p.m.
Mon.-Fri.

CHANNEL

WJZ-TV
NEW YORK

American Broadcasting Company

TELEVISION STATIONS IN THE UNITED STATES

New York—(Continued)

WNBT

LICENSEE: National Broadcasting Co., Inc.

ADDRESS: 30 Rockefeller Plaza ZONE: 20 PHONE Circle 7-8300

AM AFFILIATE: WNBC FM AFFILIATE: WNBC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: July 1, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: T1

EFFECTIVE RADIATED POWERS: Visual, 5.2 kw Aural, 4.27 kw

MAKE OF ANTENNA: RCA TYPE: TF-4B Modified

ANTENNA HEIGHT: Above Average Terrain, 1,445 ft. Above Ground, 1,465 ft.

STUDIO ADDRESS: 30 Rockefeller Plaza HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, maximum crew of one production man, one program assistant and ten operating personnel. For film studio programs, studio fully equipped for showing of 16 and 35mm films, 35mm slide projector, balopticon, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:

Joseph H. McConnell, President (NBC)
Ted Cott, General Manager
Charles H. Philips, Assistant General Manager
John H. Reber, Commercial Manager
Dick Pack, Program Director
Ivan Reiner, Supervisor of TV Production
F. A. Wankel, Chief Engineer
Beulah Jarvis, Film Buyer
Jackie Robinson, Director of Community Activities

RATE INFORMATION: Class A hour rate—\$3,750. Minute spot—\$775. Participations—\$775 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, \$200 (31-60 minute programs), \$100 (5-30 minute programs). Film studio, \$125 (31-60 minute programs), \$62.50 (5-30 minute programs). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, \$50. Film studio, \$31.25. Frequency discounts—Begins with 13 times at 2½% up to 260 times at 20% (From Rate Card No. 10, Aug. 15, 1951).

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.

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New York—(Continued)

WOR-TV

LICENSEE: Thomas S. Lee Enterprises Inc. (WOR Division)

ADDRESS: 1440 Broadway ZONE: 1B PHONE: Longacre 4-8000

AM AFFILIATE: WOR FM AFFILIATE: WOR-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, Ohio. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: October 1949

NATIONAL REPRESENTATIVE: WOR Sales (H-R Representatives, West Coast)

CHANNEL: 9 (1B6-192 mc)

TRANSMITTER ADDRESS: North Bergen, N. J.

MAKE OF TRANSMITTER: GE MODEL NO: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: GE TYPE: TY-14F

ANTENNA HEIGHT: Above Average Terrain, 975 ft. Above Ground, 810 ft.

STUDIO ADDRESS: Broadway & 67th St. HOURS OF OPERATION: 10 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Uses local live, local film.

NEWS SERVICE: UP

STUDIO FACILITIES: Nine studios (82x70, 70x56 and six 20x20 ft.). Eleven studio cameras. Five iconoscope camera chains. Three 35mm film projectors. Four 16mm film projectors. Two Telopticons. One special slide projector.

EXECUTIVES:

Tom O'Neil, President (Thomas S. Lee Enterprises)
Theodore C. Streibert, President (WOR Division)
R. C. Maddux, Vice President in Charge of Sales
Julius F. Seebach Jr., Vice President in charge of Programs
J. R. Poppele, Vice President & Chief Engineer
Milford Fenster, Film Buyer

RATE INFORMATION: Class A hour rate—\$1,700 (live), \$1,575 (film). Minute spot—\$300. Participations—\$300 per spot. Rehearsals—\$200 per hour, live studio. Use of theatre, \$250 charge. Frequency discounts—Begin with 13 weeks at 2½% up to 52 weeks at 10%. Also if gross weekly purchases are between \$600 and \$1,050, 5%; \$1,050 and \$1,500, 10%; above \$1,500, 15%. (From Rate Card No. 6, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Pierson & Ball

BROADCASTING • Telecasting

TELEVISION STATIONS IN THE UNITED STATES

New York—(Continued)

WPIX

LICENSEE: WPIX Inc.

ADDRESS: 220 East 42nd St. ZONE: 17 PHONE: Murray Hill 2-1234

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York, publish New York News and Washington (D. C.) Times-Herald.

BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw Aural, 10.4 kw

MAKE OF ANTENNA: RCA TYPE: TFS-11-651, 6-Bay Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,407 ft. Above Ground, 1,464 ft.

STUDIO ADDRESS: 220 East 42nd St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10 & TK-30

TYPE OF OPERATION: Uses local live, local film, kinescopes

NEWS SERVICE: AP, UP, New York News, Chicago Tribune Press Service, Acme

STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live studio programs, two image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm, lateral and/or vertical turntables and a maximum crew consisting of one director and assistant and ten other operating personnel. For film studio programs, three iconoscope film cameras, two 35mm and two 16mm film projectors, three 2x2 in. slide projectors, one 35mm strip film projector, two opaque and moving tape projectors, an Animatic strip film projector, and a normal operating personnel of four. Four studios (43x50, 27x45, 32x43 and 14x20 ft.). Two mobile units. Film processing and production equipment.

EXECUTIVES:

F. M. Flynn, President
G. Bennett Larson, Vice President and General Manager
John F. Noone, Commercial Manager
Louis B. Ames, Program Director
Jack F. A. Flynn, Administrative Assistant to Program Director
Anthony Azzato, Film Buyer
L. A. Hollingsworth, Public Relations Director
T. E. Howard, Chief Engineer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Rehearsals—\$75 per quarter hour, live studio; \$20 per quarter hour, film studio—both in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 1,040 times a 30%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecasting

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. ZONE: 3 PHONE: Culver 7240

AM AFFILIATE: WHAM FM AFFILIATE: WHFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: June 11, 1949

NATIONAL REPRESENTATIVES: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Pinnacle Hill

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A, 4-Bay

ANTENNA HEIGHT: Above Average Terrain, 497 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 201 Humboldt St. HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field cameras

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICES: World

STUDIO FACILITIES: Auditorium studio is 46x42 ft. Studio C is 30x24 ft. Four field cameras. Two 16mm RCA film projectors. One GE dual slide projector (3¼x4 in.).

EXECUTIVES:

Robert C. Tait, President
William Fay, Vice President & General Manager, Broadcast Division
John W. Kennedy Jr., Commercial Manager
Charles W. Siverson, Program Director
Eugene Zacher, Assistant Program Director for Television
Kenneth J. Gardner, Chief Engineer
John Crosby, Film Buyer
Truman Brizee, Assistant Sales Manager
George Driscoll, Director TV Studio Engineering
Dave Manning, Film Librarian

RATE INFORMATION: Class A hour rate—\$700 (live), \$600 (film). Minute spot—\$150 (live), \$120 (film). Rehearsals—\$45 per half hour, live studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

TELEVISION STATIONS IN THE UNITED STATES

Schenectady—

WRGB

LICENSEE: General Electric Co.

ADDRESS: 1 River Road ZONE: 5 PHONE: 7-2261

AM AFFILIATE: WGY FM AFFILIATE: WGFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 16.32 kw Aural, 8.16 kw

MAKE OF ANTENNA: GE TYPE: TY-13-C

ANTENNA HEIGHT: Above Average Terrain, 832 ft. Above Ground, 88 ft.

STUDIO ADDRESS: 60 Washington Ave. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS Newsreel, Telenews

STUDIO FACILITIES: Studio is 42x27 ft. Three GE 4PC3A2 studio cameras. Two GE PC2A film cameras. Two GE PF2A Synchrolite 16mm film projectors. One GE slide projector (3x4 in.). One opaque projector (8x10 in.).

EXECUTIVES:

Chester H. Lang, Vice President, Public Relations
Bartlett J. Rowan, Assistant Manager, Broadcasting Division
Robert B. Hanna Jr., Manager, Broadcasting Stations Department
Raymond W. Welpott, Station Manager
H. M. Solomon, Administrative Assistant to Station Manager
Robert F. Reid, Supervisor, Sales
Albert G. Zink, Supervisor, Programs & Films
Willard J. Purcell, Engineer, Broadcasting
C. B. King, Supervisor, Studio Operations
A. O. Coggeshall, Supervisor, Music
J. P. Cannally, Supervisor, Traffic
M. L. Galusha, Supervisor, Farm Programs
W. T. Meenam, Supervisor, News
B. S. Krause, Supervisor, Science Programs
T. B. Beebe, Supervisor, Scripts & Films
A. Garland, Supervisor Office Procedures

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Rehearsals \$25 per half hour, live studio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1951)

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Syracuse—

WHEN

LICENSEE: Meredith Syracuse Television Corp.

ADDRESS: 101 Court St. ZONE: 8 PHONE: 3-1126

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

BEGAN OPERATION: December 1, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 101 Court St.

MAKE OF TRANSMITTER: GE MODEL NO: TT6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 385 ft. Above Ground, 537 ft.

STUDIO ADDRESS: 101 Court St. HOURS OF OPERATION: 9:15 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios (20x20 and 35x50 ft.). Four RCA image orthicon cameras. Two RCA 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit with two RCA image orthicon cameras.

EXECUTIVES:

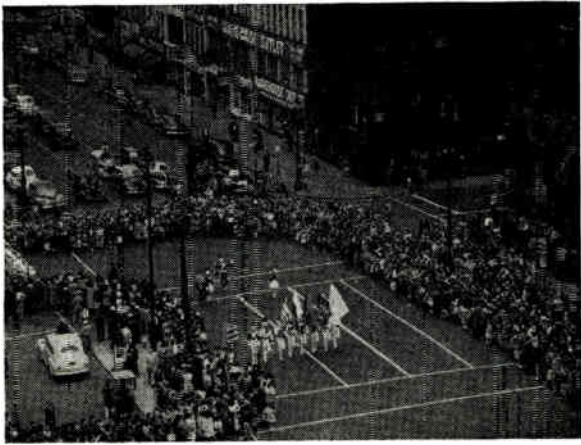
E. T. Meredith Jr., President
Fred O. Bohan, Vice President
Payson Hall, Treasurer
Paul Adanti, Vice President & General Manager
William H. Bell, Commercial Manager
Gordan J. Alderman, Program Director & Film Buyer
H. Eugene Crow, Chief Engineer
John G. Yaest, Chief Accountant
Edward F. Ryan, Promotion Manager

RATE INFORMATION: Class A hour rate—\$590 (live), \$550 (film). Minute spot—\$120 (live), \$110 (film). Participations—\$40 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: William L. Foss Inc.

BROADCASTING • Telecasting



THE GREAT SYRACUSE MARKET
CONTINUES TO GROW MORE AND
MORE DESIRABLE WITH AREA IN-
DUSTRY AND BUYING POWER AT
NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

Represented by
THE KATZ AGENCY

Say WHEN
TELEVISION

SYRACUSE

Say WHEN
TELEVISION

SYRACUSE

A MEREDITH TV STATION

TV Stations in the U. S.

Syracuse—(Continued)

WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Syracuse Kemper Bldg. ZONE: 2 PHONE: 3-7111

AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by S. I. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance, Portland (Ore.) Oregonian. Same interests also own KGW-AM-FM.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hts.

MAKE OF TRANSMITTER: GE MODEL NO: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE TYPE: GE PY-4A 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 224 Harrison St.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Lang-Worth

STUDIO FACILITIES: One studio (20x17 ft.), with three camera chains and one film chain. Two GE Balopticons (3¼x4 in.). Two 16mm GE film projectors. Two slide projectors (2x2 in.).

EXECUTIVES:

H. C. Wilder, President

E. R. Vadeboncoeur, Vice President & General Manager

A. G. Belle Isle, Vice President & Chief Engineer

W. R. Alford Jr., Commercial Manager

Bill Rathrum, Program Director & Film Buyer

RATE INFORMATION: Class A hour rate—\$550 (film only). Minute spot—\$110. Participations—\$52-\$72 per spot. Rehearsals—\$20 per half hour for live studio. Frequency discounts—Begin with 26 weeks at 5% up to 260 times at 25%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

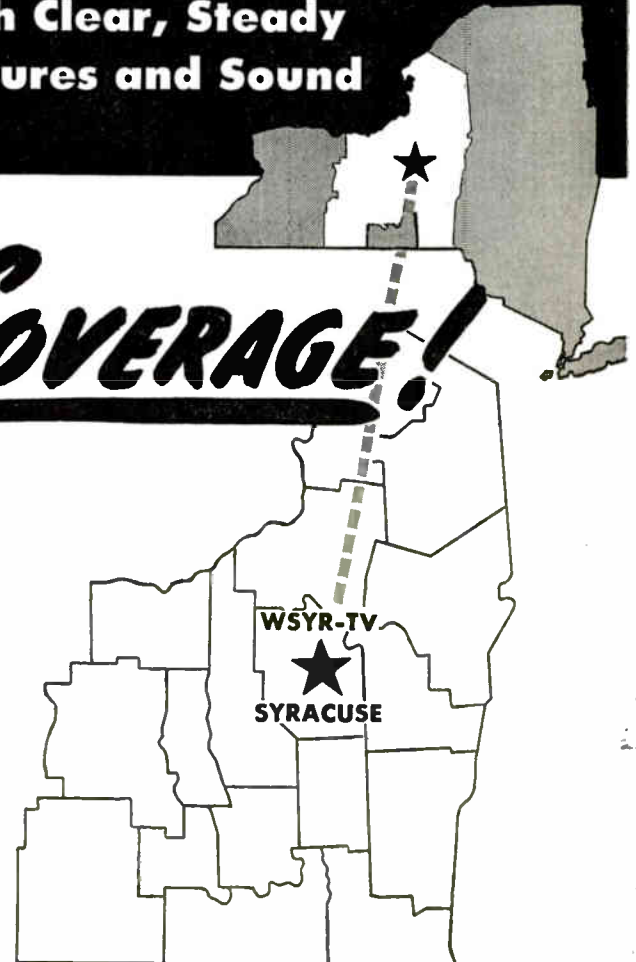
CONSULTING ENGINEER: Craven, Lohnes & Culver

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WSYR ACUSE

Blankets Central New York
with Clear, Steady
Pictures and Sound

COVERAGE!



The counties shown above are those from which a steady flow of mail is received by WSYR-TV. The area is considerably larger than might be expected.

But WSYR-TV's antenna atop Sentinel Heights is 1,636 feet above sea level—704 feet higher than any other station in our area. It can "see" great distances, and ample video and aural power assures a strong, steady signal. In fact, set owners 150 miles away have reported good reception.

If you want the 160,000 TV set owners in Central New York, and those in surrounding territories, to see and hear your sales story—be sure to put it on WSYR-TV.

*NBC Affiliate. WSYR-AM-FM-TV. The ONLY
Complete Broadcast Institution in Central New York*

WSYR ACUSE

Headley-Reed, National
Representatives

BROADCASTING • Telecasting

TV Stations in the U. S.

Utica—

WKTV

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: Smith Hill Road PHONE: 3-0404

AM AFFILIATE: WKAL Rome, N. Y.

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Myron J. Kallet is principal stockholder. Mr. Kallet is also the principal owner of Kallet Theatres Inc., which owns and operates a chain of movie theatres.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N. Y.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

ANTENNA HEIGHT: Above Average Terrain, 830 ft. Above Ground, 472 ft.

STUDIO ADDRESS: Smith Hill Road HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: One studio (45x30 ft.). Two RCA image orthicon cameras. Two GE slide projectors (3¼x4 or 2x2 in.).

EXECUTIVES:

Myron J. Kallet, President

W. T. MacNeilly, Executive Vice President

Michael C. Fusco, General Manager

J. J. McDavitt, Commercial Manager

J. Fredericks, Program Director

DeForest T. Layton Jr., Chief Engineer

Joseph Casaletta, Film Buyer

RATE INFORMATION: Class A hour rate—\$375. Minute spot—\$65. Participations—\$40-50. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 3, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair

BROADCASTING • Telecasting



there isn't
time
to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the only journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And BROADCASTING • TELECASTING is covering this beat now for more than 21 years.

This double-duty newsweekly is easy to scan, easier to read. You select the news you want. A separate section for RADIO, a TV section all its own.

Annual subscription rate for 52 weekly issues—\$7.00.

Annual subscription rate including either BROADCASTING Yearbook (53rd issue)—\$9.00 or TELECASTING Yearbook (54th issue)—\$9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues—\$11.00.

Yearbook issues \$5.00 each.



BROADCASTING • TELECASTING

The Newsweekly of Radio and Television
NATIONAL PRESS BLDG. • WASHINGTON

TELEVISION STATIONS IN THE UNITED STATES

North Carolina

Charlotte—

WBTV

LICENSEE: Jefferson Standard Broadcasting Co.

ADDRESS: Wilder Bldg. PHONE: 3-8833

AM AFFILIATE: WBT FM AFFILIATE: WBT-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Jefferson Standard Life Insurance Co. Same interests own 66 2/3% of WBIG Greensboro, N. C., and 16.5% of Greensboro News Co., publisher of Greensboro News and licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

BEGAN OPERATION: July 15, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Spencer Mountain

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3B, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,111 ft. Above Ground, 562 ft.

STUDIO ADDRESS: Wilder Bldg. HOURS OF OPERATION: 10:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 30 field, TK 20A film

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: NBC News Reel, UP, INS News Pictures

STUDIO FACILITIES: One studio (40x27x20 ft.). Three RCA image orthicon cameras. Two RCA 16mm film projectors. One Projectall (4x5 in.). One Radascope slide projector (2x2 in.). Mobile unit includes two RCA image orthicon cameras. One Eastman 16mm camera.

EXECUTIVES:

Joseph M. Bryan, President

Charles H. Crutchfield, Executive Vice President & General Manager

Larry Walker, Vice President & Assistant General Manager

J. R. Covington, Assistant Vice President for Sales

Kenneth I. Tredwell Jr., Assistant Vice President for Programs and Public Relations

Charles Bell, Director of Television

Keith S. Byerly, General Sales Manager

Wallace J. Jorgenson, Sales Manager for Television

Bill Quinn, Television Program Director

M. J. Minor, Chief Engineer

C. K. Spicer, Business Manager

Austin Green, Television Production Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot, \$110. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also, 3-5 days weekly, 5%; 6-7 days weekly, 10%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

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Greensboro—

WFMY-TV

LICENSEE: Greensboro News Co.

ADDRESS: 212 N. Davie St. PHONE: 3-8611

FM AFFILIATE: WFMY

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Greensboro News and Record. Owned 16.5% by Jefferson Standard Life Insurance Co., which owns 66 2/3% of WBIG Greensboro and 100% of WBT-AM-FM-TV Charlotte, N. C.

BEGAN OPERATION: September 22, 1949

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 212 N. Davie St.

MAKE OF TRANSMITTER: DuMont MODEL NO: 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: TF3B

ANTENNA HEIGHT: Above Average Terrain, 470 ft. Above Ground, 481 ft.

STUDIO ADDRESS: 212 N. Davie St. HOURS OF OPERATION: 11:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICES: Associated, RCA

STUDIO FACILITIES: Studio (26x16). 35mm and 16mm film projectors. One slide projector (2x2 in.). One studio camera. One Bolopticon.

EXECUTIVES:

E. B. Jeffress, President

Gaines Kelley, General Manager

Virgil V. Evans, Commercial Manager

Gomer Lesch, Program Director

Arthur C. Stringer, Jr., Publicity & Promotion Director

William E. Neill, Chief Engineer

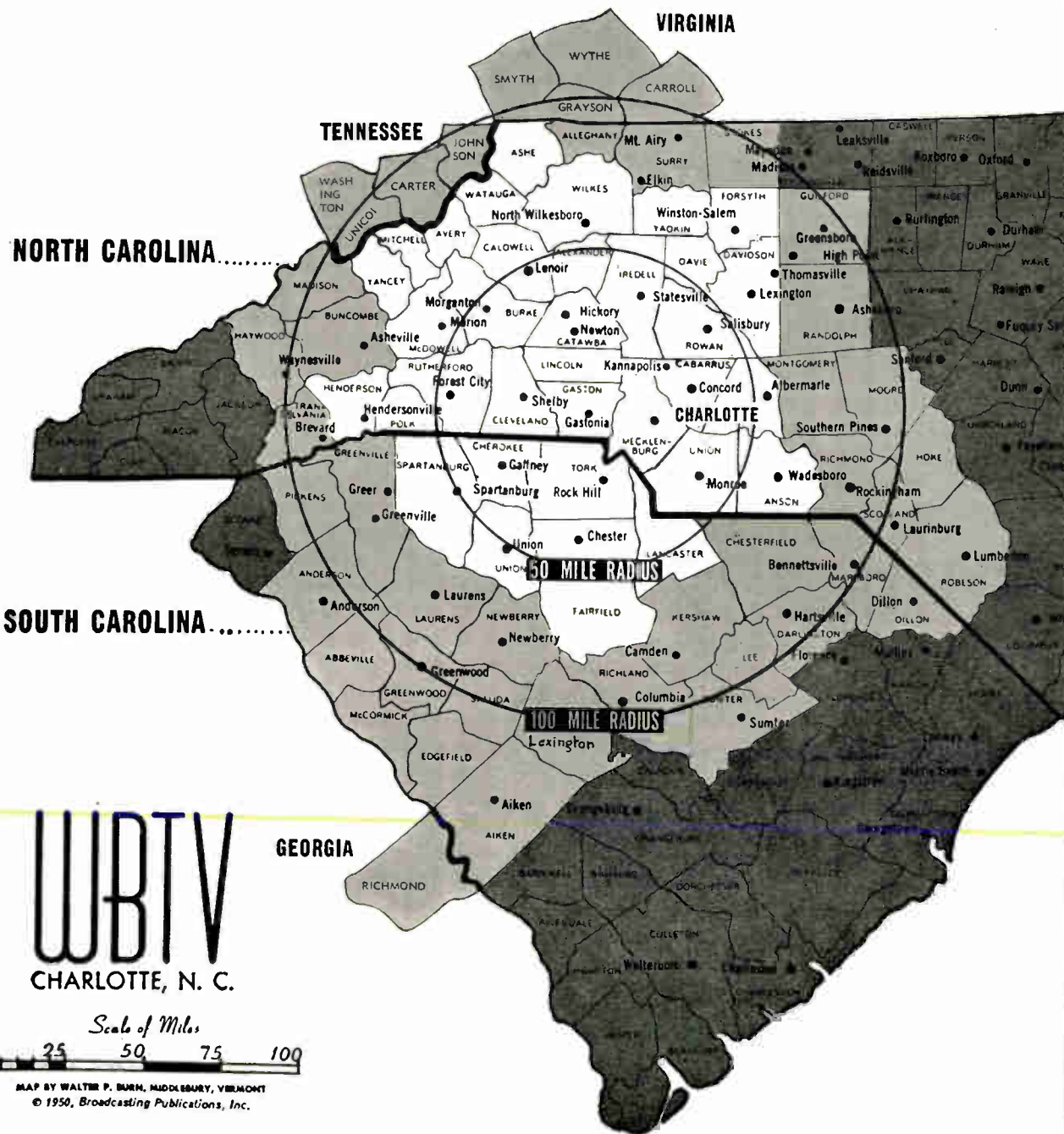
Daniel W. Shields, Film Director

RATE INFORMATION: Class A hour rate—\$500 (live), \$450 (film). Minute spot—\$130 (live), \$80 (film). Frequency discounts—Begin with 52 times at 10% up to 260 times at 20%. (From Rate Card No. 5, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting



1951-52 MARKET DATA

WHITE AREA

0.1 mv/m CONTOUR AREA

POPULATION	1,758,400
FAMILIES	438,900
Total Retail Sales	\$1,156,568,000
Food Sales	\$ 258,771,000
Gen. Mdse. Sales	\$ 145,401,000
Drug Sales	\$ 28,188,000
Eff. Buying Income	\$1,569,804,000
Gross Farm Income	\$ 148,645,000

LIGHT GRAY AREA

BONUS COVERAGE AREA

POPULATION	2,087,300
FAMILIES	530,100
Total Retail Sales	\$1,381,870,000
Food Sales	\$ 292,581,000
Gen. Mdse. Sales	\$ 212,588,000
Drug Sales	\$ 34,839,000
Eff. Buying Income	\$1,798,647,000
Gross Farm Income	\$ 265,623,000

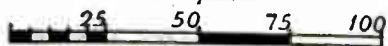
TOTAL AREA

POPULATION	3,845,700
FAMILIES	969,000
Total Retail Sales	\$2,538,438,000
Food Sales	\$ 551,352,000
Gen. Mdse. Sales	\$ 357,989,000
Drug Sales	\$ 63,027,000
Eff. Buying Income	\$3,368,451,000
Gross Farm Income	\$ 414,268,000

Source: Sales Management "Survey of Buying Power," May 1951.

WBTV
CHARLOTTE, N. C.

Scale of Miles



MAP BY WALTER P. BURN, MIDDLESBURY, VERMONT
© 1950, Broadcasting Publications, Inc.

TELEVISION STATIONS IN THE UNITED STATES

Ohio

Cincinnati—

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 2345 Symmes St. ZONE: 6 PHONE: Capitol 0777

AM AFFILIATE: WCPO FM AFFILIATE: WCPO-FM

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspaper subsidiary, owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 2345 Symmes St.

MAKE OF TRANSMITTER: GE MODEL NO: 4TT-6D2

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: GE TYPE:TY-18-A 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 695 ft. Above Ground, 560 ft.

STUDIO ADDRESS: 2345 Symmes St. HOURS OF OPERATION: 7 a. m.-2 a. m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS

STUDIO FACILITIES: Two studios (33x19 and 55x25 ft.). Two RCA studio cameras. Two 35mm slide projectors. Two 16mm GE Syncrolite film projectors. One Balopticon. One 35mm strip film projector. Remote facilities. Two cameras.

EXECUTIVES:

Jack R. Howard, President
M. C. Watters, Vice President & General Manager
Harry LeBrun, Television Station Director
Ed Weston, Program Director & Film Buyer
Paul Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$150. Participation per spot—\$55. Rehearsals—\$100 per hour in excess of 2x1 ratio, live studio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

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Cincinnati—(Continued)

WKRC-TV

LICENSEE: Radio Cincinnati Inc.

ADDRESS: Times-Star Bldg. ZONE: 2 PHONE: Garfield 1331

AM AFFILIATE: WKRC FM AFFILIATE: WKRC-FM

TV NETWORK AFFILIATE: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Cincinnati Times-Star Publishing Co., publisher of Cincinnati Times-Star. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn.

BEGAN OPERATION: April 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 11 (204-210 mc)

TRANSMITTER ADDRESS: Highland & Dorchester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: RCA TYPE: TF6-B, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 650 ft. Above Ground, 550 ft.

STUDIO ADDRESS: Times-Star Bldg. HOURS OF OPERATION: 9:10 a.m.-2:15 a.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124-B

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: AP

STUDIO FACILITIES: Two studios (53x30 and 40x30 ft.). Four DuMont camera chains. One GE Balopticon. One GE film camera chain. One Ampro slide projector (2x2 in.). Two GE Syncrolite 16mm film projectors. One mobile unit, two DuMont field cameras.

EXECUTIVES:

Hulbert Taft Jr., Executive Vice President
U. A. Latham, General Manager
Don L. Chapin, Commercial Manager
Kenneth W. Church, National Sales Manager
Rod Mitchell, Program Director
George Wilson, Chief Engineer
Warren F. Warner, Film Buyer

RATE INFORMATION: Class A hour rate—\$700. Minute spot—\$130. Participation \$130 per spot. Frequency discounts—Begin with 13 times at 5% up to 26 times at 30%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

TELEVISION STATIONS IN THE UNITED STATES

Cincinnati—(Continued)

WLWT

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 140 West Ninth St. ZONE: 2 PHONE: Cherry 1822

AM AFFILIATE: WLW FM AFFILIATE: WLWA

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: February 1948

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 2222 Chickashaw St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 19.5 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 670 ft. Above Ground, 570 ft.

STUDIO ADDRESS: 140 W. Ninth St. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: NBC NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio "A" is 55x38 ft., seats 200. Studio "B" is 53x81 ft., seats 250. Penny's Pantry Studio is 48x58 ft., seats 125. Mt. Olympus studio is 50x70 ft., seats 300. Seven image orthicon cameras. Two 16mm projectors. Two iconoscope camera chains. One Balopticon. Two mobile units.

EXECUTIVES:

James D. Shouse, Chairman of Board

R. E. Dunville, President

Dwight Martin, Vice President

Harry Mason Smith, Vice President for Sales

John T. Murphy, Vice President, Television Operations

Bernard C. Barth, Assistant to Vice President

William McCluskey, Administrative Assistant to the Vice President

David E. Patridge, General Sales Manager

George Moore, Sales Manager

Lin Mason, Program Director

Howard Lepple, Chief Engineer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$125. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%. Also begin with 30 minutes weekly 5% up to 3 hours weekly 12½%. (From Rate Card July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Cincinnatians Depend on

WKRC-TV!

for..

THEIR BEST TV ENTERTAINMENT!

- Top CBS Programs
- Top-rated (PULSE) feature film shows
- News and Special Events
- Up-to-the-minute weather, temperature, and time reports
- Award-winning dramatic and local participating programs

represented nationally by
THE KATZ AGENCY

RADIO CINCINNATI, INC.
WKRC-TV
CHANNEL... 11

SNADER TELESCRIPTIIONS

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of 800
new musical films*

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IN 58 TV MARKETS!**



**TV'S GREATEST MUSICAL VARIETY STARS NOW
AVAILABLE FOR LOCAL AND REGIONAL SHOWS!**

Now you can win high local ratings by building your own star-studded variety shows using any of the over 100 big-name stars now available on *Snader TELEscriptions!*

HERE ARE JUST A FEW OF THE BIG STARS:

Peggy Lee	Mel Torme	Lanny Ross
Charlie Barnet	Toni Arden	Lionel Hampton
Sarah Vaughan	Ginny Simms	King Cole Trio
The Harmonicats	Tex Ritter	Cab Calloway
Patricia Morison	King Sisters	Les Brown Orch.

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St. N. W.
Atlanta, Georgia

1900 Euclid
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Cleveland—

WEWS

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 1816 East 13th St. **ZONE:** 14 **PHONE:** Tower 1-5454

TV NETWORK AFFILIATION: ABC, CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspapers subsidiary, owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont **MODEL NO.:** TA-117A (modified)

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 1816 East 13th St. **HOURS OF OPERATION:** 8 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP, INS Telenews

STUDIO FACILITIES: Three studios (55x75x20, 20x40 and 20x25 ft.). Six image orthicon DuMont studio cameras. Two RCA film camera chains. Two GE 16mm film projectors. One 35mm film strip projector. One 35mm slide projector (2x2 in.). One Balopecticon (5x7 in.).

EXECUTIVES:

Jack R. Howard, President

James C. Hanrahan, General Manager

J. Harrison Hartley, Station Director

J. B. Epperson, Chief Engineer

Floyd E. Weidman, Advertising Manager

RATE INFORMATION: Class A hour rate—\$950 (live), \$800 (film). Minute spot—\$200. Participations—\$60-\$90 per spot. Rehearsals—\$15 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 104 times at 15%; also discounts for number of times per week. (From Rate Card No. 7, Sept. 16, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

TV Stations in the U. S.

Cleveland—(Continued)

WNBK

LICENSEE: National Broadcasting Co.

ADDRESS: 815 Superior Ave. ZONE: 14 PHONE: Cherry 1-0942

AM AFFILIATE: WTAM FM AFFILIATE: WTAM-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Brecksville, Ohio

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 39.22 kw Aural, 20.26 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Batwing

ANTENNA HEIGHT: Above Average Terrain, 619 ft. Above Ground, 465 ft.

STUDIO ADDRESS: 815 Superior Ave. HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: APS, Thesaurus

STUDIO FACILITIES: One studio (35x50 ft.), with two RCA orthicon cameras. One commentator's booth, with one RCA orthicon camera. Two film chains with two RCA 16mm and two RCA 35mm film projectors. Two SVE slide and strip film projectors and one roto-slide projector.

EXECUTIVES:

Joseph H. McConnell, President (NBC)

John McCormick, General Manager

Harold L. Gallagher, Commercial Manager

Philip L. Worcester, Program Director

S. E. Leonard, Chief Engineer

Andrew L. Hammerschmidt, Operations Supervisor

Albert L. Odeal, Film Buyer

Albert M. Henderson, Publicity & Promotion Manager

RATE INFORMATION: Class A hour—\$900. Minute spot—\$175. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, \$150 per hour (31-60 minute program), \$75 per hour (5-30 minute program), \$37.50 per quarter hour extra. Film studio, \$90 per hour (31-60 minute program), \$45 per hour (5-30 minute program), \$22.50 per quarter hour extra. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond Guy

BROADCASTING • Telecasting

WNBK CHANNEL 4

"THERE'S MORE
ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS

WNBK
NBC
Television

YES—and MORE
VIEWERS—too!

Here's looking at
YOU—

For looking at
US

WNBK CHANNEL 4

NBC TELEVISION IN CLEVELAND

TELEVISION STATIONS IN THE UNITED STATES

Cleveland—(Continued)

WXEL

LICENSEE: Empire Coil Co.

ADDRESS: Pleasant Valley & State Rds. ZONE: 9 PHONE: Victory 3-8400

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics components and parts manufacturer in New Rochelle, N. Y. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 4501 Pleasant Valley

MAKE OF TRANSMITTER: GE MODEL NO: TT6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY14F, 6-Bay Supertumstile

ANTENNA HEIGHT: Above Average Terrain, 725 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 11 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE, RCA, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "D," three image orthicon chains, RCA flying spot scanner (2x2 in.). GPL film projector, 1,200 sq. ft. staging area, 365 theatre seats, RCA type PT-100 theatre projector. Main studio (50x48 ft.) with two camera chains. Kitchen studio (30x25 ft.) with two camera chains. Studio (16x27 ft.) with two camera chains. Two 16mm film projectors. Two iconoscope film chains. Two slide projectors (2x2 in.) One GE Balopticon.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, Vice President & General Manager
R. C. Wright, Assistant Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Nicholas Boris, Film Buyer
Barbara Snyder, Publicity Director

RATE INFORMATION: Class A hour rate—\$925 (live), \$800 (film). Minute spot—\$193.50 (live), \$160 (film). Participations—\$60 to \$160 per spot. Rehearsals—No extra charge for normal rehearsal time. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyan, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)



**Sell via
WXEL**
*in the Best
Location in
the Nation!*

Represented Nationally by
THE KATZ AGENCY, INC.

ABC, CBS, AND DUMONT TELEVISION NETWORKS

WXEL



Cleveland
TELEVISION

World Wide News • Entertainment • Sports

Channel 9

TELEVISION STATIONS IN THE UNITED STATES

Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.

ADDRESS: 33 N. High St. ZONE: 15 PHONE: Adams 9265

AM AFFILIATE: WBNS FM AFFILIATE: WELD

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: September 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 495 Olentangy Blvd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.15 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 485 ft. Above Ground, 595 ft.

STUDIO ADDRESS: 495 Olentangy Blvd. HOURS OF OPERATION: 9:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio (55x35). Two live camera chains. Two film camera chains. Three 16mm projectors, Telop, Projectall, and Selectroslide, opaque and transparency slide projectors. Film processing facilities. Photographic department. Two-camera mobile unit.

EXECUTIVES:

Preston Wolfe, President

R. A. Borel, Director of Television

E. H. Bronson, Station Director & Film Buyer

R. D. Thomas, Sales Director

Janet Benoy, Merchandise Director

J. R. Reeves, Program Director & Film Buyer

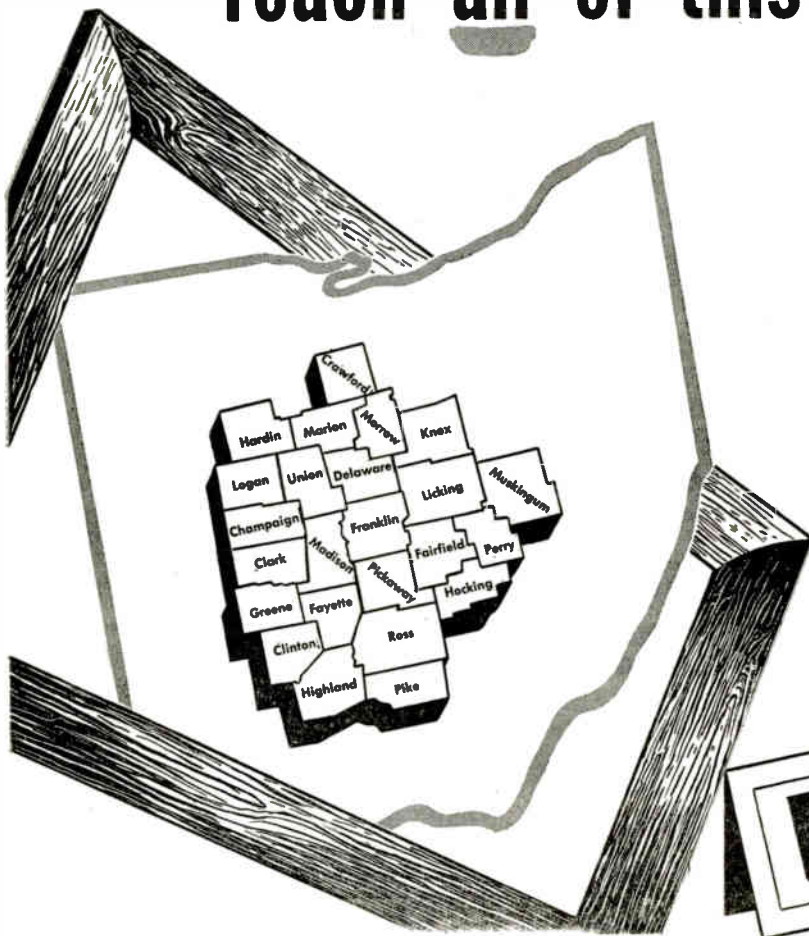
L. H. Nafzger, Chief Engineer

RATE INFORMATION: Class A hour rate—\$700 (film only). Minute spot—\$125. Frequency discounts—Begin with 13 times at 12½% up to 260 times at 35%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey.

reach all of this profitable **TV** market
on **WBNS-TV!**



Your sales message on Channel 10 will have a full impact on this rich and responsive market. WBNS-TV reception is good in every one of these 24 central Ohio counties — as shown by mail counts and verified in "The WBNS-TV Coverage Story."

But that's only half the story. Pulse ratings show you the popularity of WBNS-TV programs and stars — daytime and evening — local and CBS. Top production achievements and excellent film facilities guarantee the best all-around programming results. You are sure of a ready-made, enthusiastic audience in a profitable TV market area covering 24 counties when you schedule WBNS-TV.

Phone Blair TV or write direct
for your copy of "The WBNS-TV Coverage Story"

wbns-tv

COLUMBUS, OHIO CHANNEL 10

CBS-TV Network — Affiliated with Columbus Dispatch and WBNS-AM. Sales Office: 33 North High Street

TELEVISION STATIONS IN THE UNITED STATES

Columbus—(Continued)

WLWC

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. ZONE: 2 PHONE: Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Soles

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA TYPE: TF3B, 3-Bay Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 455 ft. Above Ground, 578 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film.

NEWS SERVICE: UP, INS

STUDIO FACILITIES: Three studios (40x60; 33x24 and 29x18 ft.). Two studio cameras. Two remote cameras. Two 16mm film projectors. One automatic slide projector. One film camera. One film strip projector. One slide projector (2x2 in.).

EXECUTIVES:

James D. Shouse, Chairman of Board

R. E. Dunville, President

Dwight Martin, Vice President

Harry Mason Smith, Vice President for Sales

John T. Murphy, Vice President, Television Operations

James Leonard, General Manager

George Henderson, Sales Manager

Roy Wilson, Program Director

Charles Sloan, Chief Engineer

Juanita Wilcox, Promotion Director

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10% also begin with 30 minutes weekly up to three hours weekly at 12½%. (From Rate Card, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

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Columbus—(Continued)

WTVN

LICENSEE: Picture Waves Inc.

ADDRESS: 3710 LeVeque Lincoln Tower ZONE: 15 PHONE: Fletcher 1529

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb. Mr. Lamb owns WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Mr. Lamb also is publisher of Erie Dispatch.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3700 LeVeque-Lincoln Tower

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19.7 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 545 ft. Above Ground, 627 ft.

STUDIO ADDRESS: 50 W. Broad St. HOURS OF OPERATION: 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Long-Worth

STUDIO FACILITIES: Two studios (26x30 and 28x24 ft.). One RCA camera. One DuMont camera. Two slide projectors. One strip projector. Two RCA film projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President

Frank C. Oswald, Administrative Assistant to the President

John Rossiter, General Manager

Roger LaReau, Commercial Manager

William Wagner, Production Manager

Joe Gill, Chief Engineer

Russell Dickendasher, Film Buyer

Ruth Russell, Promotion Director

Bill Brown, Sports Director

Jack Dale, Merchandising Director

RATE INFORMATION: Class A hour rate—\$675. Minute spot—\$110. Rehearsal time—\$100 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Sheubruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis.

BROADCASTING • Telecasting

*Drumming up sales
for WTVN advertisers
in Central Ohio*



5 Reasons

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:

-WTVN SELLS!

2. Because of unique and clever promotion:

-WTVN SELLS!

3. Because of superior merchandising:

-WTVN SELLS!

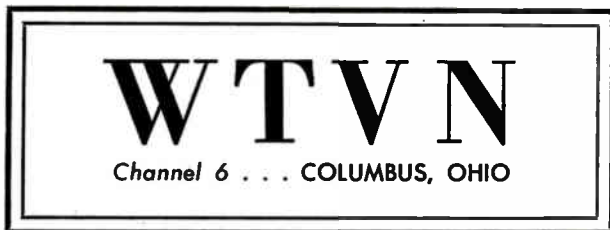
4. Because of technically perfect production:

-WTVN SELLS!

5. Because it has the newest, most modern TELEVISION CENTER in the country:

-WTVN SELLS!

Affiliated with ABC and DuMont



Closely associated with Television Station WICU, Erie, Pa.; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.; and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

TV Stations in the U. S.

Dayton—

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.

ADDRESS: 45 S. Ludlow St. ZONE: 2 PHONE: Adams 2261

AM AFFILIATE: WHIO FM AFFILIATE: WHIO-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Atlanta Journal and Constitution. James M. Cox, ex-Governor of Ohio, is principal stockholder. Same interests own WSB-AM-FM-TV Atlanta; WIOD-AM-FM Miami, Fla.; also publish Dayton Daily News and Journal Herald; Springfield News and Sun, Miami News.

BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Hallingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF6A

ANTENNA HEIGHT: Above Average Terrain, 570 ft. Above Ground, 517 ft.

STUDIO ADDRESS: 1414 Wilmington Ave. HOURS OF OPERATION: 8 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescapes.

FILM LIBRARY: Snader NEWS SERVICE: AP, INS

LIBRARY SERVICE: Standard

STUDIO FACILITIES: One studio (30x50 ft.), equipped with two orthicon cameras. Two 16mm film projectors. Two 35mm slide projectors (2x2 in.). One Multiscopes. Mobile unit with two image orthicon cameras.

EXECUTIVES:

James M. Cox Jr., President

J. Leonard Reinsch, Managing Director

Robert H. Moody, General Manager

Harvey R. Young Jr., Commercial Manager

Dan R. Lyons, Program Director & Film Buyer

Ernest L. Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—\$750 (film only). Minute spot—\$15. Participation per spot—\$50. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: McIntash & Inglis

TELEVISION STATIONS IN THE UNITED STATES

Dayton—(Continued)

WLWD

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 4595 S. Dixie Highway ZONE: 9 PHONE: Walnut 2101

FM AFFILIATE: WLWB

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Frytown & W. Carrolton Roads

MAKE OF TRANSMITTER: Crosley MODEL NO: EDS-52A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, B kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 359 ft.

STUDIO ADDRESS: 4595 S. Dixie Hwy. HOURS OF OPERATION: 6:45 a.m.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: UP

STUDIO FACILITIES: One studio (55x80 ft.). Two RCA cameras. Two movie projectors and two slide projectors multiplexed into one RCA iconoscope. One Baloptican.

EXECUTIVES:

James D. Shouse, Chairman of Board

R. E. Dunville, President

Dwight Martin, Vice President

Harry Mason Smith, Vice President for Sales

John T. Murphy, Vice President, Television Operations

H. P. Lasker, General Manager

W. J. Williamson, Commercial Manager

Dorothy A. Sanders, Promotion Manager

Neal Van Ells, Program Director

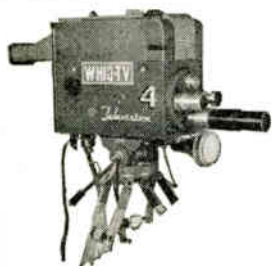
Ray E. Brosseau, Programming Sales Coordinator

L. G. Sturgill, Chief Engineer

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%; also begin at 30 minutes with 5% up to three hours weekly at 12½%. (From Rate Card, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

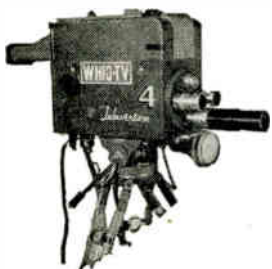
CONSULTING ENGINEER: Weldon & Carr



Eyes and



Ears of a GOOD CITIZEN



Eyes and



Ears of a LIVE SALESMAN

Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities



TV Stations in the U. S.

Toledo—

WSPD-TV

LICENSEE: Fort Industry Co.

ADDRESS: 136 Huron St. PHONE: Adams 3175

AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 125 S. Superior St.

EFFECTIVE RADIATED POWERS: Visual, 27.4 kw Aural, 13.7 kw

ANTENNA HEIGHT: Above Average Terrain, 524 ft. Above Ground, 555 ft.

STUDIO ADDRESS: 136 Huron St. HOURS OF OPERATION: 11 a. m.—Midnight

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: UP, INS

STUDIO FACILITIES: One studio. Two cameras. Two slide and two film projectors.

EXECUTIVES

George B. Storer, President

Lee B. Woiles, Executive Vice President

Allen L. Haid, Vice President, General Manager & Commercial Manager

Wes. F. Shannon, Sales Manager

Robert Evans, Program Director & Sports Director

Richard H. Gourley, Promotion Manager

Laura Jeffries, Traffic Manager

Elaine Phillips, Film Buyer

James Uebelhart, News Director

Lee Knight, Womens Director

William Stringfellow, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

BROADCASTING • Telecasting



Hi... I'm Speedy

THE PIONEER

*SYMBOL OF THE BEST IN BROADCASTING IN NORTHWESTERN OHIO



PIONEER IN OHIO RADIO... I'm the symbol of WSPD because WSPD is OHIO'S PIONEER STATION. And, this powerful first station in Ohio has been the 1st Station in Northwestern Ohio for THIRTY ONE Consecutive Years. Hooper, Nielsen, every rating service Proves WSPD is the top dialing habit of 300,000 radio families. When you BUY RADIO in Northwestern Ohio BUY "SPEEDY", WSPD, Ohio's Pioneer Voice of Radio for 31 years.

PIONEER IN NORTHWESTERN OHIO TV WSPD-TV pioneered the television industry in Northwestern Ohio and our 85% share of audience is significant of a job well done. We have carried all networks and have programmed to suit the majority of over 150,000 TV sets in our area, insuring sponsors of Point of Impact for every sales message. It's "Firstest with The Mostest" in Northwestern Ohio TV with "SPEEDY", the TV PIONEER.



I'm on my way to round up more facts for broadcasting buyers in Northwestern Ohio. REMEMBER... when you see "SPEEDY" it means SPEEDY RESULTS on RADIO or TELEVISION in NORTHWESTERN OHIO & SOUTHERN MICHIGAN. CALL YOUR KATZ MAN or TOLEDO and ask about "SPEEDY"... and SURE SALES.

WSPD

AM-TV

Represented Nationally
by KATZ

TELEVISION STATIONS IN THE UNITED STATES

Oklahoma

Oklahoma City—

WKY-TV

LICENSEE: WKY Radiophone Co.

ADDRESS: 1300 E. Britton Rd. PHONE: Britton 2161

AM AFFILIATE: WKY

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

BEGAN OPERATION: June 6, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1300 E. Britton Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 935 ft. Above Ground, 968 ft.

STUDIO ADDRESS: 1300 E. Britton Rd. HOURS OF OPERATION: 9:30 a. m.-11:30 p. m.

MAKE OF CAMERA CHAINS: RCA

NEWS SERVICE: UP

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Two studios (35x57 ft.). Six RCA cameras. Four RCA 16mm film projectors. Two film cameras. Four slide projectors (2x2 in). Mobile unit with three field cameras.

EXECUTIVES:

E. K. Gaylord, President and General Manager
P. A. Sugg, Vice President and Station Manager
Robert Olson, Program Director
Robert Swysgood, Assistant Program Manager
Robert Doty, Program Supervisor
Keith Mathers, Film Buyer
H. J. Lovell, Chief Engineer
Robert Hayward, Assistant Chief Engineer

RATE INFORMATION: Class A hour rate—\$650 (live), \$500 (film). Minute spot—\$150 (live), \$100 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 4, July 1, 1951).

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: A. D. Ring & Co.

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Tulsa—

KOTV

LICENSEE: Cameron Television Inc.

ADDRESS: 302 S. Frankfort PHONE: 2-9233

TV NETWORK AFFILIATION: ABC, CBS, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Cameron is principal stockholder.

BEGAN OPERATION: November 30, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: National Bank of Tulsa Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-3, 3-section turnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 452 ft.

STUDIO ADDRESS: 302 S. Frankfort HOURS OF OPERATION: 10 a. m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30-A

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio (50x125 ft.). Two cameras, Rear screen studio slide projector. Two RCA 16mm film projectors. Two RCA film cameras. Two Selectroslide projectors. Baloptican (3½x4¼ in.). Remote unit with two RCA image orthicon cameras. One Auricon film camera. One Bolex film camera.

EXECUTIVES:

George Cameron, President
Helen Alvarez, General Manager
John Hill, Commercial Manager
G. Don Thompson, Program Director
George Jacobs, Chief Engineer
Bill Dicks, Film Buyer
Robert Freeland, Publicity Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Frequency discount—Begins with 52 times at 5% up to 312 times at 15%. (From Rate Card No. 5, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

WKY

OKLAHOMA'S



*RADIO
STATION*

SERVING OKLAHOMA
FOR 31 YEARS

MORE LISTENERS DAY AND
NIGHT THAN ANY OTHER
OKLAHOMA CITY RADIO
STATION

336,280 *
daytime families

142,190 *
more families than
the next closest station

292,120 *
nighttime families

113,940 *
more families than
the next closest station

*Figures from latest BMB Audience Report

WKY-TV

OKLAHOMA'S



*TELEVISION
STATION*



PROVED REGULAR
VIEWING RESPONSE FROM
OVER HALF OF OKLAHOMA

Program schedules published by news-
papers as far distant as Wichita, Kansas,
165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

TV Stations in the U. S.

Pennsylvania

Erie—

WICU

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State St. PHONE: 4-6371

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch, owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio, WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3.4 kw Aural, 1.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 115 ft. Above Ground, 309 ft.

STUDIO ADDRESS: 3515 State St. HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios (30x40x19½, 15x16x16 and 31x36x19½ ft.). Two DuMont studio cameras. Two 16mm film projectors. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
Herbert S. Stewart, General Manager
Charles Stone, Assistant Commercial Manager
Don Leik, Program Director
Michael Csop, Chief Engineer
John Cook, Film Editor
Kenneth Weiderholt, Merchandise Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Participations—\$55 per spot. Frequency discounts—Begin with 13 times 2½% up to 104 times at 25%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

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Did you realize—

SHE BUYS MORE GROCERIES

than any other gal in Pennsylvania?

In Erie, Pennsylvania's 3rd largest city, housewives spend more money in food stores than do the women in any other city in the state!

Retail food sales per family amounting to \$1,121 are 54% above the national average . . . 35% above the state average . . . 18% above the other 6 largest cities in Pennsylvania.

Food sales: City of Erie—\$42,261,000; Erie Metropolitan County—\$56,744,000. (Source: Sales Management Survey of Buying Power, 1951.)

W I C U covers an outstandingly great and responsive market for food products.

* * *

TOPS IN PUBLIC SERVICE AND LOCAL PROGRAMMING, ERIE HAS THE HIGHEST TV SET CIRCULATION PER CAPITA OF ANY CITY IN THE U. S. A.

THE ERIE DISPATCH—W I C U TELEVISION STATION COMBINATION PRODUCES REAL SALES RESULTS FOR ADVERTISERS!

* * *

The W I C U Market: W I C U's primary coverage area of 55 miles includes 9 counties Pennsylvania, New York and Ohio. Television sets within the area—in excess of 80,000. W I C U area sales data:

Population	706,400	Gen. Mdse Sales	\$ 78,522,000
Effective Buying		Furn-HH-Radio	\$ 36,676,000
Income	\$920,280,000	Automotive	\$152,818,000
Total Retail Sales	\$699,628,000	Drug Store Sales	\$ 13,030,000
		Food Store Sales	\$168,969,000

Closely associated with The Erie Dispatch, Erie, Pa.; Television Station WTVN, Columbus, Ohio; Radio Stations WTOD, Toledo, Ohio and WHOO, Orlando, Fla.

WICU

ERIE, PA.

The Erie Dispatch Television Station
Affiliations: NBC, ABC, CBS, DuMont

REPRESENTED BY HEADLEY-REED

BROADCASTING • Telecasting

TV Stations in the U. S.

Johnstown—

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main St. PHONE: 91-965

AM AFFILIATE: WJAC FM AFFILIATE: WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Johnstown Tribune Publishing Co. publisher of Johnstown Tribune.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Laurel Hill Mt.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 9.3 kw Aural, 4.7 kw

MAKE OF ANTENNA: RCA TYPE: 2-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,120 ft. Above Ground, 162 ft.

HOURS OF OPERATION: 11:30 a. m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:

Walter W. Krebs, President

Alvin D. Schrott, General Manager

J. W. McGough, Commercial Manager

Frank P. Cummins, Program Director

Nevin L. Straub, Director of Technical Operations

Theodore Campbell, Chief Engineer

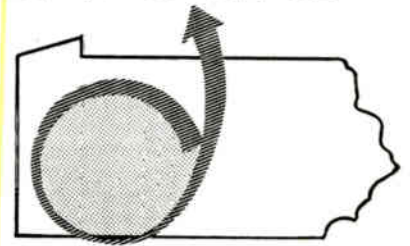
RATE INFORMATION: Class A hour rate—\$450 (film only). Minute spot—\$80. Frequency discount—Begins with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Dew, Lohnes & Albertson CONSULTING ENGINEER: James C. McNary

BROADCASTING • Telecasting

JOHNSTOWN

*A Key Market
In Western
and Central
Pennsylvania*

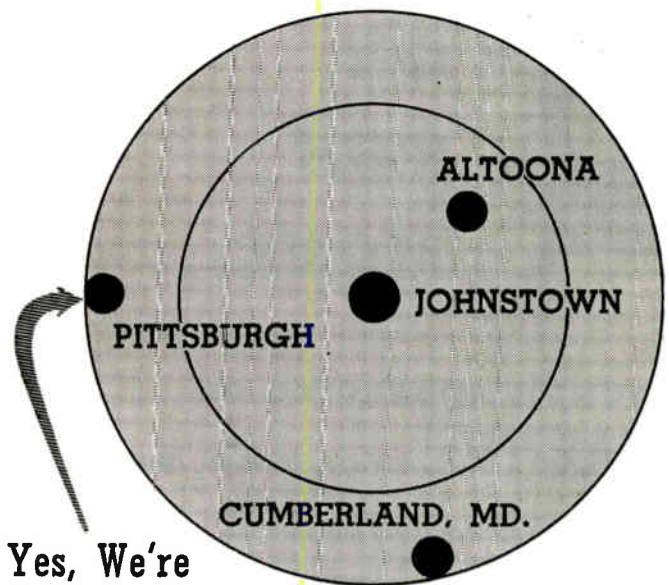


PRIMARY RECEPTION

In Over

132,000 HOMES*

*And A Secondary Station In
Many Thousands More!*



**Yes, We're
In Pittsburgh, Too!**

Johnstown is one of the fastest growing markets in the United States. You'll never get finer TV coverage at such a low cost. Write for information or talk to your Katz man today.

*Figures as of Jan. 1, 1952

WJAC-TV

Western Pennsylvania's Only Basic NBC Station

The Johnstown Tribune Television Station



**products sponsored on
WGAL-TV LANCASTER, PENNA.***

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming station favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV is the only television station located in this buying market which includes Lancaster, York, Harrisburg, Lebanon and Reading.* It carries top shows from four networks. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

*Rating of these 5 Pennsylvania Markets—1951 Sales Management Survey of Buying Power. Harrisburg rates SUPERIOR in 7—and, Lancaster, York, Lebanon and Reading all rate SUPERIOR in 8 out of the 9 possible sales and income categories.

WGAL AM TV FM
 Represented by Clair R. McCollough, President
ROBERT MEEKER ASSOCIATES
 CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES

TV Stations in the U. S.

Lancaster—

WGAL-TV

LICENSEE: WGAL Inc.

ADDRESS: 24 Queen St. **PHONE:** 5246

AM AFFILIATE: WGAL **FM AFFILIATE:** WGAL-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, and WGAL-AM-FM-TV Lancaster, all Pa.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 8 W. King St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1 kw Aural, 1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 260 ft. Above Ground, 682 ft.

STUDIO ADDRESS: 24 S. Queen St. **HOURS OF OPERATION:** 6:45 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

EXECUTIVES:

- Clair R. McCollough, President
- Harold E. Miller, Station Manager & Film Buyer
- J. Robert Gulick, National Sales Manager
- J. E. Mathiot, Chief Engineer

RATE INFORMATION: Class A hour rate—\$650 (film only). Minute spot—\$135 (live), \$125 (film). Rehearsals—\$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, March 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary



an eye and an ear for freedom

Today radio and television, together with the press, maintain a deep-grained awareness that they are America's larger citizens with louder voices and greater reaches. Theirs is the greater responsibility to keep America truthfully and fully informed.

Back in 1931 BROADCASTING's first editorial concluded:
"To the American system of free, competitive and self-sustaining radio enterprise, this publication is dedicated."

Through twenty years as town crier, BROADCASTING-TELECASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.

Today, we need not look for any better words to serve as a statement of principles or an affirmation of purpose for the years ahead. Simply, we will steadfastly espouse radio and television by the American Plan. In essence, freedom . . . wired for sight and sound.

**BROADCASTING
TELECASTING**

National Press Building

Washington 4, D. C.

Sol Taishoff, editor and publisher

TELEVISION STATIONS IN THE UNITED STATES

Philadelphia—

WCAU-TV

LICENSEE: WCAU Inc.

ADDRESS: 1622 Chestnut St. ZONE: 3 PHONE: Locust 7-7700

AM AFFILIATE: WCAU FM AFFILIATE: WCAU-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by the Bulletin Co., publisher of Philadelphia Bulletin.

BEGAN OPERATION: March 10, 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 12 South 12th St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 14 kw.

MAKE OF ANTENNA: RCA TYPE: TF-6B, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 660 ft. Above Ground, 737 ft.

STUDIO ADDRESS: 1622 Chestnut St. HOURS OF OPERATION: 8 a.m.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30-A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Four studios. Auditorium (67x49 ft.). Studio "A" (55x34 ft.). Studio "B" (39x34 ft.). Studio "D" (35x20 ft.). Thirteen RCA field cameras. Two 16mm film projectors. Two slide projectors (2x2 in.). Balopticon. Mobile units.

EXECUTIVES:

Donald W. Thornburgh, President & General Manager

Joseph L. Tinney, Assistant General Manager

Charles Vanda, Vice President in Charge of Television

Robert McGredy, Commercial Manager

John G. Leitch, Vice President and Director of Engineering

Thomas Freebairn-Smith, Executive Producer and Film Buyer

John L. McClay, Assistant Director of Television

Richard A. Schlegel, Assistant Operations Manager-Television

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participations—\$135-\$225 per spot. Rehearsals—\$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10% (From Rate Card No. 7, Sept. 16, 1951).

WASHINGTON ATTORNEY: Pierson & Ball

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Philadelphia—(Continued)

WFIL-TV

LICENSEE: Philadelphia Inquirer Div. of Triangle Publications Inc.

ADDRESS: 46th & Market Sts. ZONE: 39 PHONE: Evergreen 2-4700

AM AFFILIATE: WFIL FM AFFILIATE: WFIL-FM

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Mr. Annenberg is also the publisher of magazine Seventeen and other publications.

BEGAN OPERATION: September 13, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Roxborough, Pa.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw. Aural, 13.5 kw.

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 650 ft. Above Ground, 611 ft.

STUDIO ADDRESS: 46th & Market Sts.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and mobile

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader and Official Films NEWS SERVICE: AP, Telenews

STUDIO FACILITIES: Two studios (28x65 and 22x30 ft.). Ten RCA cameras. Two 16mm film chains. One Houston film processor. One Projectall. One GE Balopticon. One Animatic.

EXECUTIVES:

Roger W. Clipp, General Manager

Donald S. Kellett, Administrative Asst. to General Mgr. in charge of TV

Kenneth W. Stowman, Sales Manager

Jack Steck, Manager of Programs & Production

Roddy Rogers, Executive Producer

Dr. Joe Zimmermann, Production Supervisor

Dr. Roy K. Marshall, Educational Director

Walter Tillman, Film Director

Louis E. Littlejohn, Chief Engineer

Henry Rhea, Asst. Chief Engineer for TV

RATE INFORMATION: Class A hour rate—\$1,500. Minute Spot—\$300. Rehearsals—\$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10%. (From Rate Card No. 10, Feb. 15, 1952.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Millard Garrison

BROADCASTING • Telecasting



mark of a leader

To the people of Philadelphia, this WCAU-TV seal means the best in television entertainment, news and educational programs. To the advertiser, the WCAU-TV seal means prestige, good will and wide circulation for his product's name in the rich Philadelphia market.

The people behind this seal of *showmanship* and *salesmanship* are the same expert craftsmen who originate and produce regular programs for the CBS television network.

This same creative skill is available to you—to all WCAU-TV advertisers. For network quality service at no extra cost, follow the mark of the leader to WCAU-TV.

WCAU-TV

*The Philadelphia Bulletin Television Station
CBS Affiliate*

Represented by CBS Television Spot Sales

TV Stations in the U. S.

Philadelphia—(Continued)

WPTZ

LICENSEE: Philco Television Broadcasting Corp.

ADDRESS: 1600 Architects Bldg. ZONE: 3 PHONE: Locust 4-2244

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Philco Corp., radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 719 ft. Above Ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut St. HOURS OF OPERATION: 7 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Four studios. One auditorium with 200 seating capacity. Two studios (each 30x50 ft.). One studio (22x28 ft.). Two RCA studio image orthicon cameras. Ten RCA field image orthicon cameras. Two RCA iconoscope film cameras. One Philco flying spot scanner. One Philco composite Balopticon. One Trans Lux rear screen projector. One Anomatic film projector. Two RCA 16mm film projectors. Two Philco composite 35 mm film projectors.

EXECUTIVES:

Ernest B. Loveman, Vice President & General Manager

Rolland V. Tooke, Assistant General Manager

Alexander W. Dannenbaum Jr., Commercial Manager

Preston Stever, Program Operation Manager

Raymond J. Bowley, Chief Engineer

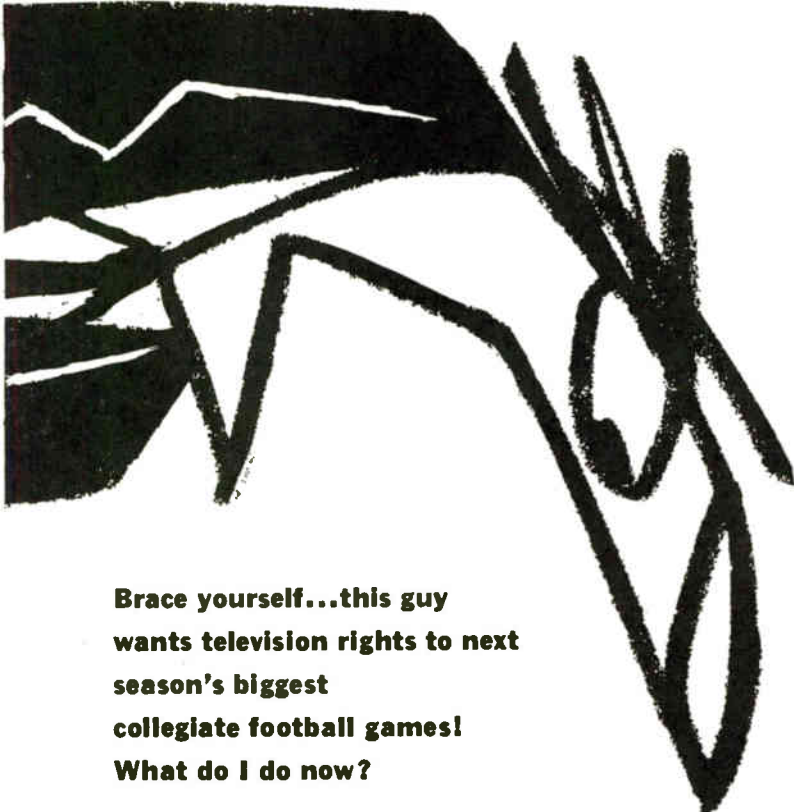
Edward Murray, Film Buyer

John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participations—\$90-\$235 per spot. Rehearsals—\$25 per half-hour. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis



Brace yourself...this guy
wants television rights to next
season's biggest
collegiate football games!
What do I do now?

Relax. Impossible as it seems,
the man is making sense.
He can sponsor the very biggest
football games of 1952.
Sportsvision will film them all...
so call Consolidated and
ask them for information on
the "All American Game
of the Week."



Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369

25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543

612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

WPINZ

*First in Television
in Philadelphia*



NBC SPOT SALES
NATIONAL REPRESENTATIVES



1800 ARCHITECTS BUILDING • PHILADELPHIA 3, PENNSYLVANIA

TV Stations in the U. S.

Pittsburgh—

WDTV

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: Chamber of Commerce Bldg. PHONE: Express 1-1071

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton, San Francisco)

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 4104 Grizella St.

MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 818 ft. Above Ground, 550 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio (48x56 ft.), with permanent kitchen. Five image orthicon cameras. Two 16mm film projectors. One flying spot scanner (2x2 in.). One Balopticon.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network
Robert L. Coe, Manager, DuMont Network Station Relations Department
Harold C. Lund, General Manager
A. Donovan Faust, Assistant General Manager
Larry Israel, Sales Manager
William A. Krough, Sales Service Manager
Paul P. Palangi, Personnel Manager
Dick Fortune, Public Relations Manager
Jimie Spanos, Sales Promotion & Merchandising
Byron Dowty, Program Manager
Mary McKay, Traffic Manager
Peter Barker, Executive Producer
Dave Murray, News & Special Events
Richard Dreyfuss, Film Manager
Nick Perry, Chief Announcer
William Jewett, Prop Facilities
Joe Bock, Art Manager
Raymond W. Rodgers, Chief Engineer

RATE INFORMATION: Class A hour rate—\$800. Minute spot—\$125. Rehearsals—\$50 per hour (minimum \$25). Frequency discount—Begins with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 6, March 15, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis

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WE'RE PROUD OF OUR SUCCESS STORIES

Clients' results from advertising over WDTV have been really sensational during the past year. One manufacturer (Spoolie Hair Curlers) was forced to withdraw a test offer after only 11 shows to enable the factory to catch up with the orders for this \$1.50 item. Such reports are the rule rather than the exception

ON

WDTV

We're proud, too, that we have been able to bring Pittsburgh District viewers all 15 top television network shows.

We realize our responsibility in this single channel market, one of the nation's outstanding marketing areas, and strive constantly to provide the best in TV entertainment.

There's Lots to See on Channel 3

WDTV

DUMONT TELEVISION STATION

PITTSBURGH'S PIONEER TV STATION

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

BROADCASTING • Telecasting

TV Stations in the U. S.

Rhode Island

Providence—

WJAR-TV

LICENSEE: The Outlet Co.

ADDRESS: 176 Weybosset St. PHONE: Gaspee 1-7000

AM AFFILIATE: WJAR FM AFFILIATE: WJAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a department store.

BEGAN OPERATION: July 10, 1949

NATIONAL REPRESENTATIVE: Weed & Co. (Bertha Bannan, New England)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Rehoboth, Mass.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30 kw. Aural, 15 kw.

MAKE OF ANTENNA: RCA TYPE: 6-Element Superturndstile

ANTENNA HEIGHT: Above Average Terrain, 615 ft. Above Ground, 720 ft.

STUDIO ADDRESS: 716 Weybosset St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS, Telenews

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio (30x40 ft.). Two RCA studio cameras. 16mm film projectors. One 35mm slide projector. One Multiscope. One mobile unit with two cameras.

EXECUTIVES:

George O. Griffith, Vice President & Treasurer

John J. Boyle, General Manager

Norman Gittleson, Commercial Manager, Program Director & Film Buyer

Thomas C. J. Prior, Chief Engineer

RATE INFORMATION: Class A hour rate—\$750. Minute spot—\$115. Rehearsals—\$50 per hour, live studio; \$25 per half-hour in excess of first hour, film studio. Frequency discounts—Begin with 26 times at 5% up to 208 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

*For
Meritorious Public
Service to Your
Community!*

CHILDREN'S PROGRAMS

You'll delight youngsters . . . get lots of delighted letters from their parents . . . sell goods for local retailers . . . with Encyclopedia Britannica Films for children. Subjects like: Visit with Cowboys . . . Shep—The Farm Dog . . . Pride—The Saddle Horse . . . Visit to the Zoo . . . Day at the Fair . . . Circus Day in Our Town . . . and many more. They are inexpensive . . . pretested . . . effective. Details on request.

APS
Television

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM
SERVICE

151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Tennessee

Memphis—

WMCT

LICENSEE: Memphis Publishing Company

ADDRESS: Goodwyn Inst. Bldg. ZONE: 1 PHONE: 8-7464

AM AFFILIATE: WMC FM AFFILIATE: WMCF

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspaper subsidiary, own WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 11, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: U.S. Highway 70 & Macon Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 13 kw Aural, 7.12 kw

MAKE OF ANTENNA: RCA TYPE: TF-3D

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 750 ft.

STUDIO ADDRESS: Goodwyn Inst. Bldg. HOURS OF OPERATION: 9 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4TK30A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP, NBC Newsreel, Acme Telephoto

LIBRARY SERVICE: Lang-Worth, Thesaurus

STUDIO FACILITIES: One studio (27x32 ft.). One auditorium (30x35 ft. stage), seating 1,050. Four RCA TK30A cameras. RCA film projectors. Houston processor. Three Bell & Howell 16mm film cameras. One Auricon 16mm camera. One Leica 35mm camera.

EXECUTIVES:

Enoch Brown, President
H. W. Slavick, General Manager
Earl Moreland, Commercial Manager
Wilson Meunt, Program Director & Film Buyer
E. C. Frase Jr., Chief Engineer
Walter E. Frase, Publicity & Promotion
Jay Scott, Production Manager

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal Smith & Hennessey

CONSULTING ENGINEER: George C. Davis



**"Amazing, but true—
120,000 divided by one
is still 120,000"***

**Says J. Walter Microdope
EMINENT LABORATORY SCIENTIST**

We need no scientist to tell us that the 120,000 television homes in the Memphis area represents an undivided audience of television viewers and listeners.

For WMCT is the first and only station in this great 2 billion dollar market. When 120,000 homes look and listen to television in this area, you can be sure they are looking and listening to WMCT only.

* According to latest Memphis television distributors' figures, this is the number of television homes in the Memphis and Mid-South area.

MAKE THIS TEST!

See how much more your dollar buys in delivered audience over WMCT, as compared with markets with more than one station.

National Representatives The Branham Company

**CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC**

Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

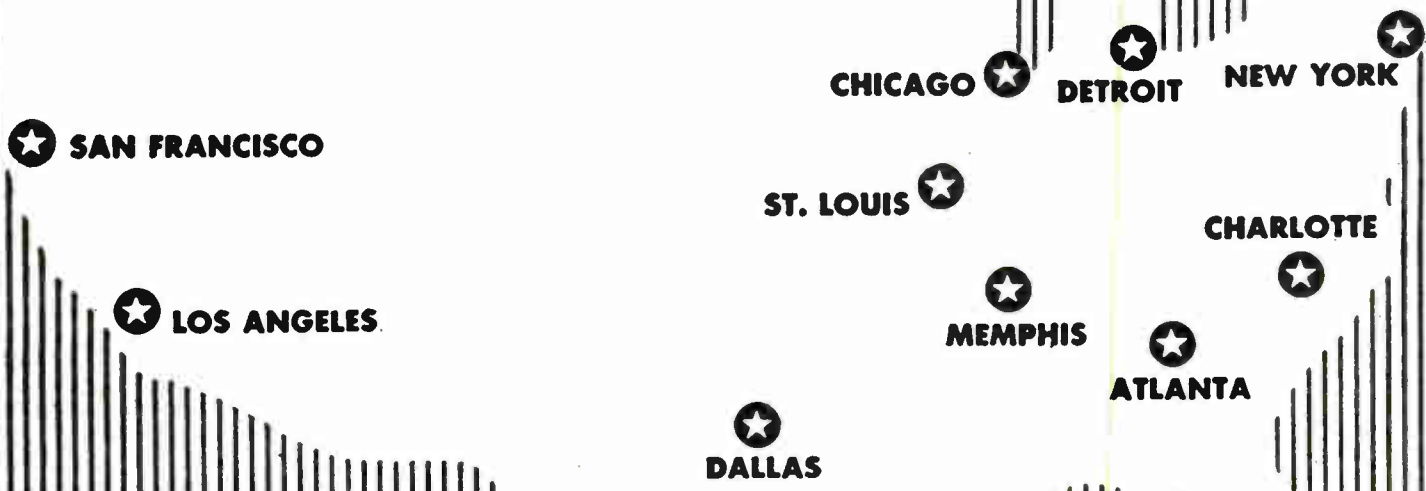
WMCT

Memphis ONLY

TV Station

WMC WMCF WMCT

The Branham Network



Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

SNADER PRODUCTIONS

Proudly presents

WASHINGTON SPOTLIGHT

featuring the internationally famous
news-analyst and columnist,

MARQUIS CHILDS

and a weekly guest panel
made up of America's history-making
personalities. . . .

- * Senator Capehart
- * Senator Kefauver
- * Senator Wiley
- * Senator Dirkson
- * Congressman Scott
- * Congressman Joe McCarthy
- * Michael DiSalle
- * plus dozens of others

TIMELY . . .

The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE . . .

Each week's show is flown to you direct from the processing laboratories . . . immediately after it has been filmed!

HISTORY-MAKING . . .

The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines . . . because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive 59 E. Van Buren
Beverly Hills, California Chicago, Illinois

735 Spring St., N. W. 229 West 42nd Street
Atlanta, Georgia New York, New York

1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Nashville—

WSM-TV

LICENSEE: WSM Inc.

ADDRESS: 301 Seventh Avenue, N. ZONE: 3 PHONE: 6-7181

AM AFFILIATE: WSM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected by privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by National Life & Accident Insurance Co.

BEGAN OPERATION: September 30, 1950

NATIONAL REPRESENTATIVES: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 14th & Compton Ave.

MAKE OF TRANSMITTER: Federal MODEL NO: 17-A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw. Aural, 11.9 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain 680 ft. Above Ground 575 ft.

STUDIO ADDRESS: 14th & Compton Ave. HOURS OF OPERATION: 1:40 p.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS, AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One studio (40x50 ft). One announce studio. Five image orthicon cameras. One film camera chain. One Projectall.

EXECUTIVES:

John H. DeWitt Jr., President
Irving Waugh, Executive Assistant to President & Commercial Manager
Jack Stapp, Program Director
Aaron Shelton, Chief Engineer
Elmer Cartwright, Film Buyer
Shelton Weaver, Operation Manager

RATE INFORMATION: Class A hour rate—\$300 (film only). Minute spot—\$50 (film only). Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 2, April 1, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

BROADCASTING • Telecasting

**In the chips—
WSM-TV increases
sales 30%
in one season**

In less than six months, with only one program a week on WSM-TV, Lay's Potato Chips showed a 30% sales increase in the Nashville area.

If your sales curve is a bit stubborn about growing in the right direction, maybe what you need is some spade work WSM-TV style.

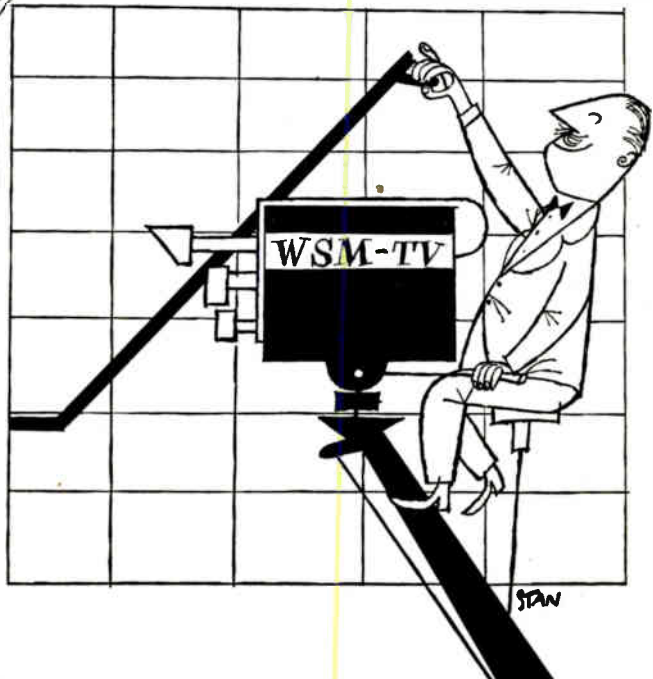
Irving Waugh or any Petry Man will welcome a chance to show you what a little intensive WSM-TV cultivation has done not only for Lay's but an impressive list of local, regional and national advertisers.

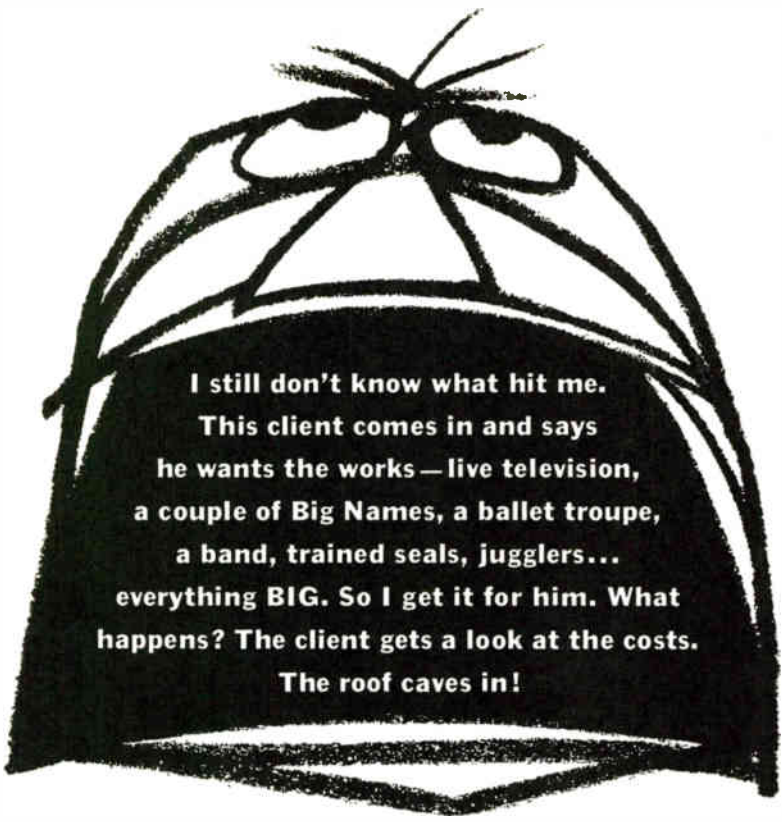
How about reaching for your phone now?

Nashville

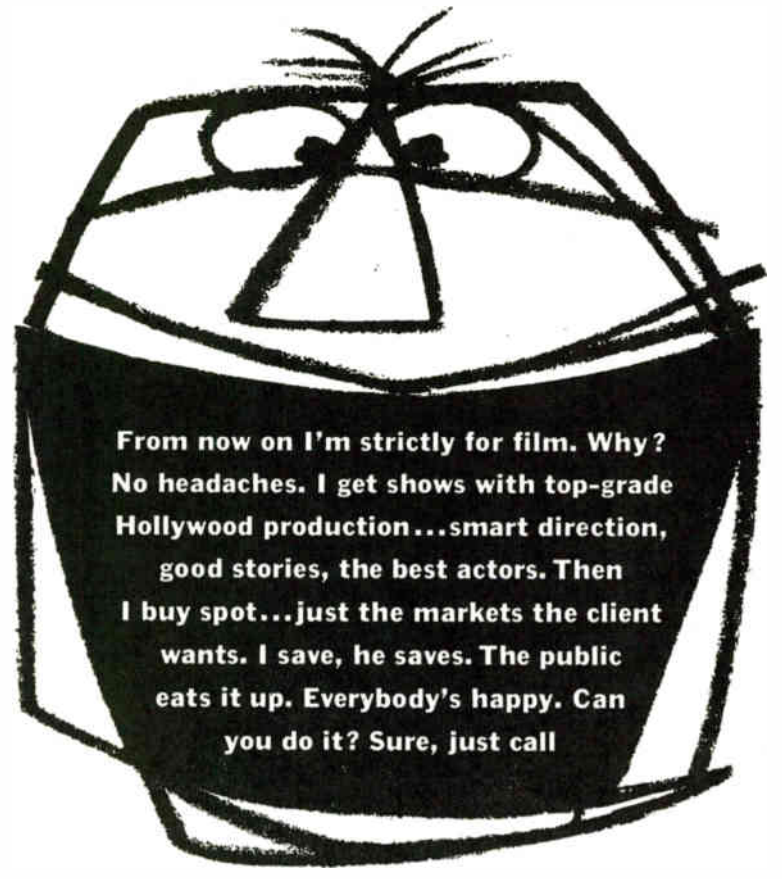
WSM-TV

Channel 4





I still don't know what hit me.
 This client comes in and says
 he wants the works — live television,
 a couple of Big Names, a ballet troupe,
 a band, trained seals, jugglers...
 everything BIG. So I get it for him. What
 happens? The client gets a look at the costs.
 The roof caves in!



From now on I'm strictly for film. Why?
 No headaches. I get shows with top-grade
 Hollywood production... smart direction,
 good stories, the best actors. Then
 I buy spot... just the markets the client
 wants. I save, he saves. The public
 eats it up. Everybody's happy. Can
 you do it? Sure, just call

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.
 SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
 25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
 812 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Texas

Brownsville—(Matamoros, Mex.)

XELD-TV

LICENSEE: Romulo O'Farril Sr.

ADDRESS: Matamoros and 1111 S. E. Levee St., Brownsville, Texas

PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farril Sr. is principal stockholder. Mr. O'Farril owns XEX and XHTV (TV) Mexico City, is also publisher of Mexico City Novedades.

BEGAN OPERATION: September 1951

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoros, Tams.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 700 ft.

STUDIO ADDRESS: Matamoros, Tams. **HOURS OF OPERATION:** 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICES: INS Telenews

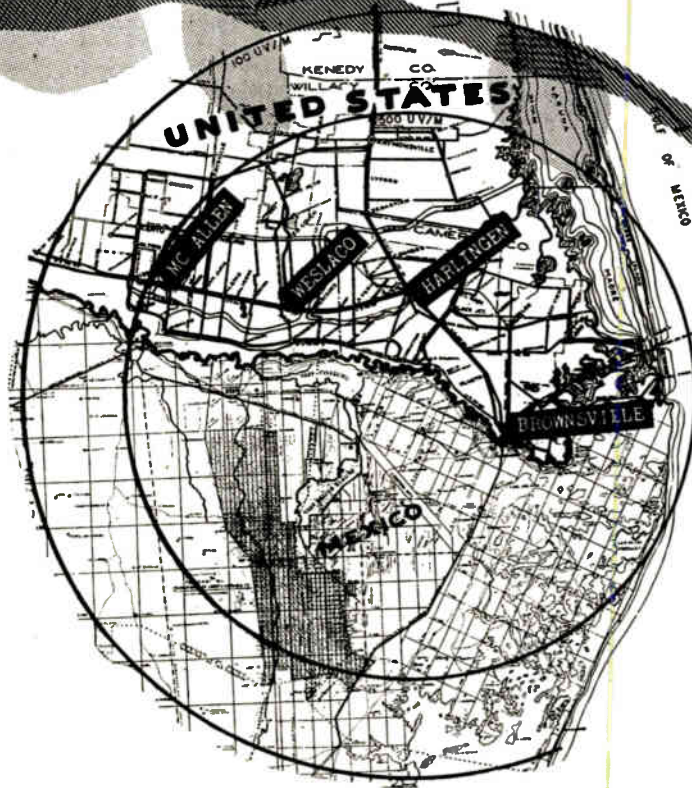
EXECUTIVES:

- Romulo O'Farril Sr., President
- Monte Kleban, Executive Director
- Bert Harris, General Manager
- Bert Metcalf, Program Manager
- Jack Rathbun, Commercial Manager
- Bill Sloat, Chief Engineer
- Betty Pitt, Traffic Manager

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$35. (From Rate Card No. 1, Sept. 1, 1951.)

XELD-TV

brings you
America's newest
television market
...the rich Rio Grande Valley



America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7 2.8 Kilowatts ERP MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by

NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE



KRLD-TV

CHANNEL 4 DALLAS

TEXAS' MOST POWERFUL TELEVISION STATION

VIDEO 27,300 watts—AUDIO 13,600 watts

**Exclusive DALLAS-FT. WORTH outlet
for CBS TELEVISION PROGRAMS!**

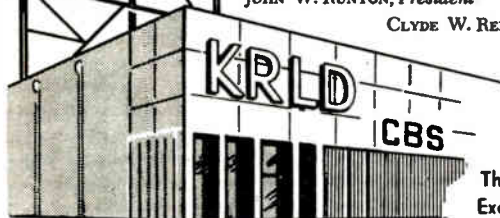
*Serving the Southwest's
largest metropolitan market..*

More than a Million Urban Dwellers
within the 50 mile radius. More than
TWO million population within the
100-mile area.



JOHN W. RUNYON, *President*

CLYDE W. REMBERT, *General Manager*



The Branham Company
Exclusive Representative

TV Stations in the U. S.

Dallas—

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square ZONE: 1 PHONE: Randolph 6811

AM AFFILIATE: KRLD FM AFFILIATE: KRLD-FM

TV NETWORK AFFILIATION: CBS (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Times-Herald Printing Co., publisher of Dallas Times-Herald.

BEGAN OPERATION: December 3, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE MODEL NO: TT-6-C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 13.6 kw.

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 463 ft. Above ground, 568 ft.

STUDIO ADDRESS: Herald Square HOURS OF OPERATION: 10 a.m.-11:30 p.m.

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Official NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Two studios (22x45 ft. each), with two cameras per studio. Two 16mm film projectors. One Balopticon. One Multiscope.

EXECUTIVES:

John W. Runyon, *President*

Clyde W. Rembert, *General Manager*

J. W. Crocker, *Assistant Manager*

W. A. Roberts, *Commercial Manager*

Roy George, *Program Director & Film Buyer*

Roy Flynn, *Chief Engineer*

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$80. Participations—\$80 per spot. Rehearsals—\$15 per quarter hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 25%. (From Rate Card No. 4, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Craven, Lohnes & Culver

a winner - all-ways

EXCLUSIVE ADVERTISING
IN
BROADCASTING • TELECASTING
always scores!

TEL RA PRODUCTIONS

1518 WALNUT STREET
PHILADELPHIA 2, PA.
KI. 5-8540

Mr. Maury Long
Broadcasting-Telecasting Magazine
National Press Building
Washington 4, D. C.

Dear Maury:

From time to time we have taken space in the Telecasting Section of your publication, to promote our packaged sports films for television use. I guess in spite of yourself the book really pulls because we are now in our 72nd week of producing **TELESPORTS DIGEST**, which is currently being sponsored in 38 cities.

We are also in our 4th year of producing **TOUCHDOWN**, and even though we are some four weeks away from starting date, the program is sponsored in 19 cities. The **DICK DUNKEL'S FOOTBALL RATINGS** have been sold in 15 cities. We are just beginning to promote **NATIONAL PRO HIGHLIGHTS**, which also is due for release within 30 days. I thought you might be interested in the stations and cities scheduled to carry our programs this fall and a good deal of this credit can be based on exclusive advertising in **BROADCASTING**.

You folks must really have it!

Cordially,

Wallace Orr
Wallace Orr
Tel Ra Productions

WO:cf
encl



Send for latest television survey on trade publications

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.



SNADER PRODUCTIONS

presents

DICK TRACY

- ★ 39 half-hour episodes now available
- ★ Filmed in Hollywood expressly for TV
- ★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD.....as DICK TRACY
LYLE TALBOT.....as THE BRAIN
ANGELA GREENE.....as TESS TRUEHEART
JOE DEVLIN.....as SAM CATCHEM

- ★ **SURE-FIRE** entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.

ADDRESS: 1122 Jackson St. ZONE: 2 PHONE: Riverside 3316

AM AFFILIATE: WFAA

TV NETWORK AFFILIATION: ABC, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Dallas News.

BEGAN OPERATION: September 17, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3000 Hines Blvd.

MAKE OF TRANSMITTER: DuMont MODEL NO: 8000

EFFECTIVE RADIATED POWERS: Visual, 27.1 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 350 ft. Above Ground, 377 ft.

STUDIO ADDRESS: 3000 Hines Blvd. HOURS OF OPERATION: 10:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (35x25 ft. and 35x21 ft.). Five DuMont studio cameras. Two DuMont film cameras. One Gray Telepticon (4x5 in.). Two Holmes 16mm film projectors.

EXECUTIVES:

E. M. (Ted) Dealey, President
Martin B. Campbell, Supervisor of Radio and TV
Ralph W. Nimmons, Manager
Lawrence E. DuPont, Program Director
Wm. C. Ellis, Chief Engineer
Carlos Dodd, Television Technical Supervisor
Howard Anderson, Film Buyer
Mrs. Wyona Portwood, Sales Promotion Director

RATE INFORMATION: Class A hour rate—\$400. Minute spot—\$80. Participations—\$80 per spot. Rehearsals—\$15 per quarter-hour. Frequency discount—Begins with 13 times at 5% up to 260 times at 25% (From Rate Card No. 5, Oct. 15, 1951).

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)



family portrait...

... of the 379,800 families in the big WFAA-TV market area. They're folks you ought to know—and here's why ... effective buying income: \$5,020—better than the national figure by 11% ... average expenditures: 19% more on retail goods than the national average ... 103% more on general merchandise ... 25% more on automotive goods ... 28% more on drug items. *This* is the nine county North Texas market of WFAA-TV—an area which includes TWO big metropolitan centers, Dallas and Ft. Worth! It's the biggest market in the biggest state!



WFAA-TV TELEVISION SERVICE OF THE DALLAS NEWS
 Martin B. Campbell: Supervisor, The News' Radio-TV Stations • Ralph W. Nimmons: Station Manager

Channel 8, 27.1 KW
 NBC : ABC : DUMONT
 Nationally Represented
 by Edward Petry & Co.

TV Stations in the U. S.

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.

ADDRESS: 3900 Barnett St. PHONE: Lockwood 1981

AM AFFILIATE: WBAP FM AFFILIATE: WBAP-FM

TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 3900 Barnett St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.4 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA TYPE: TF3B, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 502 ft.

STUDIO ADDRESS: 3900 Barnett St. HOURS OF OPERATION: 10:25 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicons and iconoscopes

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, N. Y. Times, Chicago Tribune

LIBRARY SERVICE: Associated, Boosey & Hawkes, Bosworth

STUDIO FACILITIES: Three studios (45x82x28, 20x33x20 and 15x15x10 ft.). Three RCA studio cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Gray Telopticon. One Gray multiplixer. One Selectaslide projector (2x2 in.). Houston film processor. Bell & Howell printer. One Bell & Howell Filmo 16mm camera. Mobile unit, with three RCA image orthicon cameras.

EXECUTIVES:

Amon G. Carter, Chairman of the Board

Amon G. Carter Jr., President

Harold V. Hough, Director

George Cranston, General Manager

Roy Bacus, Commercial Manager

Robert J. Gould, Program Director

R. C. Stinson, Chief Engineer

Lynn Trammel, Film Buyer

Thaine Engle, Director Publicity-Promotion

Tommy Thompson, Production Chief

RATE INFORMATION: Class A hour rate—\$500 (film only). Minute spot—\$80. Participation—\$140 per spot. Rehearsals—\$12.50 per quarter-hour (\$25 minimum), live studio; \$10 per quarter-hour (\$20 minimum), film studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951).

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Co.

*For
Meritorious Public
Service to Your
Community!*

NATIONAL SPOT

Advertisers . . . agencies . . . will want to know all about Encyclopedia Britannica Films for television. These distinguished films have tremendous audience appeal, and they offer opportunities for institutional promotion at the community level that are not available under other circumstances. A great range of subjects is covered. Invite us to tell you the full story.

APS
Television

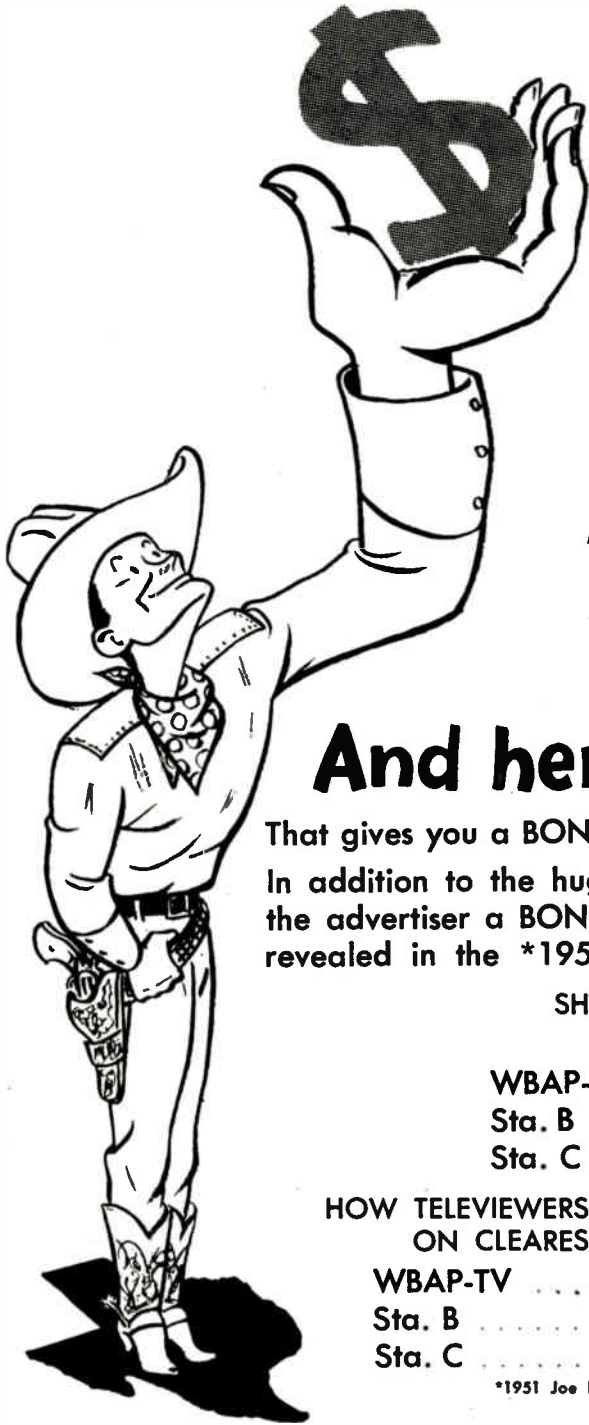
Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM
SERVICE

151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only \$19.50 per month. Write for complete catalog and details.

There's a **BIG BONUS** in store for you in the Southwest!



The South's Number One Market—the fabulous sixteen-county area surrounding Fort Worth and Dallas—the WBAP-TV market!

500,000 viewers in this wealthy, buy-minded region. One look at Mr. Hooper's* 1951 October analysis of the Fort Worth-Dallas TV audience index shows why WBAP-TV, Channel 5, is first choice with local and national television advertisers:

SHARE OF TELEVISION AUDIENCE

	WBAP-TV	Sta. B	Sta. C
Mon. thru Fri. 12:00 noon-6:00 p. m	50.3	22.3	27.4
Sun. thru Sat. Eve. 6:00 p. m-11:00 p. m.	44.3	36.6	19.0

*Fort Worth-Dallas, Texas, October 1951 Hooper Television Audience Index

And here's your **BONUS** story--

That gives you a **BONUS BUY** in this fabulous market!

In addition to the huge Fort Worth-Dallas metropolitan area, WBAP-TV offers the advertiser a **BONUS VALUE** in the extensive non-metropolitan audience, as revealed in the *1951 Belden survey:

SHARE OF AUDIENCE AVERAGE, DAYTIME AND NIGHTTIME:

	Daytime	Nighttime
WBAP-TV	60%	54%
Sta. B	29	33
Sta. C	11	13

HOW TELEVIEWERS RATE STATIONS ON CLEAREST PICTURE:

WBAP-TV	51%
Sta. B	26
Sta. C	10

HOW TELEVIEWERS RATE STATIONS ON BEST PROGRAMMING

WBAP-TV	38%
Sta. B	26
Sta. C	12

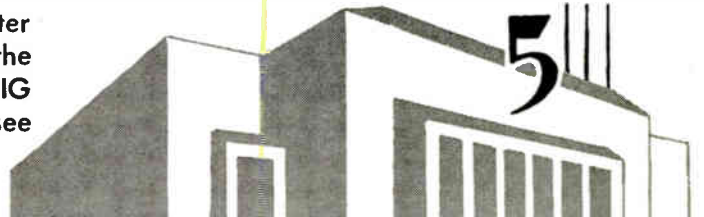
*1951 Joe Belden & Associates Television Audience Survey of the Fort Worth-Dallas Non-metropolitan Area.

There is the **BIG** story of WBAP-TV! Dominance of audience in both the Fort Worth-Dallas city areas AND the out-lying non-metropolitan areas. Clearer pictures, better programming in the **FIRST MARKET** of the South. For additional details on the **BIG** story of WBAP-TV, write us direct or see your Free & Peters man.



WBAP

AM-FM-TV
570 - 820
Channel 5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

affiliated with
ABC • NBC

AMON CARTER, *President*
HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

SNADER PRODUCTIONS

presents

THIS IS THE STORY

- ★ 78—brand-new television episodes
- ★ With an all-age . . . all-family . . . all product appeal
- ★ Each quarter-hour program has two complete stories
- ★ For morning, afternoon or night
- ★ **FEATURING ED PRENTISS,**
radio and TV's greatest story-teller.

● Everyone loves a good story told by a good story-teller. **THIS IS THE STORY** brings you the greatest of stories told in the masterful Ed Prentiss manner!

Dramatic tales of history, science, art, stage, screen, sports and business—all subjects highlighting the *true* and unusual facts that have changed the course of history and the fate of mankind.

Each of these stories is *new, refreshing, and always timely* . . . told in the dynamic Prentiss style and skillfully illustrated by an ever-changing stream of sketches that literally seem to come to life!

Write, wire or phone:

SNADER TELESCRIPTIIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Houston—

KPRC-TV

LICENSEE: Houston Post Co.

ADDRESS: Lamar Hotel ZONE: 2 PHONE: Fairfax 7101

AM AFFILIATE: KPRC FM AFFILIATE: KPRC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Road

MAKE OF TRANSMITTER: GE MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw

MAKE OF ANTENNA: GE TYPE: TY 16A

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 537 ft.

STUDIO ADDRESS: Post Oak Road HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio "A," (40x60 ft.), Studio "B," (30x50 ft.). Four GE cameras. Two GE film projectors. One Balopticon. One slide projector.

EXECUTIVES:

W. P. Hobby, President

Jack Harris, Vice President & General Manager

Jack McGrew, Commercial Manager

Bert Mitchell, Program Director

Paul Huhndorff, Chief Engineer

Marthalu Brooks, Film Buyer

Marsh Callaway, Promotion Director

Pat Flaherty, News Director

RATE INFORMATION: Class A hour rate—\$500 (film only). Minute spot—\$100 (film only). Rehearsals—\$50 per half-hour. Frequency discounts—Begin with 26 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Frank W. Wozencraft

CONSULTING ENGINEER: McIntosh & Inglis

HOUSTON —

the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV —

the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

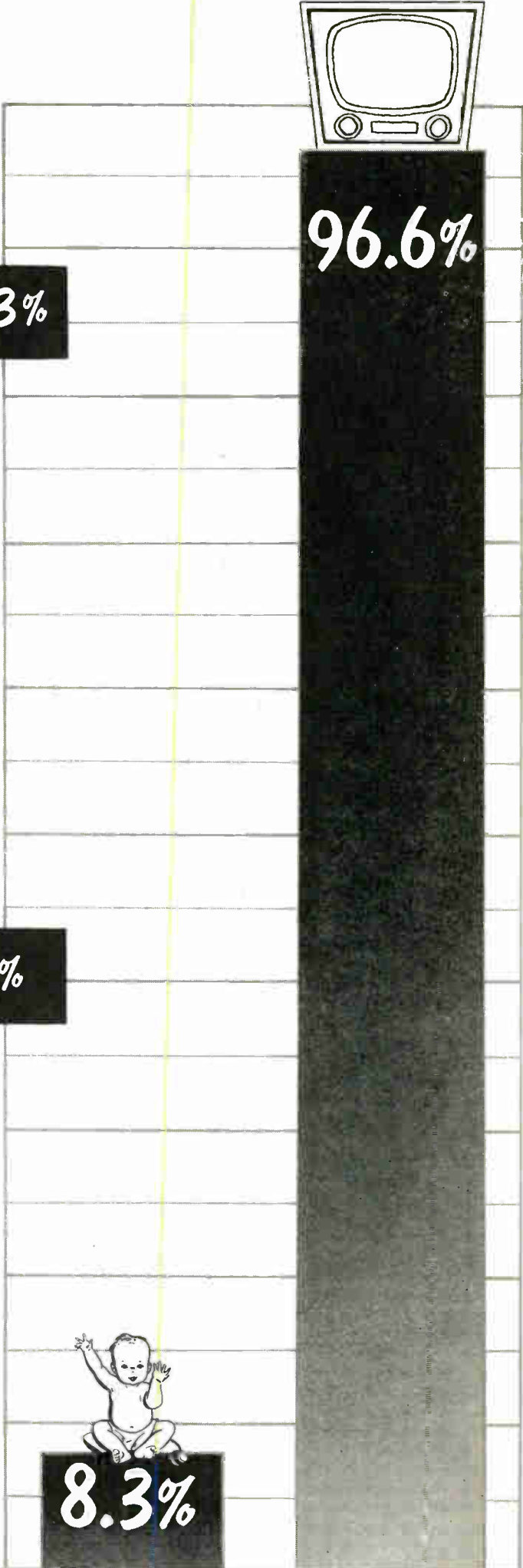
IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.



FIRST in Radio and Television CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS

TV Stations in the U. S.

San Antonio—

KEYL

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Fort Industry Co., which owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, WGBS-AM-FM Miami. George B. Storer is principal stockholder. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont MODEL NO: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9 kw

MAKE OF ANTENNA: RCA TYPE: TF 3C

ANTENNA HEIGHT: Above Average Terrain, 440 ft. Above Ground, 497 ft.

STUDIO ADDRESS: Transit Tower Bldg. HOURS OF OPERATION: 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (35x40 ft. and 15x35 ft.). Three image orthicon chains. Two iconoscope chains. Two Holmes 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit. Film processing facilities.

EXECUTIVES:

- George B. Storer, President
- Lee B. Wailes, Executive Vice President
- George B. Storer Jr., Managing Director
- W. E. Kelley, Commercial Manager
- Harriette C. Robb, Director of Women's Programs

RATE INFORMATION: Class A hour rate—\$400 (film only). Minute spot—\$80 (film only). Rehearsals—\$150 per hour in excess of 2x1 ratio. Frequency discount—Begins with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

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**CBS-TV
ABC-TV
DUMONT**

San Antonio
25th
AMERICA'S FASTEST
GROWING
MAJOR CITY
(1950 CENSUS OVER 1940)

**the
KATZ
AGENCY**



TELEVISION STATIONS IN THE UNITED STATES

San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: P. O. Box 2641 ZONE: 6 PHONE: Garfield 4-221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Halff, as executor of the estate of the late G. A. O. Halff, is principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: Capitol, Standard

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Five RCA TK30 cameras. Two iconoscope cameras. Two Holmes 16mm film projectors. One Projectall (3x4). One slide projector (2x2 in.).

EXECUTIVES:

Hugh A. L. Halff, President

Arden X. Pangborn, General Manager

Jerry Lee, Commercial Manager

Perry Dickey, Program Manager

Charles L. Jeffers, Director of Engineering

Ed Hyman, Film Buyer

Dallas Wyant, Sales Promotion Manager

Justin R. Duncan, Director of Public Relations

RATE INFORMATION: Class A hour rate—\$400 (film only). Minute spot—\$70 (film only). Frequency discounts—Begin with 52 times at 10% up to 312 times at 20% (From Rate Card No. 6, Feb. 1, 1952).

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

M + P = R

market plus performance equals results

For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit.

WOAI-TV is more than two years old and like WOAI is the leader in its field. *Superior* equipment, *superior* personnel, *superior* programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S
BRIGHTEST PICTURE

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit



TV Stations in the U. S.

Utah

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & Television Corp.

ADDRESS: 143 South Main St. ZONE: 1 PHONE: 5-2991

AM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Walker Bank Bldg.

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 4 kw Aural, 2 kw

MAKE OF ANTENNA: Composite TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 542 ft. Above Ground, 330 ft.

STUDIO ADDRESS: 68 Regent St. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Studio "A" is 625 sq. ft. Studio "B" is 2100 sq. ft. Four camera chains. Two 16mm film projectors. One 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
Easton C. Wooley, Executive Vice President
George Provol, Commercial Manager
Dan Rainger, Program Director
John M. Baldwin, Chief Engineer
Connie Eckhardt, Film Buyer

RATE INFORMATION: Class A hour rate—\$390 (live), \$300 (film). Minute spot—\$65 (live), \$50 (film). Participations—\$65 per spot. Rehearsals—\$35 per half-hour, live studio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 25%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

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KDYL-TV
Hits the
"Bulls-eye"
For You!

First

on the air in the Mountain West (April, 1948)

First

in local advertising (Rorabaugh)

First

in national advertising (Rorabaugh)

First

in the minds of advertisers because of:

- Merchandising help through aggressive promotion
- Powerful local shows plus NBC interconnected network
- Proven results for advertisers*

(*write for KDYL-TV's brochure of success stories)

The rapidly-growing Mountain West market is a juicy plum for advertisers. Utah's population now exceeds 2/3 of a million people, with a majority of all Utah retail sales being made within KDYL-TV's coverage area.

Invest your advertising dollars in the *popular* station in the heart of a great market area. Use KDYL-TV — the station that brings *results*.

KDYL-TV
— NBC Network - CHANNEL 4 —

Salt Lake City, Utah

Notional Representative: Blair-TV, Inc.

BROADCASTING • Telecasting

TELEVISION STATIONS IN THE UNITED STATES

Salt Lake City—(Continued)

KSL-TV

LICENSEE: Radio Service Corp. of Utah

ADDRESS: 145 Motor Ave. ZONE: 1 PHONE: 5-4641

AM AFFILIATE: KSL FM AFFILIATE: KSL-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints is principal stockholder.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Union Pacific Bldg.

MAKE OF TRANSMITTER: GE MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 18.4 kw. Aural, 9.6 kw.

MAKE OF ANTENNA: GE TYPE: TY-13C, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, —416 ft. Above ground, 178 ft.

STUDIO ADDRESS: 145 Motor Ave. HOURS OF OPERATION: 9 a.m.—Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicons

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium (80x50 ft. stage), seating 215. Two studios (70x60 and 30x20 ft.). Four image orthicon cameras. Three Holmes 16mm film projectors. One Balopticon. Two 35mm slide projectors. Rear projection unit for studios.

EXECUTIVES:

Ivor Sharp, Executive Vice President
C. Richard Evans, Vice President & General Manager
D. Lennox Murdoch, Station Manager
Edward B. Kimball, Sales Manager
Wayne F. Richards, Program Director
Scott R. Clawson, Production Director
Richard V. Thiriot, Film Buyer
Paul S. Dixon, Comptroller
Vincent E. Clayton, Chief Engineer

RATE INFORMATION: Class A hour rate—\$390 (live), \$300 (film). Minute spot—\$78 (live), \$60 (film). Participations—\$27.50-35 per spot. Rehearsals—\$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 208 times at 15%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Wilkinson, Boyden & Cragun

CONSULTING ENGINEER: A. D. Ring & Co.

KSL-TV has a penetration percentage of 59.2 . . . one of the nation's largest! Over 200% more sets than last year.

KSL-TV offers more buyers with more money. Over \$200,000,000 in new manufacturing industry has moved into Utah the past three years.

KSL-TV delivers YOUR advertising message to 53% of Utah's total population which is up 40% in the past decade as compared with the national average of only 14.5%.

KSL-TV gives that important extra punch — MERCHAN-

DISING . . . promotion where it counts . . . at point of sale.

KSL-TV has the facilities to put on any show from a cozy corner spot to a circus. The latest in equipment and know-how is at your service.

KSL-TV gives you coverage of 56% of all Utah retail sales potential as Salt Lake City is truly the pocketbook of the booming Utah market.

KSL-TV really has connections. CBS, ABC and DUMONT . . . the three important networks — "the cream of the TV crop," with direct telecast from coast to coast.



IF YOU'LL READ THAT
YOU'LL BUY THIS!

KSL-TV SALT LAKE CITY

Represented by CBS Television Spot Sales

America's Miracle Market

is the place to strike it rich!

How'd you like to discover a gold mine? We already have—a gold mine of sales opportunities better than any other in these United States! It's located in the Norfolk-Portsmouth-Newport News metropolitan market area, and is as rich a lode as the wildest Forty-Niner could have dreamed of. Here's how the assayers report stacks up:

Bureau of Census, Dept. of Commerce, Comparative Retail Sales Nov. 1951 over Nov. 1950—

Total sales up 20%
Food sales up 13%
Eating, drinking places up 32%
Department stores up 21%
Apparel up 22%
Furniture up 36%
Appliance and radio up 66%
Drugs up 26%
Automotive up 22%

and the banks broke all previous records during 1951—

Clearings in Norfolk alone were \$812,805,000 compared with \$675,939,000 the year before. Deposits totaled over \$300,000,000.

What's more population increased 63.3% between the 1940 and 1950 census—and an estimated 12% more during 1951!

Plus this big BONANZA—The U. S. Naval payroll in the Norfolk-Portsmouth area is \$300 million yearly!

We've got a real boom on our hands—and WTAR-TV is the medium to sift some of this gold from America's Miracle Market your way. Using the facilities of WTAR-TV, with its more than 100,000 set circulation, you can effectively blanket this spectacular market with your sales message. For more information or help in staking out your claim, call or write the nearest Petry office.

★ ★ ★
★ ★ ★
WTAR-TV

Channel 4—Serving Norfolk, Portsmouth, Newport News and the Tidewater Area of Virginia and North Carolina. Offices and studios at 720 Boush Street, Norfolk 10, Virginia.

TV Stations in the U. S.

Virginia

Norfolk—

WTAR-TV

LICENSEE: WTAR Radio Corp.

ADDRESS: 720 Boush Street ZONE: 10 PHONE: 5-6711

AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.

BEGAN OPERATION: April 1, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 720 Boush St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.24 kw Aural, 12.12 kw

MAKE OF ANTENNA: RCA TYPE: 5-Element Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 367 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 720 Boush Street

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Two studios (32x45 and auditorium with 25x40 ft. stage, seating 120). Two image orthicon cameras in each studio. Two RCA 16mm film projectors. Two iconoscope camera chains. Three Eastman 35mm slide projectors. One Super-Projectall. Mobile unit with two RCA image orthicon cameras. One Bell & Howell film camera.

EXECUTIVES:

Campbell Arnoux, President & Manager

John C. Pepper, Operations Manager

Winston Hope, Administrative Assistant for TV

Robert M. Lambe, Commercial Manager

Joel Carlson, Program & Public Relations Director

Harold Solding, Production Manager

Richard L. Lindell, Chief Engineer

Fred N. Lowe, Promotion Manager

RATE INFORMATION: Class A hour rate—\$535 (live), \$475 (film). Minute spot—\$105 (live), \$90 (film). Rehearsals—\$15 per quarter-hour in excess of 1x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Jansky & Bailey

Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step . . . a measurement of *who* is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many *more* of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

1. *Two* national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.
2. Ratings, homes reached, and audience composition on *all* network programs . . . commercial *and* sustaining . . . delivered within two weeks.
3. Comparable city data *on the same base* and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story . . . accurately told? If you're not already using ARB reports, let us tell you more about them. Whether your problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us,

AMERICAN RESEARCH BUREAU, INC.

NATIONAL PRESS BUILDING

WASHINGTON 4, D. C.

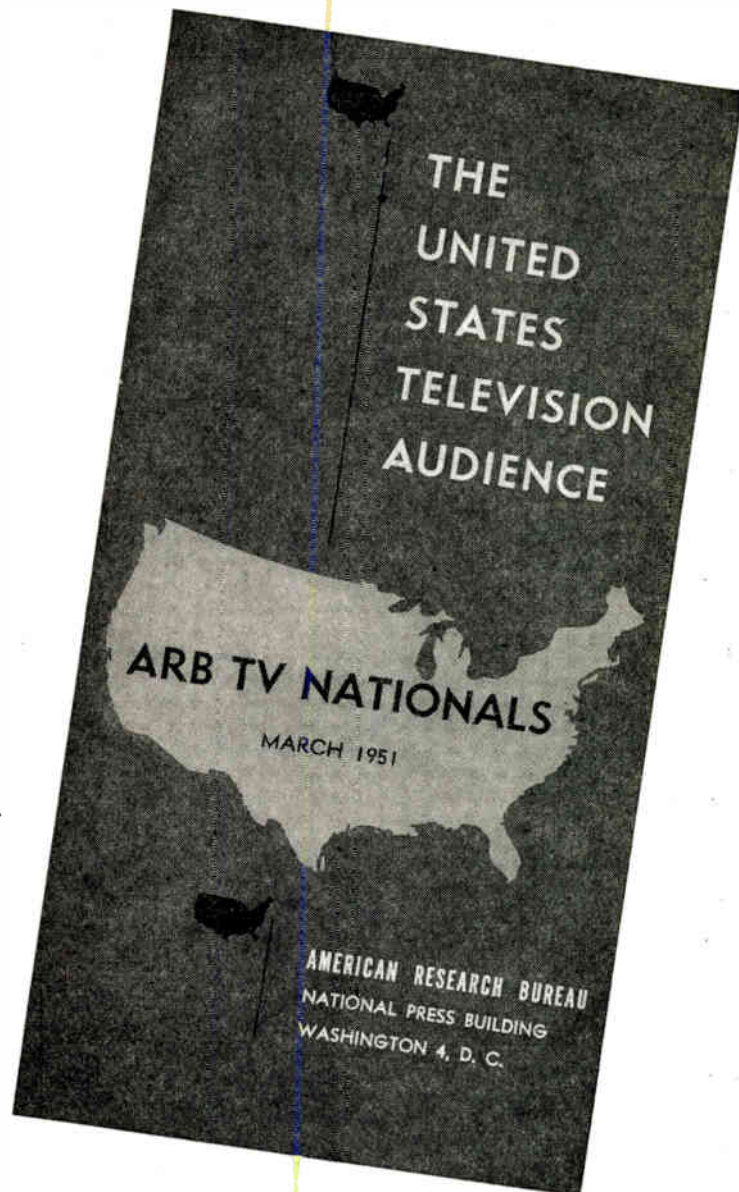
REpublic 6002—7838—6193

James W. Seiler, Director

on West Coast call:

COFFIN, COOPER & CLAY, INC.,

Los Angeles, Calif.—Cumberland 3-3149



COMPLETE CITY REPORTS

Complete ARB TV Reports with all the features of the network study are now available monthly in the following metropolitan areas. Others will be added.

New York
Los Angeles
Chicago
Philadelphia
Cleveland

Baltimore
Washington
Boston
Detroit
San Francisco

To the station, these current, on-the-spot diary reports furnish an accurate, honest appraisal of audience levels throughout the week . . . a valuable aid in both selling and programming for the future.

To the timebuyer, ARB reports bring factual information on how to reach the right TV audiences at the lowest cost per thousand. Based on competent research, they point out favorable factors and guard against "blue sky" ratings and claims. In addition to numerous agency and advertiser subscribers, twenty-three television stations are now using ARB reports as of February, 1952.

TV Stations in the U. S.

Richmond—

WTVR

LICENSEE: Havens & Martin Inc.

ADDRESS: 3301 W. Broad St. PHONE: 5-8611

AM AFFILIATE: WMBG FM AFFILIATE: WCOD

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Wilbur M. Havens is principal stockholder.

BEGAN OPERATION: April 22, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Staples Mill Road

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 417 ft. Above Ground, 642 ft.

STUDIO ADDRESS: 3301 W. Broad St. HOURS OF OPERATION: 6:45 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: Acme

STUDIO FACILITIES: Two studios (29x17½x12 and 25x52x22 ft.). Three DuMont cameras. Four 16mm film projectors. Four slide projectors (2x2 in.). One 35mm strip film projector. One Balopticon. Two 16mm motion picture cameras. Two 35mm motion picture cameras. Facilities for processing 16 and 35mm film.

EXECUTIVES:

Wilbur M. Havens, President, General Manager & Commercial Manager

Walter A. Bowry Jr., Assistant Manager

G. Conrad Rianhard, Program Director & Film Buyer

James Kyle, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$100. Rehearsals—\$120 per hour, live studio. (From Rate Card No. 1, Jan. 1, 1952.)

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: James C. McNary

WTVR

Gall



IN FACT

Here is the Picture . . .

108,878 sets (2/1/52)

34 county coverage

15½ hr. average operation
daily

781,000 population

197,700 families

\$580,000,000 retail sales

of Greatnes

In the halls of history are many of Virginia's sons—those pioneers who set our way of life, who lengthened and broadened this country by their vision.



America's coastal frontiers are now defined. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin Inc. established the South's first television station . . . W T V R.

To W T V R there is always a new frontier . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass marketing of merchandise at lowest cost.

W T V R talks business with 781,000 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM WCOD FM

WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

IN
SEATTLE-TACOMA
 AND THE GREAT
PACIFIC NORTHWEST
Television

IS



KING-TV

NOW MORE THAN 500,000* TELEVIEWERS BETWEEN PORTLAND, OREGON, AND VANCOUVER, BRITISH COLUMBIA DEPEND EXCLUSIVELY ON KING-TV FOR THE FINEST IN TELEVISION.

*January 1, 1952

KING-TV

SEATTLE, WASHINGTON
 Affiliated With
RADIO KING, the PACIFIC
NORTHWEST'S MOST POWERFUL
INDEPENDENT — 50,000 Watts
 and the
SEATTLE POST-INTELLIGENCER

OTTO BRANDT
 Vice Pres. & Gen. Mgr.

JOHN BLAIR CO.
 National Rep.

TV Stations in the U. S.

Washington

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: Smith Tower ZONE: 4 PHONE: Mutual 1090

AM AFFILIATE: KING FM AFFILIATE: KING-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAE-AM-FM Pittsburgh. Hearst Newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore).

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 408 ft. Above Ground, 170 ft.

STUDIO ADDRESS: 302 2nd Ave., West HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-28

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP Telenews, Acme News Photos

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (60x100 ft. each). Four field cameras. Two RCA TP-16B 16mm film projectors. Two Eastman Model 250 16mm film projectors. Two 35mm Selectroslide projectors. Two RCA TK20A film cameras. One GE Balopticon.

EXECUTIVES:

Mrs. A. Scott Bullitt, President

Otto P. Brandt, Vice President & General Manager

Al Hunter, Commercial Manager

Lee Schulman, Program Director

George Freeman, Chief Engineer

Robert Priebe, Operations Manager

RATE INFORMATION: Class A hour rate—\$550 (film only). Minute spot—\$110 (film). Participations—\$65-125 per spot. Rehearsals—\$75 per hour, live studio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 13¾%. (From Rate Card No. 9, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Wm. L. Foss Inc.

Ironrite Inc.
MOUNT CLEMENS, MICHIGAN, U. S. A

Ironrite Inc.

MOUNT CLEMENS, MICHIGAN, U. S. A.
TELEPHONE 2528



Broadcasting-Telecasting
870 National Press Building
Washington 4, D. C.

Attention: Editor

Dear Sir:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that Broadcasting-Telecasting gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Sincerely yours

IRONRITE INC.
Dick Sierk

Dick Sierk
Advertising and
Sales Promotion Manager

DS:pb

TV Stations in the U. S.

West Virginia

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.

ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441

AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected through privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 90% owned by Huntington Publishing Co., publisher of Huntington Herald-Dispatch and Advertiser. Col. J. H. Lang and family are principal stockholders of Huntington Publishing Co.

BEGAN OPERATION: October 24, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 8th Street Hill

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.8 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: TF3A, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 339 ft.

STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios (18x37 and 18x34 ft.)—to be expanded to same number of studios, one 40x60 ft., other 30x40 ft. Two image orthicon cameras. One film camera. One RCA 16mm film projector. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

Col. J. H. Long, President

Lawrence H. Rogers, General Manager & Commercial Manager

James H. Ferguson, Director of Sales

Ted Eiland, Program Director

Elizabeth Conaty, Supervisor of National Sales

Harold W. Shriber, Promotion Manager

T. I. Bordenkircher, Production Manager

Ned R. Brooke, Film Director

Eileen Boecher, Traffic Manager

Leroy E. Kilpatrick, Chief Engineer

RATE INFORMATION: Class A hour rate—\$540 (live), \$360 (film). Minute spot—\$72 Participations—\$36 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.

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WSAZ-TV COVERS

(source-NBC Research Dept.)

HOMES

575,000

RETAIL SALES

\$1,322,151,000

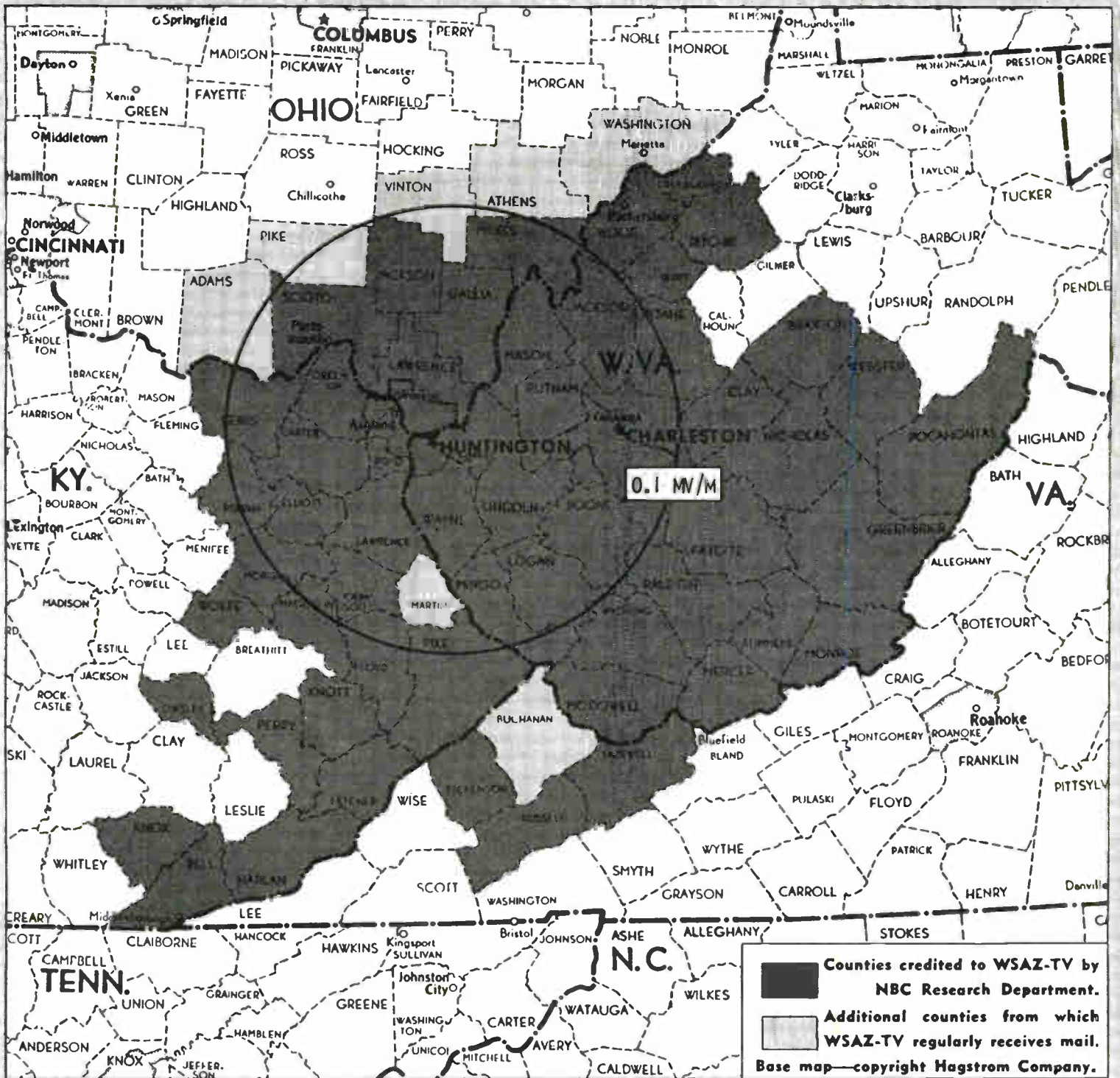
WSAZ-TV

HUNTINGTON, W. VA.

Channel 5

For more information

AN AREA OF 2,000,000 PERSONS



SET CIRCULATION—76,000 (estimated to March 1, 1952)

call... **THE KATZ AGENCY** today!

TV Stations in the U. S.

Wisconsin

Milwaukee—

WTMJ-TV

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Drive ZONE: 12 PHONE: Marquette 8-6000

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 720 E. Capitol Drive

MAKE OF TRANSMITTER: RCA Model NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: TF3C, 3-Element Barwing

ANTENNA HEIGHT: Above Average Terrain, 340 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 720 E. Capitol Drive HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field image orthicons

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICES: NBC Weekly, AP, Telenews

STUDIO FACILITIES: Four studios (30x54, 26x43 ft., kitchen 18x26 ft. and auditorium with 36x32 ft. stage, seating 340.) Four RCA studio image orthicon cameras. Four RCA field image orthicons. Two RCA Iconoscope camera chains. Two RCA 16mm film projectors. One LaBelle 35mm slide projector. One slide projector (3¼x4 in.). One 35mm strip film projector. One Balopticon. One mobile unit.

EXECUTIVES:

Walter J. Damm, Vice President & General Manager

L. W. Herzog, Assistant General Manager

R. G. Winnie, Station Manager

Neale V. Bakke, Sales Manager

George Comte, Assistant to the Manager

George Nicoud, Assistant to the Manager

James Robertson, Program Manager & Film Buyer

Colby Lewis, Assistant Program Manager

Frank Bignell, Traffic Manager

Philip B. Laeser, Manager, Radio & TV Engineering

Bruce Wallace, Manager, Public Service Broadcasts & Promotion

Jack Krueger, News Editor

Edwin L. Cordes, Chief Engineer

Maurice Kipen, Music Director

Wendell Palmer, Continuity Chief

RATE INFORMATION: Class A hour rate—\$800. Minute Spot—\$150. Participations—\$100 per spot. Rehearsals—\$50 per half-hour. Use of auditorium, \$50. (From Rate Card No. 11, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

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Foreign Television Stations

Including Cuba, Mexico and Canada

(Listing includes those stations actually on the air, under construction or officially proposed. Compiled from all available sources, including station licensees, U. S. government reports, RCA Frequency Bureau and news reports.)

Power: Transmitter power output. ERP: Effective radiated power. Estimated receivers are those in use.

* * *

Note: U.S. State Dept. International Division estimates that in 1950 there were less than 500,000 TV sets in use outside this country and 1,680,000 in October 1951. By October 1952, 2.5 million sets are estimated will be in use. Regular TV viewing audience abroad is estimated at two million for December 1950, 12 million in October 1951 and will reach 24 million in October 1952.

CUBA

(Estimated receivers: 40,000)

CMQ-TV Network—First South American television network, owned by Circuito CMQ S.A., of which Goar Mestre is director general. Network's key station is CMQ-TV Havana. It includes four additional outlets already in test operation or nearing completion. CMQ-TV Network is to officially inaugurate commercial operation March 10, using kinescope recordings of CMQ-TV Havana schedule, with one week delay for Santa Clara, two week delay for Camaguey and three week delay for Santiago. In mid-1952 construction is to begin on a \$950,000, 18-hop, 500-mile microwave relay system from Havana to Santiago which will link all five CMQ-TV Network stations. Two additional outlets are planned for Holguin and Pinar del Rio (see below for further details).

* * *

Camaguey—CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. Power: 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras. Second mobile unit is under construction locally. Program schedule as of Jan. 1: 9-10:45 a.m., test pattern; 10:45 a.m.-1 p.m., live programs and 15-minute news film; 2-6 p.m., test pattern; 6 p.m.-12 midnight, live programs and 1½-hour film. Commercial sponsorship covers about 70% of program time and 85% of spot time.

CMQ-TV is key outlet for CMQ-TV Network, to be inaugurated on regular commercial basis March 10 with affiliates rebroadcasting kinescopes of full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. CMQ-TV Network plans additional outlets at Holguin and Pinar del Rio. Circuito CMQ S.A.'s current investment in TV is \$2,000,000 and eventually will exceed \$3,000,000 after completion of microwave relay between Havana and Santiago and proposed two additional CMQ-TV Network outlets. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Union Radio Television S.A., Mazon 52. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 250 ft. above ground. Union Radio, also radio station and radio network operator, was purchased in August 1951 by Manuel Alonso and Jose Pelleya for \$500,000 from Gaspar Pumarejo & Assoc. Mr. Alonso, owner of motion picture interests, has majority interest. Mr. Pelleya is an attorney. Additional TV outlet is contemplated for Santa Clara.

Havana—CMA-TV (Under construction). Radiotelevision El Mundo S.A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile. Principals include: Amandeo Bartletta, publisher, *El Mundo*, and Cuban distributor for Cadillac, Oldsmobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Technical Director: Ventura Montes.

Havana—(Proposed). Compania Television de Caribe S. A. Ch. 3, 60-66 mc. Power: 5 kw. 525 lines, 60 fields, FM sound.

Havana—(Proposed). R. Garcia Serra. Ch. 7, 174-180 mc. Power: 5 kw. 525 lines, 60 fields, FM sound.

(Continued on page 188)

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